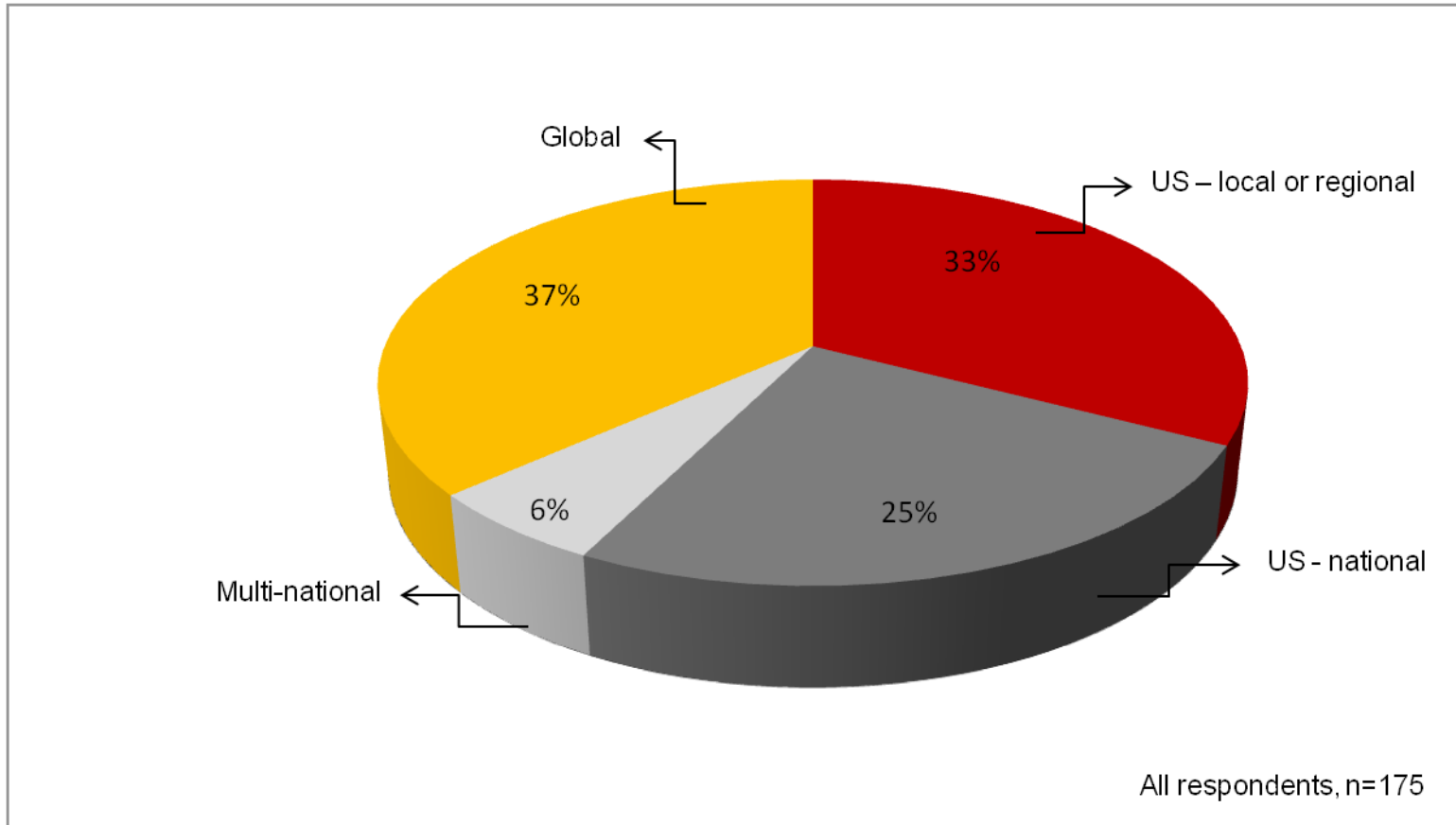
