

RESPONSE: CSM/225041

26 October 2022

1. Please provide copies of all email communications between NPDC and these media outlets/people for 2022 (Between 1st January and 27th September 2022):

- (a). Newshub,
- (b). RNZ,
- (c). TVNZ,
- (d). New Zealand Herald,
- (e). Stuff,
- (f). Newsroom.

- **There is approximately 3 gigabytes of data made up of thousands of emails. We are thinking about the best way to get this information to you. As there is a substantial amount of time in collating the information, would you like to refine your request?**

2. Please provide the following information. It largely relates to how NPDC is spending its budget, and its actions in relation to public relations and information handling - which should be transparent processes. Press support employed by NPDC;

(a). How many full-time people have been employed by NPDC to liaise with the press or deal with the press in any way (either social media or main stream media or any other form of media), or who have supported such operations - on a yearly basis for the past 3 years.

- **1 person liaises with the media, although this is only half of their role.**
- **1 and a half people manage our own digital platforms which include multiple websites, instagram and Facebook pages, 1 app and 1 twitter account.**
- **These public engagement platforms connect with 80k people on social media and hundreds of thousands across NZ. Content focus is on servicing the requirements of the Council's 16 operational units.**

(b). How much has been paid on salaries per year for this over the past 3 years.

- **Information withheld under section 7 (2) (a) of the Local Government Official Information and Meetings Act 1987 to protect the privacy of natural persons, including that of deceased natural persons.**

(c). Please provide the numbers of people who have done the above part-time on a yearly basis for the past 3 years.

- **See our response for 2a.**

(d). How much has been paid per year for salaries for part-time press support for each year over the past 3 years.

- **See response 2b.**

(e). Please provide the numbers of people who do the above on a contracted basis, including:

- (i). their names, and
- (ii). the amount paid to the top 10 press contractors per year on a yearly basis for the past 3 years and (iii). the total amount paid to such contractors for each of the past 3 years.

- **See response 2b**

(f). How much has been paid overall for press activities (including salaries as well as money paid for various public relation and press type services) for each of the last 3 years.

- **Information withheld under 7(2) (b) (ii) of the Local Government Official Information and Meetings Act 1987 as it would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information;**

3. How much money has been paid per year for each of the past 3 years by NPDC for any reason to the following media outlets (including their online version).

- (a). The New Zealand Herald.
- (b). The Dominion Post.
- (c). The Press.
- (d). The Otago Daily Times.
- (e). Herald on Sunday.
- (f). The Sunday Star-Times.
- (g). The National Business Review.
- (h). Business North.
- (i). Stuff.
- (j). Taranaki Daily News. **The engagement team invests approximately \$42k per year.**
- (k). Central Community Newspapers.
- (l). Opunake & Coastal news.
- (m). Stratford Press.
- (n). Manawatu Standard.
- (o). Patea & Waverley Press Newspaper.
- (q). Newshub.
- (r). Live Magazine (Taranaki's lifestyle magazine). **The engagement team invests approximately \$5k annually.**

4. How much money has been paid per year for each of the past 3 years by NPDC for any reason to TV stations? (Please list by TV station and amount).

- **The engagement team invests approximately \$3k annually to TVNZ on demand.**

5. How much money has been per year for each of the past 3 years by NPDC for any reason to radio stations? (Please list by radio station and amount).

- **The engagement team invests approximately \$57k with Mediaworks annually.**
- **The engagement team invests approximately \$20k NZME annually.**

6. How much money has been paid per year for each of the past 3 years by NPDC for any reason to bloggers? (Please list by blog name [and owner] and the amount).

- **To the best of our knowledge, none.**

7. What is the relationship of NPDC (including any of its press support people) with

<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.waterfordpress.co.nz%2F&data=05%7C01%7Cenquiries%40npdc.govt.nz%7Cad5773a90ed24e8eb0b508daa066ab85%7C6197deb87282445f8bd647e5eb818f2e%7C0%7C1%7C637998660083477755%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTil6Iik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&odata=IFJYeTgMoCPREsBNl4q53NQqTTjvZG%2Fa8k84n7bjv7E%3D&reserved=0>? **It's not clear what organisation you are referring to in this question.**

8. Social media management;

(a). How much money per year for each of the past 3 years has been spent on social media management? **See response at 2a.**

(b). What did this social media management consist of. **See response at 2a.**

(c). What were the top 10 social media sites with which NPDC Press support liaised with.

Don't know.

9. Re: Censorship

(a). Is NPDC engaged in censoring social media it does not like in any way. **No**

(b). To what part of NPDC can questions be asked to investigate interference with visibility of social media. **Unsure of question here.**

ENDS