

MEDIA RELATIONS IN NEW ZEALAND

There is a multitude of media outlets and an extremely healthy media environment in New Zealand, to the extent where Reporters Without Borders named it in the top 10 countries in the world for media freedom in 2004.

New Zealand does not have a daily national newspaper, instead having metropolitan and provincial publications, with a total of around 25 daily newspapers. There are also approximately 140 community and suburban newspapers, publishing weekly or biweekly.

Many of these papers are owned by APN News & Media and Fairfax New Zealand, which are the two major newspaper groups in the country. There are three major radio networks: Radio Works (owned by CanWest), The Radio Network (owned by APN/Clear Channel), and Radio New Zealand (the state broadcaster), and just over 300 radio stations throughout the country. There are five free-to-air national television channels (TV One, TV2, TV3, Prime Television, Maori Television) as well as subscription satellite and cable tv services - the main one being Sky TV, which is a satellite service with more than 50 channels – and several regional tv channels.

The magazine industry has thousands of publications and New Zealanders buy and read more magazines per capita than any other country in the world. There is an enormous range of locally-produced publications – from the weekly current affairs and arts magazine, The Listener, through to the bi-monthly, NZ Pig Hunter – with hundreds of general and special interest magazines in between.

The main news agency in New Zealand is The New Zealand Press Association (NZPA), which is owned by New Zealand's daily newspaper industry. It disseminates national and international news to the country's daily and Sunday newspapers on a commercial basis, after phasing out its previous practice of copysharing between newspapers and increasing its own newsgathering abilities, in 2005.

There are also internet news outlets such as www.newsroom.co.nz, www.scoop.co.nz, www.xtramsn.co.nz, www.sharechat.co.nz (business news) which will often carry news releases sent to them by organisations and public relations consultants in addition to stories written by their own reporters.

The continual introduction of new magazines, and additional news outlets and the growing number of news broadcasts has increased competition for news, meaning there's a wide range of outlets through which public relations practitioners can target their audiences.

CONTACTING THE MEDIA

The same basic rules are followed as when contacting the media in Australia.

The two main media guides are MediaPeople, published by David Reade Ltd (www.mediapeople.co.nz, tel. 09 817 1088) and the Nielsen Media Directory, published by Nielsen Media Research (www.nielsenmedia.co.nz, tel. 09 488 3188). They both list all national, metropolitan and regional media. MediaPeople is updated quarterly and lists over 1000 print/broadcast media and 3000 journalists in hard copy and software versions. It also has software which links rounds to media for target groups, broadcasts stories by email, organises broadcast faxing and provides merged addresses for labels.

The Media Directory is more advertising focused, and also lists cinema, outdoor and letterbox media. Both publications also have service directories, listing media-associated businesses.

BOX 10.6 KEY NZ MEDIA

Media	Publication Day
National Business Review	Friday
The Independent	Wednesday
New Zealand Business Times	Friday
Sunday Star Times	Sunday
Sunday News	Sunday
New Zealand Truth	Friday
Herald on Sunday	Sunday

Major metropolitan newspapers, publishing Monday to Saturday

Media	Publication Day
New Zealand Herald, Auckland	Daily (morning)
The Dominion Post, Wellington	Daily (morning)
The Press, Christchurch	Daily (morning)
Otago Daily Times, Dunedin	Daily (morning)
Waikato Times, Hamilton	Daily (morning)

Provincial dailies, publishing Monday to Saturday

Media	Publication Day
Northern Advocate, Whangarei The Daily Post, Rotorua Bay of Plenty Times, Tauranga The Daily News, New Plymouth Dannevirke Evening News, Dannevirke Gisborne Herald, Gisborne Hawke’s Bay Today, Hastings Horowhenua/Kapiti Chronicle, Levin Manawatu Standard, Palmerston North Wairarapa Times Age, Masterton Wanganui Chronicle, Wanganui (morning) The Nelson Mail, Nelson The Marlborough Express, Blenheim Ashburton Guardian, Ashburton The Greymouth Evening Star, Greymouth Oamaru Mail, Oamaru (Mon–Fri only) The Timaru Herald, Timaru (morning) The Southland Times, Invercargill The Westport News, Westport (Mon–Fri only) West Coast Times, Hokitika (Mon-Fri only)	Afternoon papers publishing Monday to Saturday, unless shown otherwise.