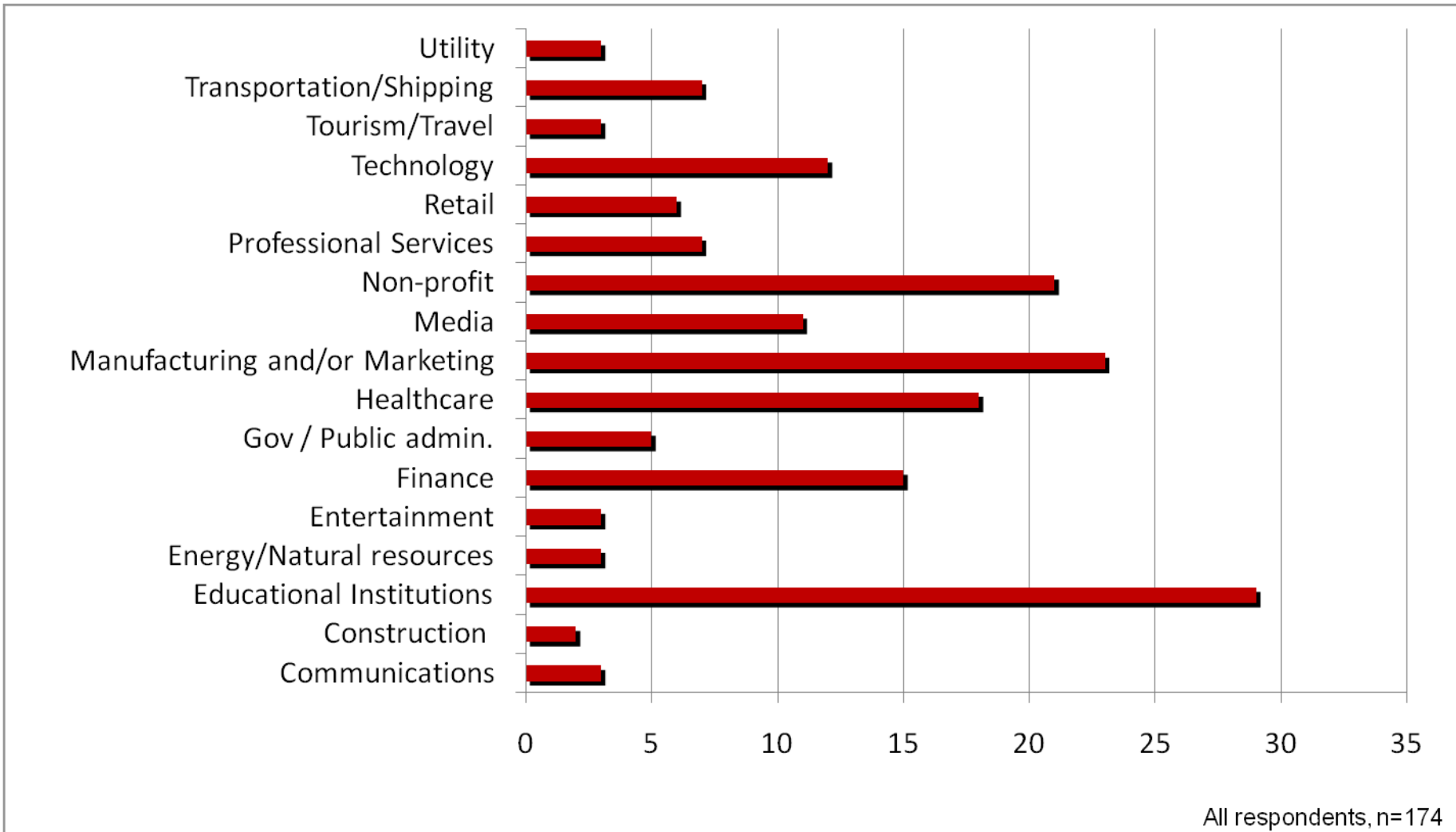


