

# Media Strategy

2.0



# The ask



- The Board is asked for general and specific feedback on the plan

# Background

- This is a refreshed media strategy
- The new strategy is based on research and insights
- Journalism has profoundly changed and our media management needs to change with it.
- This is part of the Whirinaki workstream.
- This supports the Communication & Engagement strategy.
- Sits alongside the Social Media Strategy (pending)

# A third of all coverage was Akl: we don't suffer from a lack of coverage

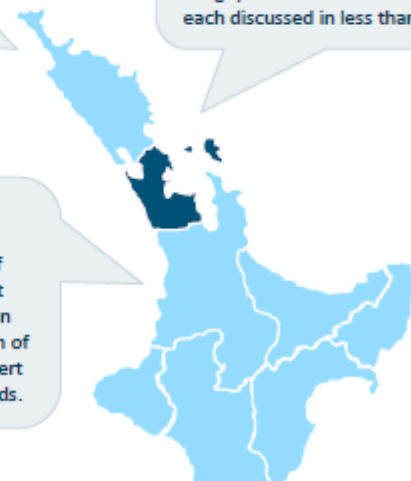
## REGIONAL BREAKDOWN

More than three quarters of reports about Northland were road-focused, emphasising private vehicles and freight transport. This was largely due to coverage of the COVID-19 freight crisis, which prompted calls for improved road and occasionally rail freight access between Whangārei and Auckland.

Auckland was discussed in 31% of coverage, equal to all the other regions with major population centres (Waikato, Wellington, Canterbury, and Otago) combined. Other regions were each discussed in less than 4%.

- 0%
- < 1%
- 1–10%
- 11–20%
- 21–30%
- 31–40%

Waikato coverage included discussion of positive safety developments and the launch of the Te Huia commuter train, but also frustration about congestion and road safety, especially south of Auckland following COVID-19 Alert Level changes and holiday periods.



# The starting point



- From the Whirinaki Blueprint

# Methodology

- 1,785 random sample pieces of coverage
- Nov 2020-April 2021
- 4 main themes:
  - Safety and experience
  - Infrastructure + development
  - Service and accessibility
  - Climate change and transport emissions.
- Insights from monthly media reporting going back several years.

# Key findings

Projects are reported individually, in isolation. As are the different modes.

No journalist is reporting on transport in a policy sense

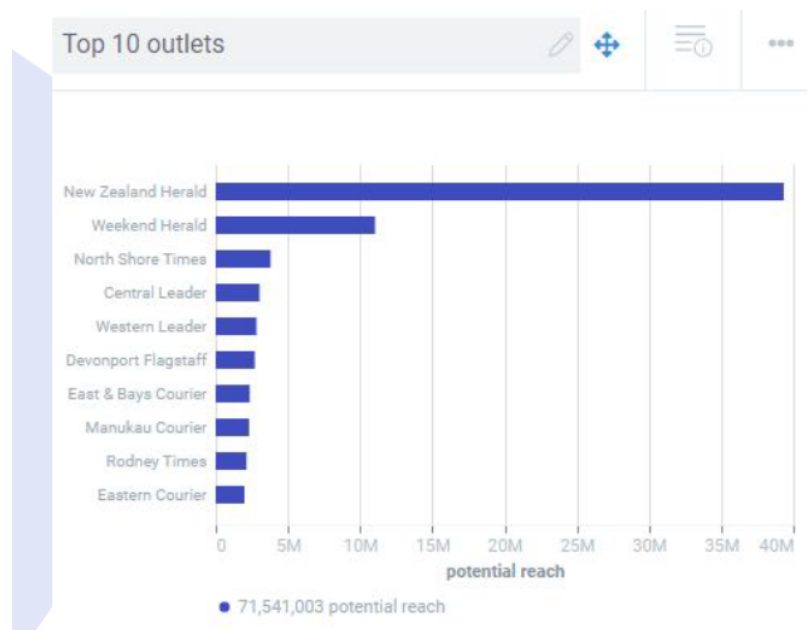
Meaning coverage on transport is fractured and dis-jointed and we are leaving readers/watchers to join it all together to make sense.

There are opportunities to work with journalists who don't have a history of covering local government, e.g. climate or business journalists.

Benefits to customers are often missing in stories.

