

Appendix 1

MEDIA REPORT – JANUARY AND FEBRUARY 2011

Background

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
- Golden Bay Weekly
- Nelson Marlborough Farming
- Nelson Weekly

New 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.

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

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 10cm 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 Golden Bay Weekly has a different way of charging for adverts, but we calculate based on an average column centimetre rate of \$2.37 (the same rate as for The Motueka Golden Bay News).

Summary Statistics for January 2011

Overall Summary – General Trends

Although the number of stories featuring Tasman District Council (72) was down when compared to the previous months, the amount of column centimetre space remained relatively consistent with previous months at 7,505 (indicating that although there were fewer stories, the stories that ran were larger). In December 2010, the value of negative coverage outweighed positive coverage for the first time since these reports began. This trend was reversed in January 2011, with the number and value of positive news stories again outweighing the negative. Interestingly, the number of front page stories (20) was the highest since these reports began. This was largely due to four major issues:

- Flooding in early January
- The debate around freedom camping following an attack in Golden Bay
- The proposed Tapawera motorsport park
- Debate around free internet provision for tourists at libraries (although this mainly focussed on Nelson City council with incidental mentions of Tasman).

December and January are traditionally “slow news” times in New Zealand, due to Government and many organisations being closed over the Christmas/New Year break. This can result in stories that would otherwise not generate much media coverage generating more than they usually would.

Story Tone

Tasman District Council featured in 66 stories in monitored print publications during January. This was up on December (58) but still lower than normal, reflecting partly that fewer publications were printed as a result of the holidays.

15 stories were evaluated as positive (December 12)
47 stories were evaluated as neutral (December 35)
10 stories were evaluated as negative (December 12)

Publications

The number of stories each publication ran that mentioned council during January 2011 were as follows (December’s figures are shown in brackets alongside):

Golden Bay Weekly	3 (Dec 2)
Live Nelson	0 (Dec 0)
Motueka Golden Bay News	10 (Dec 7)

Nelson Mail -	37 (Dec 30)
Nelson Marlborough Farming	0 (Dec 0)
Nelson Weekly	1 (Dec 1)
The Guardian	8 (Dec 3)
The Leader (Nelson)	2 (Dec 0)
The Leader (Richmond/Waimea)	7 (Dec 3)
Waimea Weekly	4 (Dec 12)

The lower than normal number of stories published in the community papers reflects that many only published three issues in January, rather than the usual four or five.

Publication & Tone

Of the 10 stories evaluated as negative, nine ran in The Nelson Mail and one in the Nelson Weekly.

Of the 15 stories evaluated as positive, these ran in the Motueka Golden Bay News, Nelson Mail, Leader – Richmond, Leader – Nelson and The Guardian.

The Nelson Mail ran three positive stories this month, compared to nine negative.

Front Page Stories

Front page stories often have more impact as they are often larger and more widely read. During January there were a large number of front page stories (20) which was similar to December. This was the highest number of front page stories since these reports began and was despite the overall number of stories being significantly lower than normal.

- 2 Leader Richmond (Deputy Mayor keeps his seat; Waimea is where its at)
- 2 Motueka Golden Bay News (Upgrade boosts skate crowd; Extreme BMX talent; Carter meets with flood hit valley farmers)
- 12 Nelson Mail (Ligar Bay baches; Secrecy; Air pollution standards; Floods and flood repair; Freedom camping attack; Tasman Skatepark Tour)
- 2 Waimea Weekly (War in Village far from over; \$26m park up for discussion)
- 1 Nelson Weekly (dog attack kills family's dream home)
- 1 The Guardian (Piece of history destroyed in Golden Bay deluge)

These were a mix of positive, negative and neutral.

Topics & tone

The stories that caused negative press for Council during January 2011 were:

- Golden Bay sewerage treatment plant
- Ligar Bay baches for removal
- Internet cafes
- Local Governance Reorganisation proposals
- Hope Lodge
- Dog Mauling (another dog)

The stories generating positive coverage were:

- The popularity of Waimea district as a holiday destination
- Tasman Skatepark Tour
- ASB Aquatic Centre
- Nelson as a place to do business
- Motorcyclists skills course
- Emergency flood protection work on the Aorere River
- Top of the South maps project
- Waimea Estuary mapping project

Unfortunately some of the positive stories on the Tasman Skatepark Tour failed to mention Council's involvement, so they have been calculated as 'neutral' rather than positive.