The Impact of the Current Economic Situation on Public Relations/Communication

Geographic parameters of responsibility of respondents

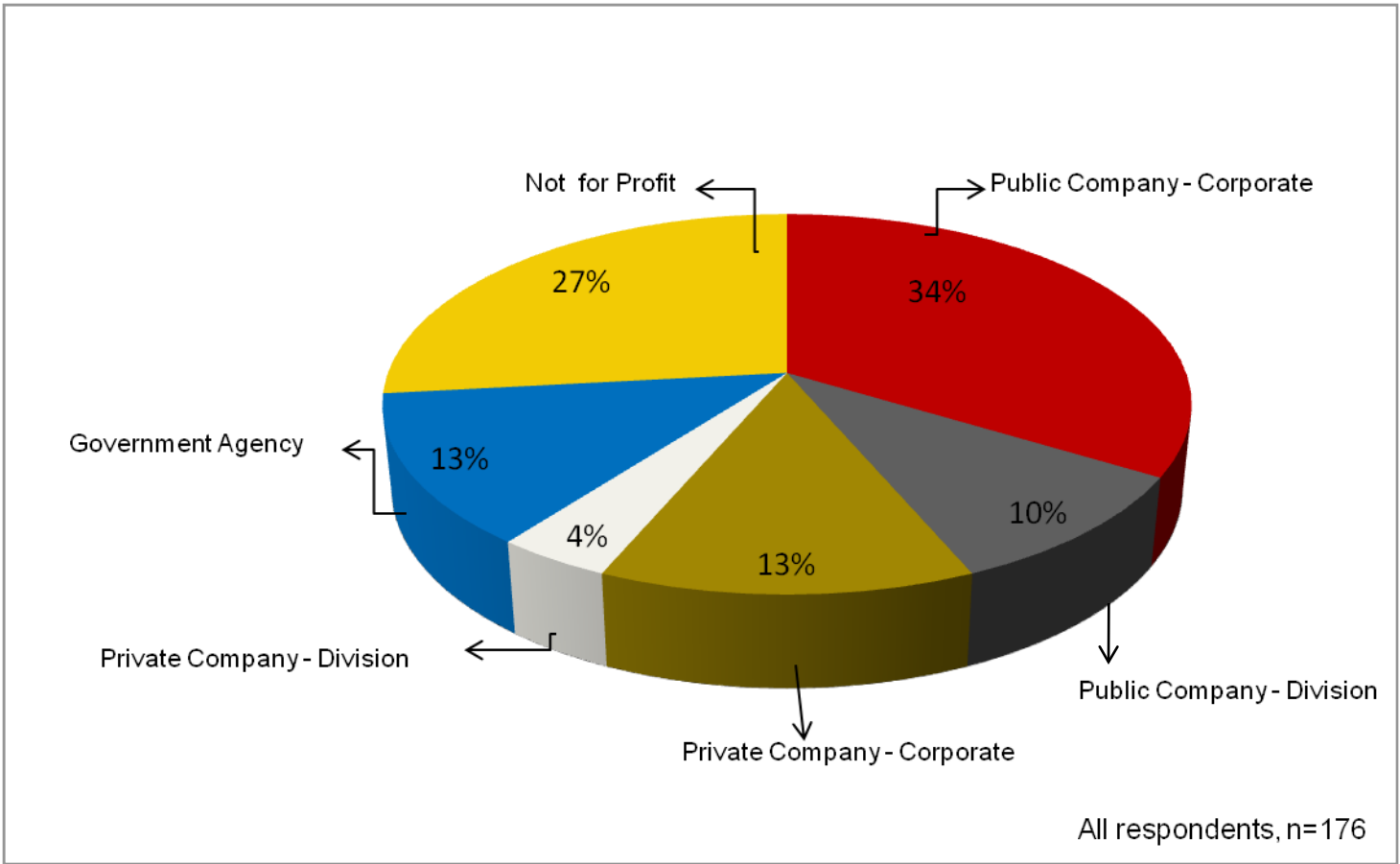


Organization's Primary Business or Industry



