

Report No:	RFN11-09-06
File No:	A503-4
Date:	19 September 2011
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 27 September 2011
Report Author: Chris Choat, Communications Adviser
Subject: **Media Monitoring August 2011**

EXECUTIVE SUMMARY

This media report will be the last media monitoring report produced solely by Dry Crust.

Driven by a conversation with the Subcommittee at the last meeting a number of alternative solutions were explored. As a result Dry Crust have employed the services of Meltwater media monitoring agency to compile a list of all media coverage each month and Dry Crust will summarise the Meltwater reports on behalf of Council. This will result in improved efficiency, greater visibility of a wider range of media coverage related to Council (via Meltwater monitoring a larger number of keywords) and a reduction in overall cost to the Council.

RECOMMENDATION/S

That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the report on August 2011 Media Monitoring RFN11-09-06.

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Report to: Communications Subcommittee
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Report Author: Chris Choat – Communications Adviser
Subject: **August 2011 Media Monitoring Report RFN11-09-06**

1. Purpose

- 1.1 The purpose of this report is to advise the Communications Subcommittee of the media activity during the month of August and to provide the opportunity for the Subcommittee to discuss the findings.

2. Background

- 2.1 Media Monitoring Summary - August saw a general rise in stories, which include a rise in positive stories and a drop in negative ones. The topic that again garnered the most media attention was Amalgamation with 65 stories. Other topics that were popular included: Ecofest, Cellphone towers in Mapua, and the Tasman Community Awards.
- 2.2 The number of front page stories were 13, which was one less than July 2011. August saw 22 positive stories and 19 negative stories. The Nelson Mail had 73 stories in August, compared to 65 in July. Of 158 featuring Council in August, 37 were letters to the editor.
- 2.3 Please note, this will be the last media monitoring report produced solely by Dry Crust. Driven by a conversation with the Subcommittee at the last meeting, a number of alternative solutions were explored. As a result Dry Crust have employed the services of Meltwater media monitoring agency to compile a list of all media coverage each month and Dry Crust will summarise the Meltwater reports on behalf of Council. This will result in improved efficiency, greater visibility of a wider range of media coverage related to Council (via Meltwater monitoring a larger number of keywords) and a reduction in overall cost to the Council.

3. Background

3.1 Dry Crust Communications monitors local print media on behalf of Tasman District Council. The following media are monitored:

- Live Nelson
- The Nelson Mail
- The Leader (3 editions - Nelson, Motueka-Golden Bay News and Richmond/Waimea)
- The Guardian
- The Waimea Weekly
- GB Weekly
- Nelson Marlborough Farming
- Nelson Weekly

3.2 News stories and letters that feature the words 'Tasman District Council' or those that clearly relate to Tasman District Council events or projects are clipped, scanned and measured and evaluated as either positive, negative or neutral. A dollar value is assigned to the story based on its size.

3.3 Dry Crust Communications also subscribes to the Google Alerts service which provides a report on online activity for the words 'Tasman District Council.'

4. Media Releases

Media releases sent out during July 2011 were:

- Icy conditions forecast for district's roads
- All roads are open in Tasman District
- Tasman District Council writes to Local Government Commission
- More people in Nelson and Tasman are about to "Get Moving"
- Takaka fire main turned on today
- Tasman District Council makes strategic land purchase
- New bridge for James Road in Golden Bay gets the go-ahead

Media releases sent out during August 2011 were:

- Tasman CEO resigns to take up new position
- Tasman District Council agrees to join Government Leaky Home Scheme
- Council's submission on proposed amalgamation
- Some roads remain closed
- Tasman Nelson Environment Awards open

5. Summary Statistics for August 2011

5.1 Overall Summary – General Trends

August saw a general rise in stories, which include a rise in positive stories and a drop in negative ones. The topic that again garnered the most media attention was Amalgamation with 65 stories. Other topics that were popular included: Ecofest, Cellphone towers in Mapua, and the Tasman Community Awards.

The number of front page stories were 13, which was one less than July. August saw 22 positive stories and 19 negative stories. The Nelson Mail had 73 stories in August, compared to 65 in July. Of 158 featuring Tasman District Council in August, 37 were letters to the editor.

5.2 Story Tone

Tasman District Council featured in 158 stories in monitored print publications during August. This number was up on July (144).

22 stories were evaluated as positive (July 10)
117 stories were evaluated as neutral (July 106)
19 stories were evaluated as negative (July 28)

5.3 Publications

The number of stories each publication ran that mentioned Council during August 2011 were as follows. June's figures are shown in brackets alongside.

GB Weekly - 15 (July 25)
Live Nelson – 3 (July 1)
Motueka Golden Bay News – 20 (July 17)
Nelson Mail – 73 (July 65)
NM Farming – 2 (July 0)
Nelson Weekly – 0 (July 0)
The Guardian – 18 (July 15)
The Leader (Nelson) – 3 (July 1)
The Leader Richmond/Waimea – 17 (July 10)
Waimea Weekly – 7 (July 10)

5.4 Publication & Tone

Of the 19 stories evaluated as negative - 14 ran in the Nelson Mail, two in GB Weekly, two in The Guardian and one in Motueka Golden Bay News.

Of the 22 stories evaluated as positive - five ran in the Nelson Mail, five ran in The Leader – Richmond, three ran in GB Weekly, three in Waimea Weekly, three in The Guardian, two in The Leader – Nelson and one in Motueka Golden Bay News.

The Nelson Mail ran five positive stories this month compared to 14 negative.

