

## NOT A COHERENT STRATEGY TOWARD COST-CUTTING



I wondered if a media observer would ever comment on any of the many questions this winning entry--and the contest itself--raised. Why stop at employment ads? If everything the state does can be reduced to an internet post, why do agencies spend millions on the printing of marketing collateral materials, annual reports, forms and all the rest? If the answer is to reach non-internet users, or because not everyone uses the internet for everything, the contradiction is obvious: we want to reach non-internet users, but we don't want to hire them. A coherent strategy toward cost-cutting and reducing the size of government could save millions, but the approach of nibbling around the edges here and there without any clear vision won't get us there. Read the full article here: [State cost-cutting idea misses big picture - Richmond Times Dispatch](#)

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