All respondents, n=174

Organizational Categories



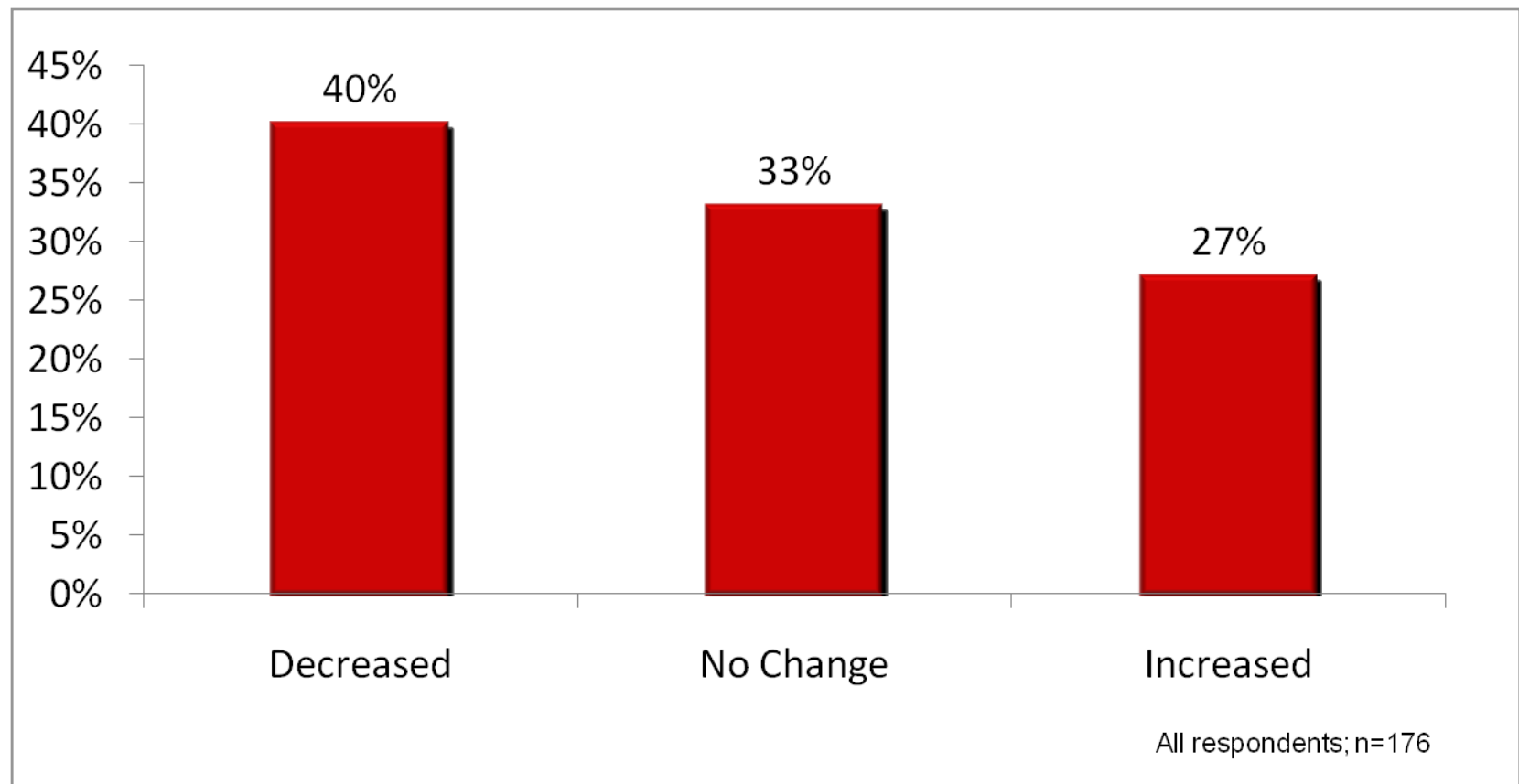
Gross Revenue and Gross Operating Budget

	Gross Revenue (median)
Public Companies	\$ 4,577,000,000
Private Companies	\$ 944,000,000