5.5 **Front Page Stories**

Front page stories often have more impact as they are often larger and more widely read. During August there were 13 front page stories, which was one less than in July. Front page stories were:

7 – Nelson Mail (Backing for new Maori bodies – Major step forward - Wakatu boss; Tasman buildings at risk in quake; Yachties may be forced to leave Haven; Departure won't affect health centre; Group sets 2013 target for start of 'critical' dam; Tasman Council chief resigns – going 'not related to merger proposal'; Region's water may be in the clear)

3 – The Guardian (Motueka Community Board opposes draft scheme for union; Amalgamation issue debated strongly at information evening; Court decision being implemented for Jakkett Island erosion)

2 – The Leader - Richmond (Swim tutor not just a pretty face; Dream shed soon a reality)

1 – GB Weekly (DOC outlines its "tourism sector" projects).

5.6 **Topics & Tone**

The main topic that caused negative press for Council during August 2011 was Amalgamation. Other topics were the contractor being used for the replacement bridge, Jakkett Island erosion and Council costs.

The stories generating positive coverage were: Tasman Community Awards, Ecofest and the ASB Aquatic Centre.

5.7 **Value**

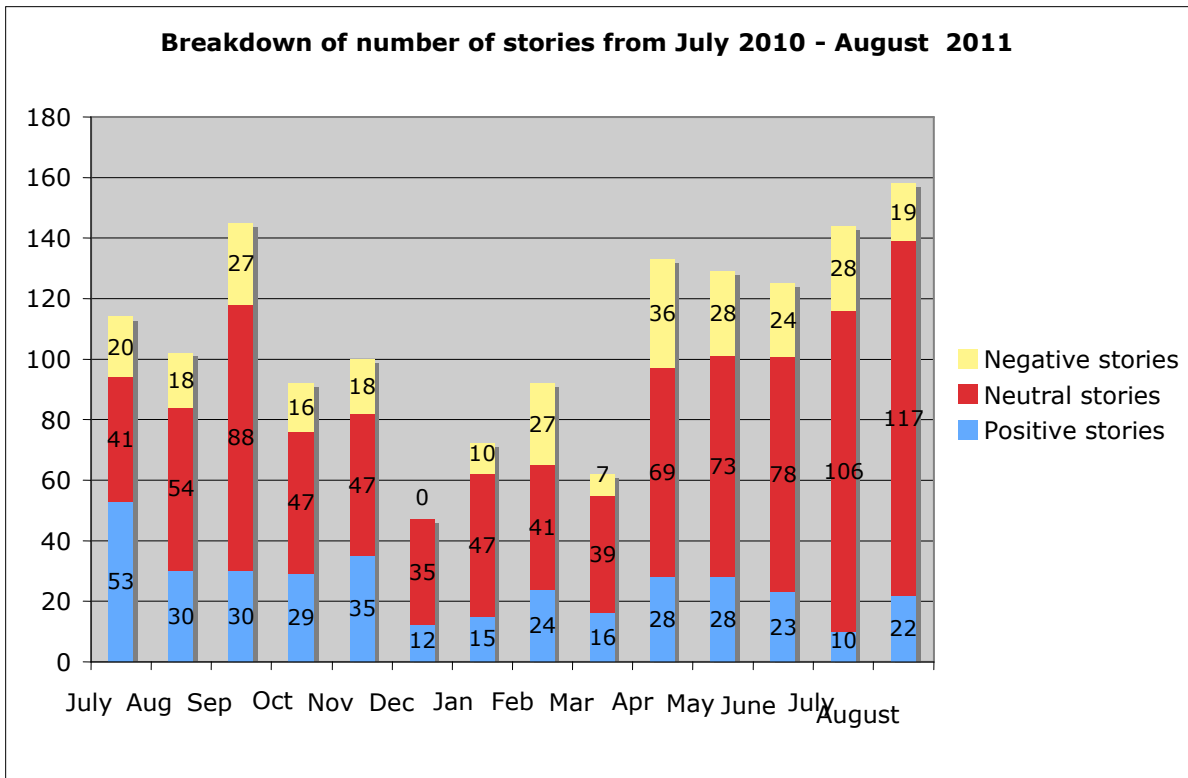
The approximate 'value' of the stories based on their size is:

Negative: \$2,918.05

Positive: \$7,993.19

5.8 **Overall total (value of positive coverage less negative coverage): \$5,075.14**

Positive coverage significantly outweighed negative coverage.



5.9 Evaluation of Costs

Each story that runs in the print media is allocated a cost based on what the article would cost to purchase if buying the equivalent in advertising space.

Advertising space is calculated as height (cm) x width (columns) x \$(rate). For example a story that was 10 cm high x 2 columns wide in The Nelson Mail would be calculated as:

$$10 \times 2 = 20 \text{ cm (approx size)}$$

$$20 \times \$4.15 \text{ (advertising rate)} = \$83.00$$

Notes

- 1 Costs are not allocated against stories that run in Live Nelson.
- 2 This is not a perfect measure. Advertising sizes are fixed and are based on column centimetre widths. However editorial stories can be almost any size and do not adhere to the column centimetre widths. Therefore the closest approximate measure of column centimetre width has been used.
- 3 Costs are not allocated against online stories or activity.

- 4 Where stories are primarily about an unrelated topic and include only an incidental mention of Council, the size and value is calculated as zero so as not to skew the results.
- 5 The GB Weekly has a different way of charging for ads, but we calculate based on an average col cm rate of \$2.37 (the same rate as for The Motueka Golden Bay News)

6. Significance

- 6.1 The matters covered in this media monitoring report are not significant in terms of Council's Policy on Significance.

7. RECOMMENDATION/S

- 7.1 That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

8. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the report on the August 2011 Media Monitoring Report RFN11-09-06.

Chris Choat
Communications Adviser

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