

PUBLICITY NOTE

	2011-12	2012-13
	£'000	£'000
<u>Kent County Council - non schools</u>		
Recruitment advertising	344	343
Other advertising		
- campaign to reduce levels of waste	120	
- other advertising	320	329
Total of other advertising	440	329
Other publicity		
- corporate communications team and activity	787	731
- promoting tourism	411	348
- supporting produced in Kent	120	120
- publicity for European regional development fund projects	30	15
- other publicity	152	484
Total of other publicity	1,500	1,698
Total KCC spend - non schools	2,284	2,370
<u>Schools</u>		
Schools recruitment advertising	1,322	898
Total KCC including schools	3,606	3,268