Radio News

Media	Broadcast Times	Deadlines
Radio New Zealand	24 hours	News bulletins every
The Radio Network	24 hours	hour
Radio Live	24 Hours	News bulletins every
		hour
		News bulletins every 15
		minutes

National TV news

Media	Publication Day
TV1	6pm news
TV1 ASB Business News	6.30pm
TV1 Close Up (Current Affairs)	7pm
TV1 Late Edition	after 9pm
TV1 Breakfast News	7am – 9am
TV1 Midday News	
TV2 News updates during the evening	6pm news
TV3	7pm
TV3 Campbell Live (Current Affairs)	10.30pm
TV3 Nightline	5.30pm
Prime Television	8am
Prime Television Today	
Sky News continual throughout the day	
Maori Television Te Kaea	7.30pm (repeated with English subtitles at 11pm)

MONITORING YOUR CAMPAIGN

It is essential to be able to measure the amount of pick up (use) your news release or media event has achieved – both in terms of the tone of coverage and also the distribution – to enable p.r. consultants to be able to report back to clients. There are several media monitoring services in New Zealand, the main ones being Chong Bureau (www.chongbureau.co.nz, tel 09 634 0463), Media Search (tel. 0800 607 000), Newsmonitors (tel. 09 303 3826), Newztel News Agency (www.newztel.com, tel. 0800 800 560), and Nielsen Media (www.nielsenmedia.co.nz, tel. 09 970 4188), all of whom can provide press clippings, and or radio and television dubs and transcripts.

ROLE OF THE NEW ZEALAND PRESS COUNCIL

The New Zealand Press Council was established in 1972 by newspaper publishers and journalists to consider complaints against the press, preserve press freedom and ensure the professional standards of the New Zealand press. The Press Council only handles complaints about editorial content – the Advertising Standards Complaints Board handles all those to do with advertisements. Further information on the Press Council, its members, how to make a complaint and recent judgements can be found at www.presscouncil.org.nz, or from the Press Council, PO Box 10 675, Wellington. Tel. 04 473 5220

Fax (04) 471 1785, email: presscouncil@asa.co.nz

IAMS CAT-ONALITY CALENDAR, 2003 – CASE STUDY

BACKGROUND

Iams is renowned worldwide for being a leading manufacturer of premium pet food with formulas to suit the nutritional requirements of cats and dogs of all ages, sizes and breeds.

Iams wanted to boast its premium Iams Cat Food (ICF) range in NZ by attracting new customers and re-engaging with existing customers.

OBJECTIVES

The aims of the public relations campaign were:

- To develop a PR programme with stand-out appeal that would help build ICF's profile and re-ignite the brand.
- Build relationships with Iams' key clients.
- To increase purchases among existing and potential users.
- To achieve maximum editorial coverage and exposure for ICF.
- To continue to build relationships with vets and pet store retailers and encourage them to support the promotion.
- To reinforce ICF's brand image to target audiences.

Target Audiences

- Regional and national media
- Cat owners
- Cat lovers / general public
- Existing ICF purchasers
- Potential ICF purchasers
- Vets / pet store retailers

MESSAGES

Catchy and clear messages were repeated in all communications to outline the mechanics of the competition and encourage entries, while also highlighting it as an Iams initiative. Examples of key messages include:

- Pet food manufacturer Iams is searching for New Zealand's 12 most charismatic cats to feature in a first ever Kiwi cat-onality calendar.
- Cat owners who think their moggies possess 'cat-onality' / cattitude have until 31 May to enter them.
- The calendar, photographed by Rachael Hale, will feature 12 of the country's most outstanding cat-onalities, each competing for the prestigious cover cat title.
- ICF provides a complete and balanced premium diet with all the nutritional requirements to keep cats healthy.

STRATEGY/PLANNING

The overall strategy to improve ICF's brand profile was to create a fun and unique nationwide competition that would interest cat owners, media and Iams' customers alike. Through national and regional media, simple and consistent brand messages were communicated to target audiences.

