

PUBLICITY NOTE

	2012-13	2013-14
	£'000	£'000
<u>Kent County Council - non schools</u>		
Recruitment advertising	343	370
Other advertising		
- campaign to reduce levels of waste		
- other advertising	329	298
Total of other advertising	329	298
Other publicity		
- corporate communications team and activity	731	610
- promoting tourism	348	339
- supporting produced in Kent	120	126
- publicity for European regional development fund projects	15	9
- other publicity	484	102
Total of other publicity	1,698	1,186
Total KCC spend - non schools	2,370	1,854
<u>Schools</u>		
Schools recruitment advertising	898	1,192
Total KCC including schools	3,268	3,046