

Report No:	RFN11-11-15
File No:	C797
Date:	29 November 2011
<b><i>Information Only – no decision required</i></b>	

## REPORT SUMMARY

**Report to:** Communications Subcommittee  
**Meeting Date:** 29 November 2011  
**Subject:** Media Report  
**Report Author:** Chris Choat – Communications Advisor

### EXECUTIVE SUMMARY

The Council continues to partner with local media as a communications channel especially for events that have a greater need for speed of publication other than offered through Newsline.

Measurement of the media response and perceptions drawn from our communications is a valuable tool in ensuring the information is delivered in a clear and coherent manner.

The media activity and results captured through monitoring as attached.

### RECOMMENDATION/S

That the report be received.

### DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Media report RFN11-11-05.

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**Report to:** Communications Subcommittee  
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## 1. Media Activity Report

The Council continues to partner with local media as a communications channel, especially for events and decisions that have a greater need for speed of publication than offered through Newsline.

Measurement of the media response and perceptions drawn from our communications is a valuable tool in ensuring the information is delivered in a clear and coherent manner.

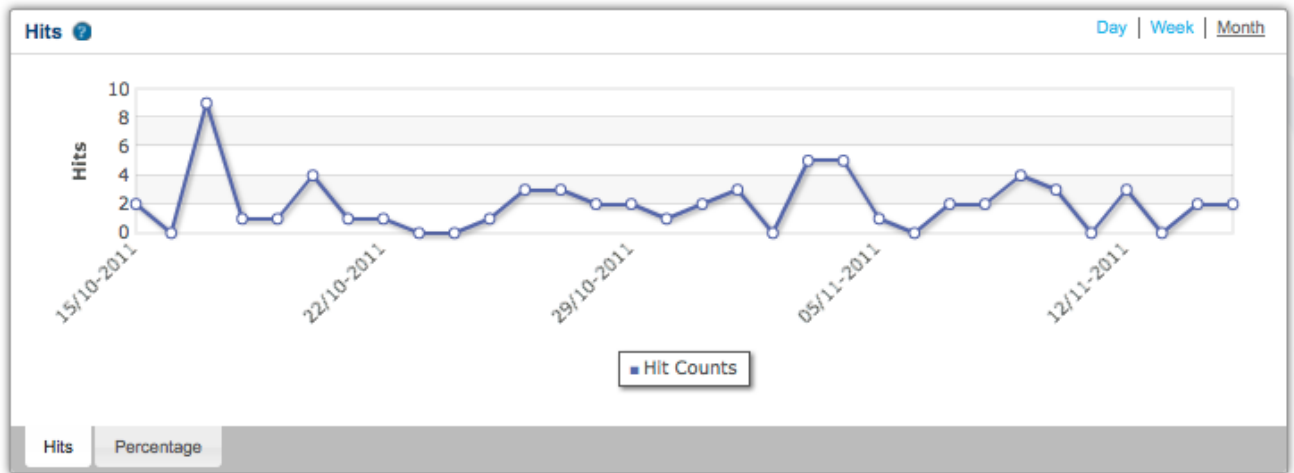
Media releases sent out during October 2011 were:

- [Takaka Flood Hazard Risk Under Investigation by Council](#)
- [Council Maintains its Sound Financial Performance](#)
- [Newsline Issue 262 is Now Available](#)
- [Newsline Issue 261 is Now Available Online](#)
- [Golden Bay By-election progress result](#)
- [Golden Bay By-election final result declaration](#)

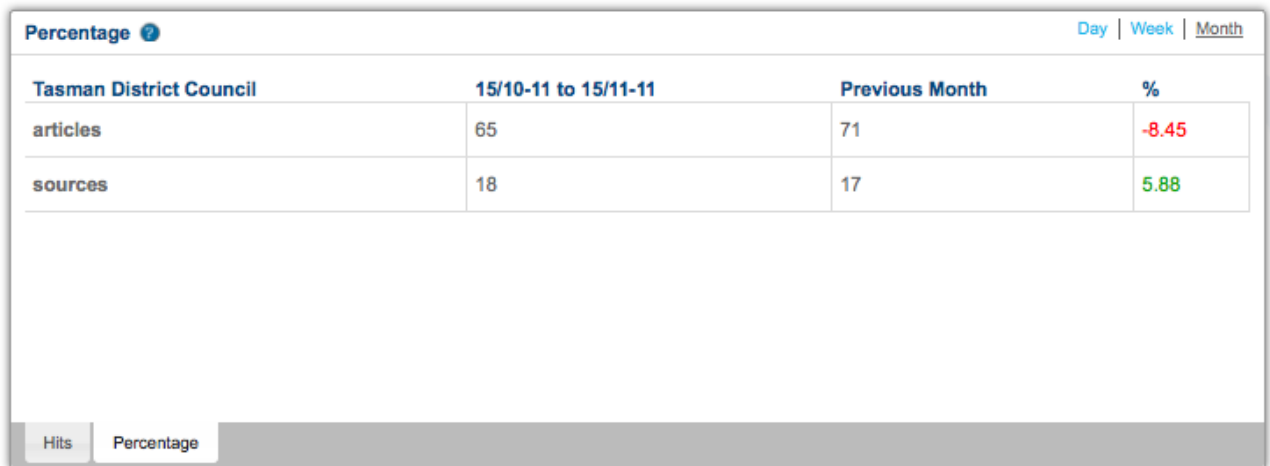
Media releases sent out during September 2011 were:

