

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: Communications Advisor
REFERENCE: 2 June 2010
SUBJECT: **MEDIA REPORT – RFN10-06-02**

Media releases sent out by Council via Dry Crust April/May 2010

April:

Draft Annual Plan submissions reminder
Draft Annual Plan submissions closed
Harbourmaster - beach feedback request
JAM magazine wins national award
Liquor laws to be driven by national reforms
Water restrictions update - 14 April
Water restrictions update - 21 April
Water restrictions update - 28 April

May:

Amalgamation - time to move on

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

All press releases circulated internally at Council on the day of release to ensure Council staff are kept up to date with Council news before the media reports on it.

Radio Advertising:

Radio adverts that was aired in April/May:

Mudcakes & Roses - out now
Draft Annual Plan - submissions reminder
Tasman Band Tour
360 degree not-for-profit training day
Good Wood suppliers
Waimea Inlet Symposium
Trustpower Community Awards nominations reminder
Draft Annual Plan submissions meeting - venue change (fresh FM only)
Richmond Library - hours and grand opening

Fresh FM 'Council Lowdown' aired on:

Week Commencing 5 April - guest Richard Kempthorne talking about the Draft Annual Plan and Motueka's Flood Protection Scheme

Week Commencing 19 April - guest Stuart Borlase talking about what the Council is up to in Golden Bay

Week Commencing 26 April - guest Trustpower Community Relations Co-ordinator Pip Tschudin talking about the Trustpower Community Awards and how easy it is to nominate a Community Group

Week Commencing 3 May - guest Judene Edgar talking about the Not For Profit Funding Expo

Week Commencing 17 May - guests Golden Bay and Motueka Community Board Chairs Joe Bell and David Ogilvie

Week Commencing 24 May - guests Paul McConachie talking about Youth Week events and Pip Tschudin talking about Trustpower Community Awards nominations

Publications:

Newsline The Mag

Format - 12 pages

Cover dates - 01 April, 16 April, 30 April, 14 May, 28 May

Mudcakes & Roses

Format - 24 pages

Cover date - April/May

Dry Crust is currently working on Jam and Boredom Busters magazines with a 15 June delivery date.

Chris Choat

Communications Advisor