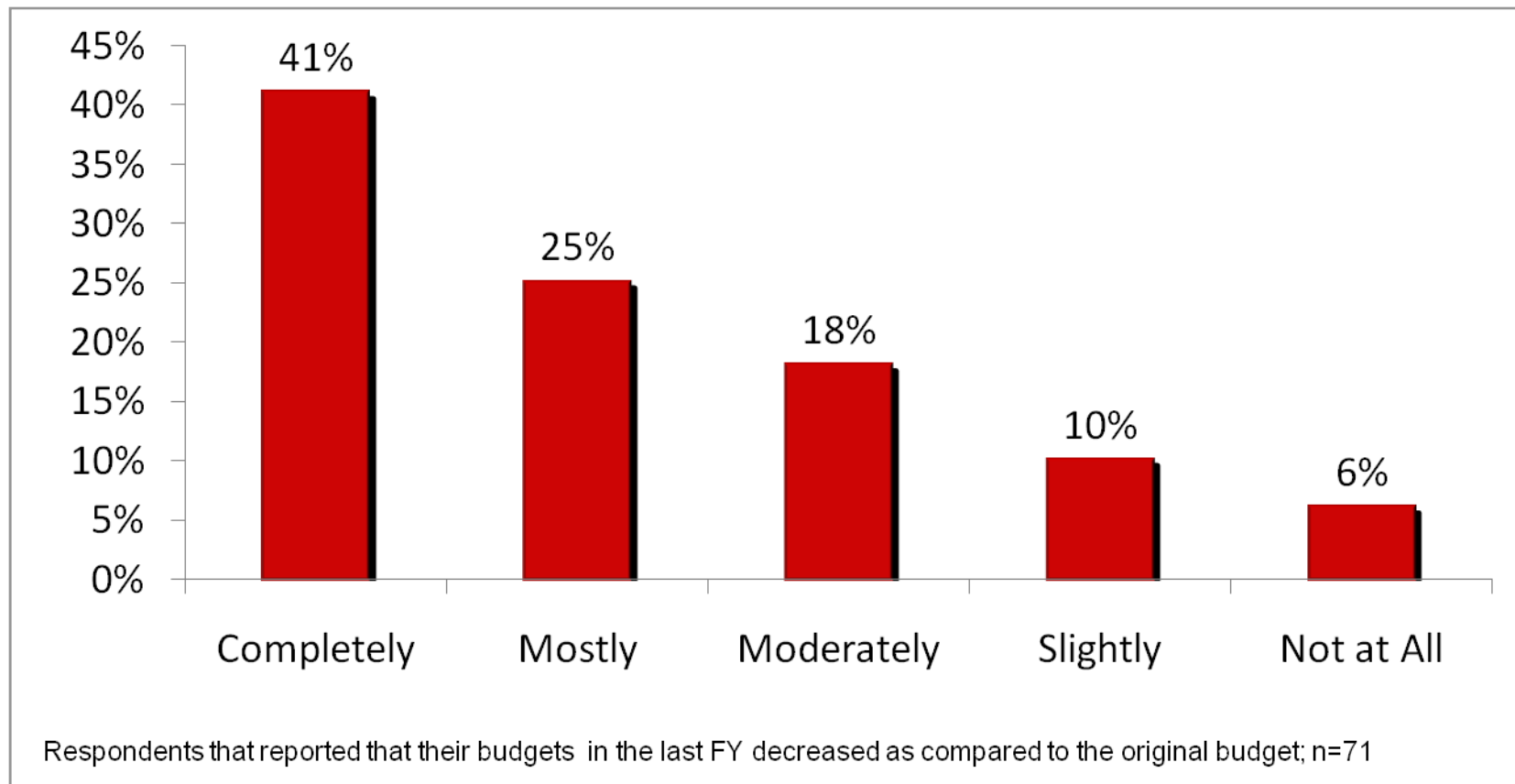
	Gross Operating Budget (median)
Government Agencies	\$ 55,000,000
Not for Profit	\$ 45,500,000