## Top Audiences: Print media outlets

Top 10 media outlets that have reported on Auckland Transport in last 365 days and the rankings of their per clip readership



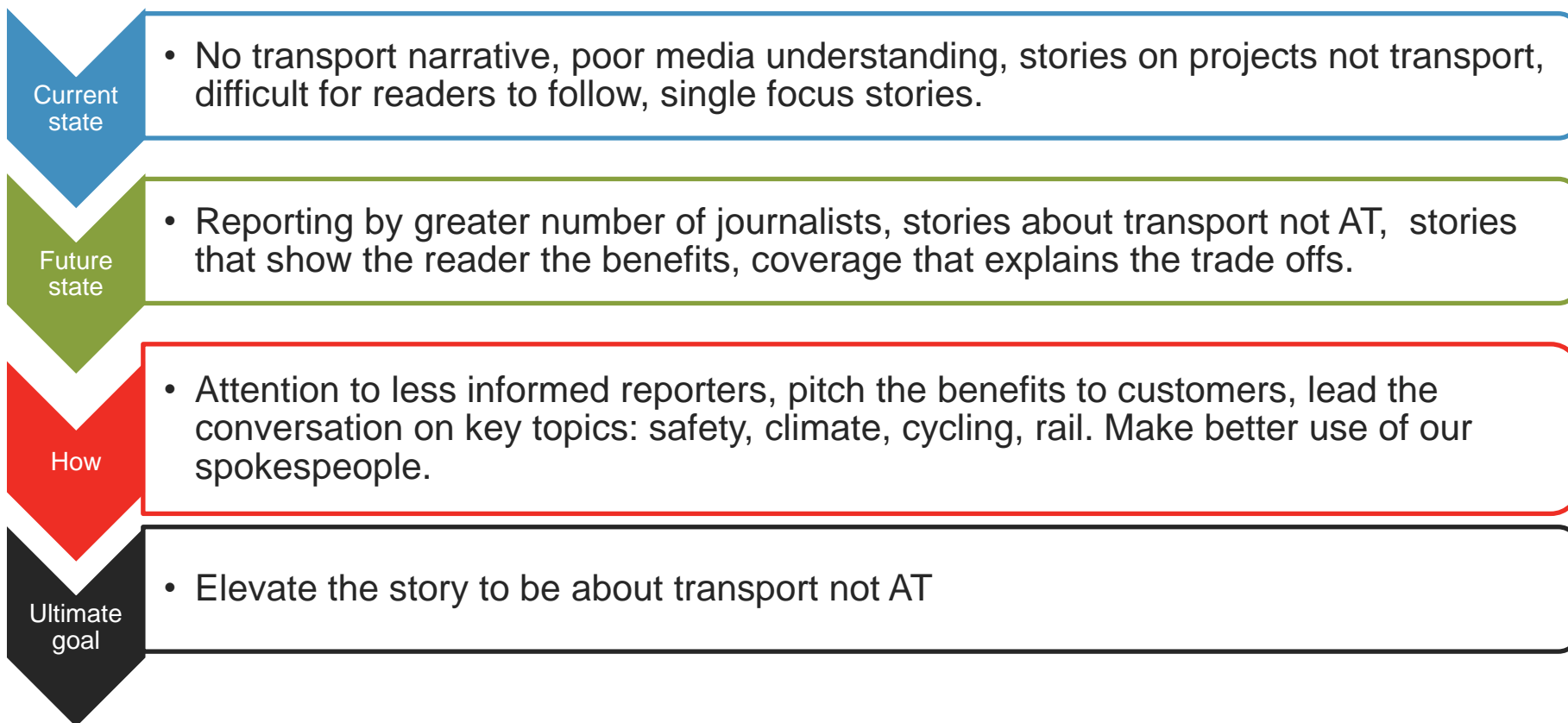
Weekend Herald - 395,847  
 New Zealand Herald - 358,668  
 Devonport Flagstaff - 87,480  
 Central Leader - 63,423  
 North Shore Times - 50,301  
 East & Bays Courier - 48,114  
 Easter Courier - 44,834  
 Manukau Courier - 38,273  
 Rodney Times - 37,179  
 Western Leader - 28,431

**It is worth giving local outlets some attention.**

Their readership adds up, likewise for online outlets.



# Plan on a page



# Next steps

## Underway

- Identified, and are now media training, key subject matter experts as spokes people.
- On going relationship building with journalists.
- Update the Social Media Strategy – audit of channels underway.

## Completed

- We have created the basic guide for journalists
- Created a crisis communications plan including agreed key messages
- Creating pre-recorded audio for radio