



INSPECTOR GENERAL REPORT

2010-11-0282

October 12, 2011

ICJI ADVERTISING

Inspector General Staff Attorney Kristi Shute, after investigation by Special Agent Charles Coffin, reports as follows:

In November of 2010, Special Agent Coffin received information which alleged that the Indiana Criminal Justice Institute (“ICJI”) possibly violated the “Advertising Expenses” policy which had been placed in effect by the State Budget Agency (“SBA”) on March 12, 2009. It was alleged that the ICJI improperly sponsored an announcement made at an Indiana Pacers basketball game. Based on this information, Special Agent Coffin conducted a preliminary investigation into the potential inefficiency and violation of SBA policy.

During the investigation, Special Agent Coffin learned that paid announcements are allowed so long as they directly refer to traffic safety or a related program. He also discovered that paid announcements are not allowed if they are strictly self-promotion for the ICJI. Evidence developed during this investigation clearly demonstrated that the ICJI followed applicable state guidelines for its marketing plan/communications budget which was approved by

the Office of Management and Budget Communications Committee. In addition, the commercial spots broadcast during Indiana Pacer basketball games conformed to the appropriate format because they directly referred to traffic safety and were not strictly self-promotion for the ICJI.

Since the ICJI followed the applicable state guidelines, this case is closed for lack of merit.

Dated this 12th day of October, 2011.

/s/ David O. Thomas, Inspector General