PR/Communication Budgets

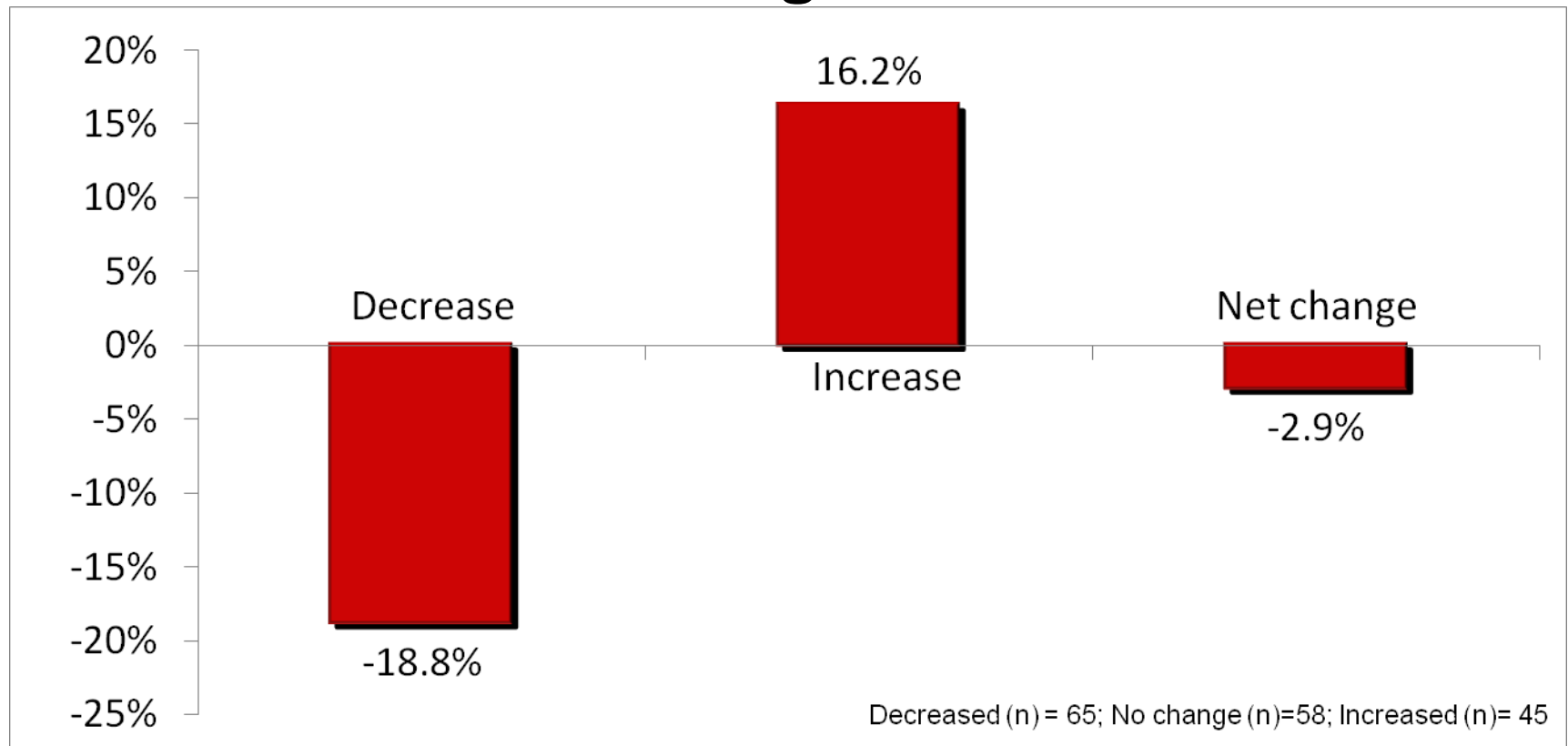
Extent to which the budget changed in the last fiscal year as compared to the original budget



Extent to which budget reductions can be attributed to the current economic situation

