

## STAFF REPORT

**TO:** Chair & Members, Communications Subcommittee  
**FROM:** Communications Adviser  
**REFERENCE:** C797  
**SUBJECT:** **Media Report – RFN10-07-02**

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### Media Releases sent out by Council via Dry Crust June 2010

Annual Plan – a reflection of the times  
GST and early payment discount for rates  
Mapua/Ruby Bay draft planning changes  
Rugby World Cup seating  
Motueka Family Fun Ride  
Motueka Water  
NRB resident's survey launched  
Richmond facility questionnaire  
Targeted rates  
Truck lessons for school children

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

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

### Radio Advertising

Radio adverts that were aired in June:

Richmond Library – hours and grand opening  
ASB Aquatic Centre closure  
Dog registrations reminder  
Jam Magazine  
Motueka weekend road works  
Boredom Busters  
Good Wood suppliers  
ASB millionth visitor

Fresh FM 'Council Lowdown' aired on:

WC 31 May – Glen Lauder talking about the Waimea Inlet project

WC 7 June – Richard Kempthorne and Trustpower’s Community Relations Representative Melanie Tavendale

WC 14 June – guest Golden Bay Community Board Chair Joe Bell

WC 21 June – guest Motueka Community Board Chair David Ogilvie

WC 28 June – guest Jo Reilly – launch of the 2010 Eco Challenge

## **Publications**

Newsline the Mag

Format – 12 pages

Cover dates 11 June and 25 June

Boredom Busters – Winter

Format – 24 pages

Jam Magazine – Winter

Format – 24 pages

Chris Choat

Communications Adviser