A lot of the neutral coverage related to flooding, freedom camping, Tapawera motorsport proposal, Waimea Village, Rugby world Cup preparations, internet cafes.

Value

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

Negative: \$2,172.55

Positive: \$5,586.96

Overall total (value of positive coverage less negative coverage) = \$3,414.41

Positive coverage again outweighed negative in January 2011, which was a change from December 2010.

Summary Statistics for February 2011

Overall Summary – General Trends

This month, the number of stories featuring Council was up on the previous two months, but the amount of column centimetre space was down – reflecting that although there were more stories, they were shorter. The Canterbury earthquake on 22 February 2011 impacted on the amount of media coverage Council received – the quake became a huge story across all media, dominating a whole week of coverage.

The number of front page stories was back down to more usual rates from its high of 20 in January. There were quite a high number of negative stories (27) when compared to previous months, although a lot of these were letters to the editor. The number of negative stories outweighed positive for the first time whereas in December 2010 the value of the negative stories outweighed positive for the first time. There was an unusually small number of stories about Council in the Leader Richmond – this could be due partly to the Leader trying to differentiate itself from the Waimea Weekly.

Story Tone

Tasman District Council featured in 92 stories in monitored print publications during February. This was up on January (72).

24 stories were evaluated as positive (Jan 15)

41 stories were evaluated as neutral (Jan 47)

27 stories were evaluated as negative (Jan 10)

Publications

The number of stories each publication ran that mentioned Council during January 2011 were as follows (December's figures are shown in brackets alongside):

Golden Bay Weekly	20 (Dec 3)
Live Nelson	1 (Dec 0)
Motueka Golden Bay News	5 (Dec 10)
Nelson Mail	49 (Dec 37)
Nelson Marlborough Farming	0 (Dec 0)
Nelson Weekly	1 (Dec 1)
The Guardian	7 (Dec 8)
The Leader (Nelson)	0 (Dec 2)
The Leader (Richmond/Waimea)	1 (Dec 7)
Waimea Weekly	9 (Dec 4)

Publication & Tone

Of the 27 stories evaluated as negative, six ran in the Golden Bay Weekly, 20 in the Nelson Mail and one in the Waimea Weekly.

Of the 24 stories evaluated as positive, these ran in the Golden Bay Weekly, Leader – Richmond, Motueka Golden Bay News, Nelson Mail, The Guardian and Waimea Weekly.

The Nelson Mail ran eight positive stories this month, compared to 20 negative.

Front Page Stories

Front page stories often have more impact as they are often larger and more widely read. During February there were 11 front page stories, which was lower than the 20 in January. Front page stories were:

- 2 Golden Bay Weekly (Aorere Valley flood repair update; Rates figures quoted for proposed sports facility)
- 4 Nelson Mail (Water restrictions to begin; Motorsport Park hits speed bump; Quake exodus grows; Nelson, Tasman make cuts to keep rates down)
- 1 Guardian (Working party to examine Takaka Waste Water Treatment)
- 4 Waimea Weekly (Bumpy road ahead for Gibbs Valley residents; World Cup fun coming to Tasman; bikewise month rolls into town; TDC paves way for big box retail)

Topics & Tone

The topics that caused negative press for Council during February 2011 were:

- Ligar Bay baches removal
- Continuing saga of Matai Lodge

The overwhelming majority of negative coverage was in letters to the editor.

Other topics included:

- Rising Council costs/rates
- Gibbs Valley Road work being delayed
- Noisy chooks
- Floods (gravel policy)
- Tree removal
- Aquatic Centre gym
- Secretive 'in committee' business
- Internet cafes

The stories generating positive coverage were:

- Councils providing assistance to quake hit Canterbury
- World cup fun
- Cycling
- Pakawau Beach rock wall
- Ligar Bay baches
- Tasman Skatepark Tour

Value

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

Negative: \$3,329.98

Positive: \$6,462.75

Overall total (value of positive coverage less negative coverage): \$3,132

The value of the positive coverage again outweighed negative in February 2011 and was a similar amount to January (\$3,414).