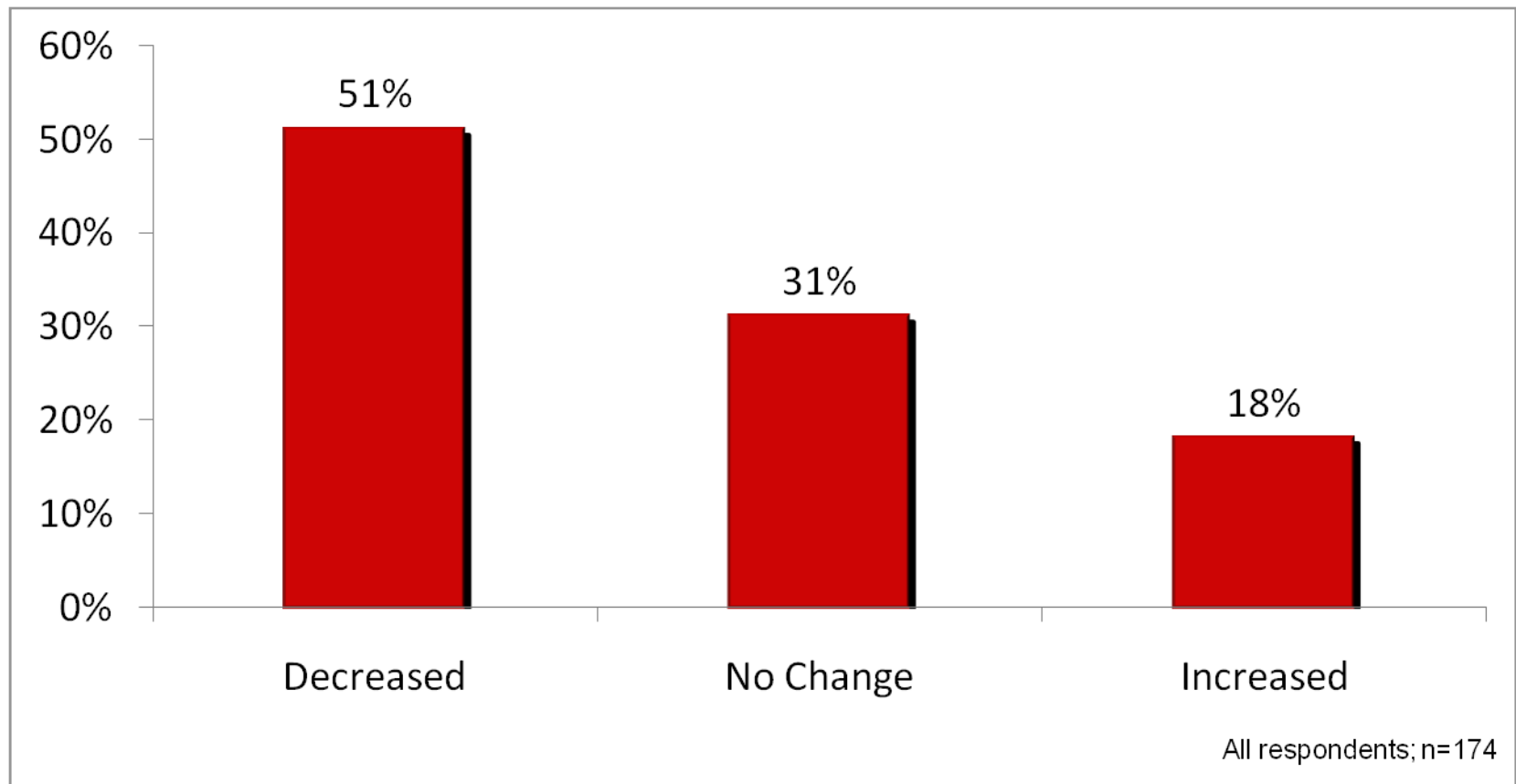


Average percentage change in the budget of the last fiscal year as compared to the original budget

