

STAFF REPORT

TO: Chair and Members Communications
Subcommittee

FROM: Publicity Officer

REFERENCE: C797

DATE: 6 July 2009

SUBJECT: **Publicity Officer Report – 15 July 2009**

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We have had a smooth month or so as our new editorial co-ordinator has found his way into the way things work and has begun establishing contacts with Council management and staff.

Council has produced some excellent work over the last few weeks with a fresh new-look Boredom Busters carving out a future niche for itself as a premier kids mag for the region. Newline has continued mostly as a regular 8 pager with the exception of a special edition 16 pager highlighting the projects and decisions of the Ten Year Plan.

Ecofest is on us again and is a major focus of the current workload. The final edition of the Ten Year Plan has also been a major part of what we have been up to over the last month.

Newsline The Mag

With the branding manual now mostly approved and being put into operation, we should look at making some changes to the look of Newsline as per the drafts presented some time back.

Branding Manual

A good portion of this has now been approved by the managers and we are currently producing templates for staff use, accessible via P drive on staff computers.

There are still other sections to complete – signs, libraries, recreation, rates mates icons and these will be worked on over the next month.

Tasman Collection

Editing of Turning on the Power, A Place To Live and A Lifestyle for All Seasons has been on hold as we have filled staff vacancies but is back on the programme now.

Advertising sales for Hummin in Tasman Visitors and Resident Guide is also underway.

Radio Promotion

A new schedule of radio promotions has been prepared which is more selective in the range of topics we promote. The Fresh FM Lowdown news programme will resume later this month.

Dry Crust Staff

Paul Jennings, editorial co-ordinator has fitted in extremely well and is already establishing good working relationships with Council staff. He and Kiriana, graphics co-ordinator, are working as a team to ensure all of Council's needs are being met efficiently and creatively.

Bob Irvine is now a permanent part of Dry Crust and brings his excellent journalism skills to bear on all Council publications and projects. Paul will introduce him around Council staff over the next few weeks.

We are still looking at a third editorial position – writer/publication co-ordinator – to assist in general journalistic tasks as well as co-ordinate Boredom Busters and JAM

Media Report

This is attached.

Current Work

The attached sheet outlines the jobs currently underway. As usual there is a varied mix of projects.

Mark Raffills
Communication Officer