

## **STAFF REPORT**

**TO:** Communications Subcommittee  
**FROM:** Communications Adviser  
**DATE:** 12 March 2010  
**REFERENCE:** C797  
**SUBJECT:** Media Report – RFN10-03-02

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### **Media releases sent out by Council via Dry Crust January/February 2010**

#### **January:**

Bike Wise month  
Zebra Crossing awareness campaign

#### **February:**

Go by bike day  
Mayoral Challenge (family bike ride)  
Queen Street Mile  
Water Task Force

All press releases were picked up and used by the local media (Nelson Mail, Waimea Weekly, Richmond Leader, Motueka Guardian and GB Weekly).

#### **Radio Advertising:**

Advertising methods have been altered recently with a view to reducing the 'blanket' approach to radio advertising, focusing instead on more detailed adverts for specific projects as and when needed.

Radio adverts that were aired in January/February were:

- Newslines (please note - Newslines will no longer be advertised on the radio)
- Drop In Recreation

Fresh FM 'Council Lowdown' aired on:

WC 8 February - guest Krista Hobday talking about road safety, Bike Wise month and zebra crossing awareness  
WC 15 February - guests were Joe and David from the Community Boards  
WC 22 February - guest was Rob Francis talking about Sea Week

**Publications:**

Newsline The Mag

Format - 12 pages

Cover dates - 5 February, 19 February, 5 March

Mudcakes & Roses

Format - 24 pages

Cover dates - February/March

Currently working on Jam, Boredom Busters and Mudcakes & Roses with 1 April 2010 cover dates.

Chris Choat

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