

From

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16 August 2010

Dear Mr. Lloyd

**Re: Information Request CRM Ref. iw10-7-52114**

Thank you for your information request dated 29 July 2010 as detailed below.

**“As you are aware ventnorblog.com recently requested a spreadsheet outlining the councils spent on advertising with local media on the Island.**

**As a matter of public interest and to put an end to Ventnor Blogs tactics to try and make the council look bad please can you also provide me with a copy?”**

To help you understand what spreadsheet we are speaking about please see:

<http://ventnorblog.com/2010/06/04/how-much-do-you-think-iw-council-spend-on-advertising-vb-knows/>

I would much rather request the original spreadsheet given to Ventnor Blog as this will save the councils money but if you are unable to do that please provide me with the following

1) How much was spent in 2006 / 2007 on advertising with media groups and newspapers on the island. This could include planning applications, jobs, notices and campaigns.

Please break down details to:

- \* Name of Media or newspaper
- \* Amount spent on advertising

2) How much was spent in 2007 / 2008 on advertising with media groups and newspapers on the island. This could include planning applications, jobs, notices and campaigns.

Please break down details to:

- \* Name of Media or newspaper
- \* Amount spent on advertising

3) How much was spent in 2008 / 2009 on advertising with media groups and newspapers on the island. This could include planning applications, jobs, notices and campaigns.

Please break down details to:

- \* Name of Media or newspaper

Cont ...

**\* Amount spent on advertising**

**4) How much was spent in 2009 / 2010 on advertising with media groups and newspapers on the island. This could include planning applications, jobs, notices and campaigns.**

**Please break down details to:**

**\* Name of Media or newspaper**

**\* Amount spent on advertising**

**5) How much did the council spend with County Press in 2005 - 2006 at it appears it was missed out of ventnor blogs chart.**

Please find attached a copy of our response and spreadsheet sent to Ventnor Blog in relation to reference iw10-3-12454.

Several supporting statements have been prepared following interest in this story. I include these also for your information. We would like to stress we expect the budget for media spend to reduce sharply in the current year for the reasons outlined in the supporting information.

Please contact me again if you require any further assistance on this matter and I will do my best to provide relevant help and advice.

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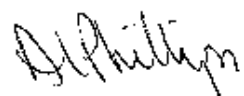
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Yours sincerely



Amy Phillips

**Departmental Information Guardian**