- Tasman District Council votes to go ahead with building work
  - Tasman District Council to manage Pohara Boat Ramp
  - [Tasman District Council scores well in consents survey](#)
  - [Local Government Commission's decision not pre-determined, Mayor says](#)
  - [Amalgamation Plan Still Clouded in Uncertainty](#)
  - [What Lost Opportunities?](#)
  - [Tasman CEO Fixes Date of Departure](#)
  - [Council Invites Archdeacon Andy Joseph to the Role of Kaumātua](#)
  - [Tasman District Council gets a 75% Approval Rating](#)
  - [Civil Defence in Nelson Tasman – Time is Running Out to Have Your Say!](#)
  - [Amalgamation Hearings Scheduled](#)
  - [Tasman Nelson Environment Awards Nominations Extended](#)
  - [Tasman to Advertise For a New CEO](#)
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- [What Do You Think About Civil Defence in Our Region?](#)
  - Canterbury Mayors Thank New Zealand

Council’s media monitoring service is provided by Meltwater, the leading global online media monitor accessing over 162,000 online publications as they are published.

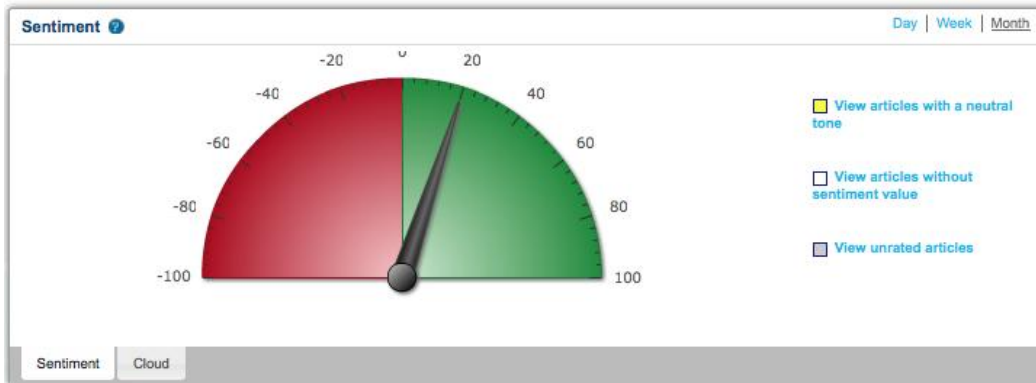


Over the last month the phrase ‘Tasman District Council’ has been mentioned 65 times, across 18 publications.

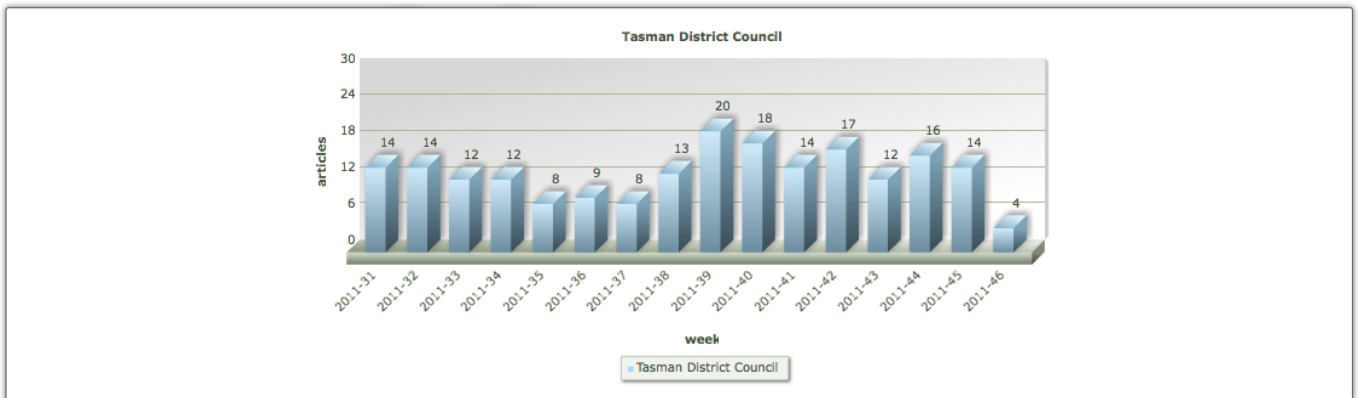


Tasman District Council	15/10-11 to 15/11-11	Previous Month	%
articles	65	71	-8.45
sources	18	17	5.88

