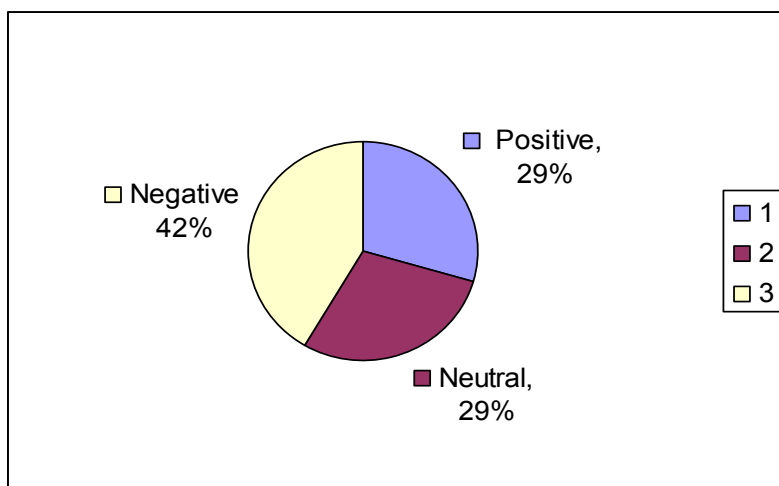


Appendix 4 – Press Cutting Summary

PRESS CUTTINGS @ May 2009

Tone of cutting	Last month's cuttings	This month's cuttings
<i>Positive</i>	44	34
<i>Neutral</i>	38	34
<i>Negative</i>	56	48
TOTAL	138	116



- From a total of 48 negative cuttings 19 were letters.

Positive

Battle for pedestrian crossings won at last
 Lessons in road safety – Safety workshops for young children
 Car clubs prove attractive to more companies – Car sharing

Neutral

More than £600,000 spent in Kent's car parks
 Call to all drivers – Do not use mobile while driving
 Roads facing closure for resurfacing

Negative

Councils clash over Thames crossing – Location for new crossing
 Speed Camera destroyed
 No freedom on the buses – Freedom bus pass does not work in Medway

This month's total cuttings figures have decreased from last year's Mays figures (170 previously), the positive number of cuttings has fallen (82 previously), and the negative number of cuttings has risen (19 cuttings last year), the number of neutral cuttings has fallen (69 cuttings last year).

The topic with the single most amount of cuttings, which this month were negative, related to Major Schemes.