

## **STAFF REPORT**

**TO:** Communications Subcommittee  
**FROM:** Communications Officer, M Raffills  
**REFERENCE:** C797  
**SUBJECT:** **Media Report – RFN10-01-05**

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### **Media releases sent out by Council via Dry Crust October/November/December 2009**

#### **October:**

Annual report  
HMNZS Pukaki  
Pacific Island aid/Tsunami appeal  
Environment Awards 2009 - final push for entries  
Roading - praise for Councils use of R funding  
Rural travel fund

#### **November:**

Ants 2009  
Railway Reserve shared pathway  
Sundial Square Summer Sounds

#### **December:**

Free scooter training  
Jay Ride - car share  
Performing Arts Centre decision  
Rural burnoffs  
Street Ambassadors  
Tiny Tots Tea Party and Summer events

### **News coverage in local media**

All press releases were picked up and used by the local media with over 80 individual pieces of press coverage generated in total. All press coverage is now being scanned and archived to ensure we have easy access to old cuttings/coverage.

### **Radio advertising**

Advertising went out on all Tasman regional radio stations highlighting:

- Newline
- Jam magazine
- Boredom Busters

- Environment Awards 2009
- Mudcakes & Roses
- Tasman Libraries/Richmond Library
- [www.tasman.govt.nz](http://www.tasman.govt.nz)
- Summer events (SSSS)
- Tasman Valley Stream consultation
- Hummin

The Council Lowdown on Fresh FM ran every Monday and Friday (recorded on a Thursday morning) and covered a wide range of Council topics from biodiversity and pest control to summer events, car sharing, scooter training and community award winners. Joe Bell and David Ogilvie also had a regular monthly slot after their Community Board meetings to discuss the outcomes for Motueka and Golden Bay. The 2010 schedule is set to begin on the first week in February.

M Raffills  
Communications Officer