Meltwater measured the 'sentiment' of those 65 mentions as being mostly positive (on average)



Below is a breakdown of the number of times the phrase 'Tasman District Council' has been mentioned in the media over the past three months. As you can see – there has been a general increase but nothing significant.



As an example – we have the ability to breakdown the ‘spike’ of 20 hits on week 39 into the following detail (we can then click on an individual story and see the original article)

	Date	Source	Articles	Quick Tools	Keywords	Country
<input type="checkbox"/>	01/10-11 12:30	The Nelson Mail	Farewell to the chief		Tasman District Council	New Zealand
<input type="checkbox"/>	01/10-11 12:30	The Nelson Mail	Tasman to blame, says Nelson MP		Tasman District Council	New Zealand
<input type="checkbox"/>	30/09-11 13:21	Infonews.co.nz	Tasman District Council Votes To Go Ahead With Building Work		Tasman District Council	New Zealand
<input type="checkbox"/>	30/09-11 13:19	Infonews.co.nz	Tasman District Council to manage Pohara Boat Ramp		Tasman District Council	New Zealand
<input type="checkbox"/>	30/09-11 13:16	Infonews.co.nz	Tasman District Council scores well in consents survey		Tasman District Council	New Zealand
<input type="checkbox"/>	30/09-11 13:00	The Nelson Mail	Public 'mised' on merger move		Tasman District Council	New Zealand
<input type="checkbox"/>	30/09-11 02:55	Infonews.co.nz	MDC Achieves High Rate Of Consent Processing		Tasman District Council	New Zealand
<input type="checkbox"/>	30/09-11 02:30	Infonews.co.nz	Local Government Commission's decision not pre-determined, Mayor says		Tasman District Council	New Zealand
<input type="checkbox"/>	29/09-11 20:16	Four Corners	Unique Link in Tasman's Great Taste Trail Officially Opens		Tasman District Council	New Zealand
<input type="checkbox"/>	29/09-11 15:19	The Nelson Mail	Join the big beach clean up		Tasman District Council	New Zealand
<input type="checkbox"/>	29/09-11 13:16	Yahoo!Xtra Total Travel	Unique Link in Tasman's Great Taste Trail Officially Opens		Tasman District Council	New Zealand
<input type="checkbox"/>	29/09-11 13:00	The Nelson Mail	Tasman rating protest rejected		Tasman District Council	New Zealand
<input type="checkbox"/>	29/09-11 12:41	Voxy.co.nz	Unique link in Tasman's Great Taste Trail officially opens		Tasman District Council	New Zealand
<input type="checkbox"/>	29/09-11 02:55	Infonews.co.nz	Amalgamation Plan Still Clouded in Uncertainty		Tasman District Council	New Zealand
<input type="checkbox"/>	29/09-11 02:48	Infonews.co.nz	What Lost Opportunities?		Tasman District Council	New Zealand
<input checked="" type="checkbox"/>	28/09-11 22:43	Scoop	Problem ants should be baited now		Tasman District Council	New Zealand
<input type="checkbox"/>	28/09-11 18:41	Voxy.co.nz	Problem ants should be baited now		Tasman District Council	New Zealand
<input type="checkbox"/>	28/09-11 08:42	Radio New Zealand	Tasman District appoints kaumata		Tasman District Council	New Zealand
<input type="checkbox"/>	27/09-11 08:32	The Nelson Mail	Council enlists cultural adviser		Tasman District Council	New Zealand
<input type="checkbox"/>	27/09-11 08:31	The Nelson Mail	Wylie leaving earlier		Tasman District Council	New Zealand

Conclusion:

The Council's media coverage at present is 'steady and fair'. By that I mean that there have been no sensationalist stories running in the key local media regarding the council, press releases sent out by the Council have been picked up and reported on accurately and relations with the local media and reporters is good. The level of media coverage the council is currently receiving is as would be expected for this time of year and political cycle. There are no media related concerns to report on at this time.

<b>5. RECOMMENDATION/S</b>
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That the report be received.

<b>6. DRAFT RESOLUTION</b>
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THAT the Communications Subcommittee receives the Media report RFN11-11-15.