Some key points in the strategic communication:

- Support from veterinarians and pet store retailers was vital, as they played a key role in promoting the competition to their customers. By involving Iams' stockists as regional judges for the Iams Cat-onality Calendar they were more inclined to promote the brand to their customers.
- Iams' distributors in New Zealand – Masterpet - were crucial in helping promote the competition and the calendar concept to customers (ie vets and pet stores) and ensuring posters were displayed in-store.
- Ongoing media liaison. A key aspect of this project was media relations, as awareness was predominantly driven through editorial coverage. The media was pivotal in helping increase entry numbers and securing the phenomenal level of branding achieved.
- To add credibility and appeal to the calendar respected SPCA Chief Executive and cat lover Bob Kerridge, Rachael Hale and veterinarian and media personality Iain Grant were invited to select the Cover Cat – a prestigious title awarded to the winning pinup.

TACTICS

- To find a cat for each month of the year and allow for sufficient representation from across New Zealand, the country was divided into 12 regions and through local media, separate competitions were run in each area. Regionalising the promotion allowed maximum editorial coverage across the country by sending alerts and updates that were relevant to local newspapers, TV and radio stations. In addition to targeting individual regions the pr consultants also targeted national media, ensuring a wide cross-section of New Zealanders were reached.

IMPLEMENTATION

There were three phases of activity:

- Pre-launch preparatory activities
- Launch and management of competition
- Release of results

Pre - launch:

- Letters and posters to vets and pet store retailers

Prior to the commencement of the competition letters and posters were distributed to all vets retailers throughout the country outlining the purpose of the promotion and asking them to inform customers and encourage them to enter. Attention-grabbing posters were displayed in-store for additional promotional support. As editorial opportunities arose featuring local cat entrants, vets and pet store retailers were also able to gain media exposure.

Launch and ongoing competition management:

- Call for entries through media

Several media release phases were implemented throughout the competition, contributing to the level of coverage and interest in the cat-onality calendar. At different stages we provided the media with catchy news releases, interesting photographs and stories about the cats entered in each region.

Entrants were required to submit a photo of their cat with a description of its 'cat-onality', or character.

Release of Results:

- Arranged judging events

12 regional judging events were organised and held at nominated vet clinics or pet stores, whereby the judges selected their local pinup based on criteria agreed by Iams. Rating forms given to judges ensured they commented on each finalist's overall temperament and 'cat-onality', while also assessing their health, including coat condition, weight and age (because the winning cats had to reflect the brand image).

Local media in each region were invited to attend the judging events.

Once all 12 calendar cats were revealed, Bob Kerridge, Iain Grant and Rachael Hale selected the Cover Cat.

- Announcing winners

News releases were distributed to each region announcing their Cat-onality Calendar Cat representative. The Cover Cat announcement was made the following day live on national television (Breakfast TV) by the panel of judges and news releases were distributed to regional and national media.

- Photography shoots

12 photo shoots were coordinated across the country, where Rachael Hale photographed each regional winner.

- Production and release of calendar

After final images were selected for the calendar and the distribution date was confirmed, a news release was distributed announcing the calendar's launch.

PUBLIC RELATIONS CHALLENGES AND OPPORTUNITIES

Iams chose to produce the calendar as a gift with purchase to reward loyal customers, distributing them only in vet clinics and pet stores stocking Iams.

Given that the calendar wouldn't be widely available for all consumers, an alternative angle needed to be developed that would ensure the calendar was appealing to target audiences and divert the focus from its availability.

The word 'cat-onality' was coined to capture people's imaginations and add an element of intrigue. Since this was a totally new concept it could be claimed that the calendar was a first in NZ and interest among media and cat owners alike was phenomenal.

RESULTS

The level of interest in the ‘cat-onality’ calendar among media, consumers and lams stockists was phenomenal, with more than 1300 entries received over a three-month period and more than 150 different editorial mentions across print, radio, TV and internet with lams branding.

The calendar promotion put the “spark” back into ICF and provided exceptional branding across a range of media to help increase lams’ profile among potential and existing users – at least 286 mentions of lams and 58 specific mentions of ICF.

Coverage was achieved in most of the country’s main daily / weekly newspapers and the calendar made front-page news in several regional newspapers. The campaign also encouraged trial of lams because the calendar was given away free with purchases of ICF.

Vets and pet store retailers were encouraged to promote lams to their customers because the campaign strengthened their image of lams as a highly innovative pet food manufacturer with a premium brand that can help maximise their sales.

Fantastic feedback and support was received from cat owners, vets and pet store retailers and calendars were sold out within a month.