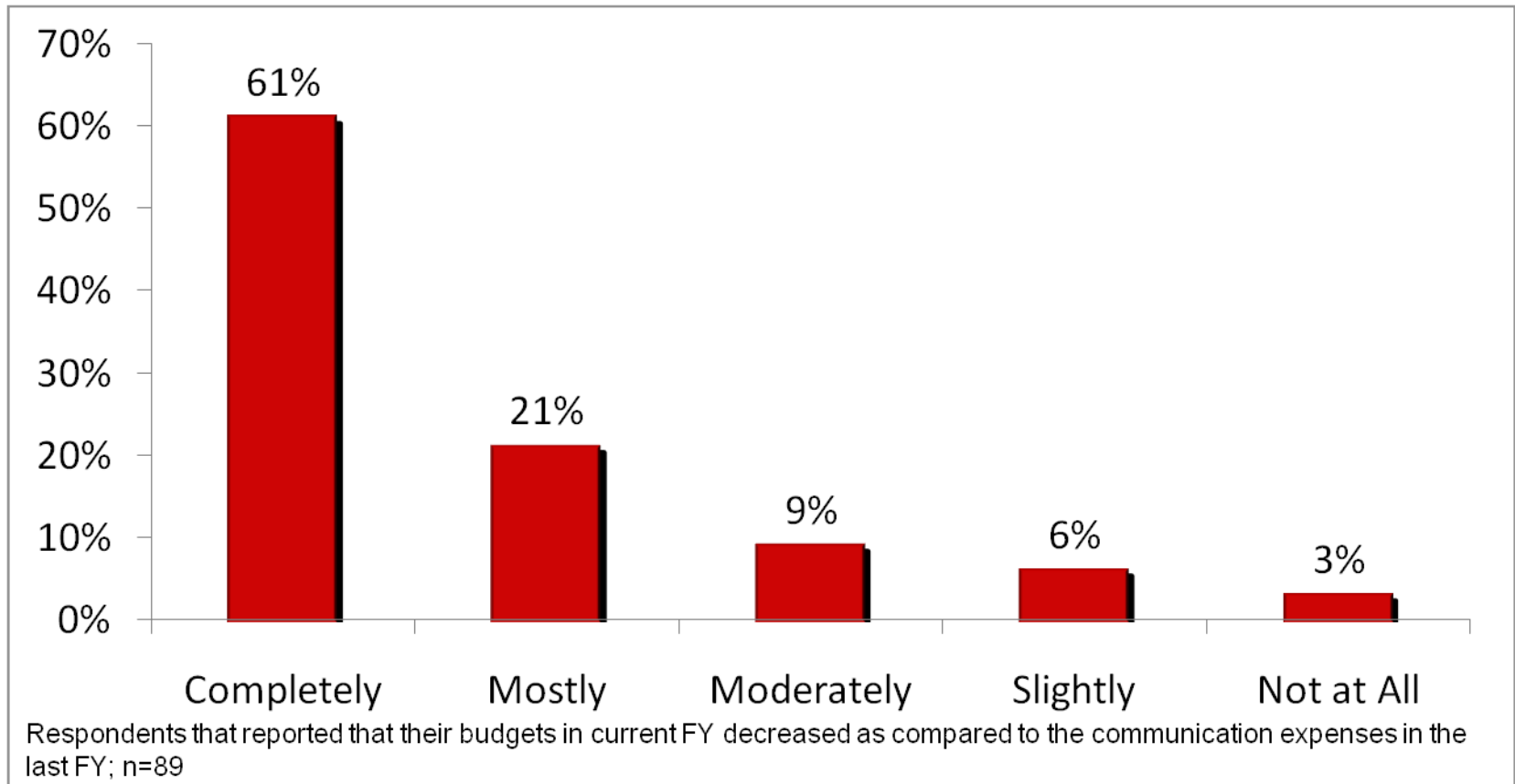


* Note: The decrease and increase percentages are based on the data submitted by those that indicated that their budgets decreased/increased respectively. The net change has been calculated taking into considerations that some respondents indicated there has been no change in the budgets.

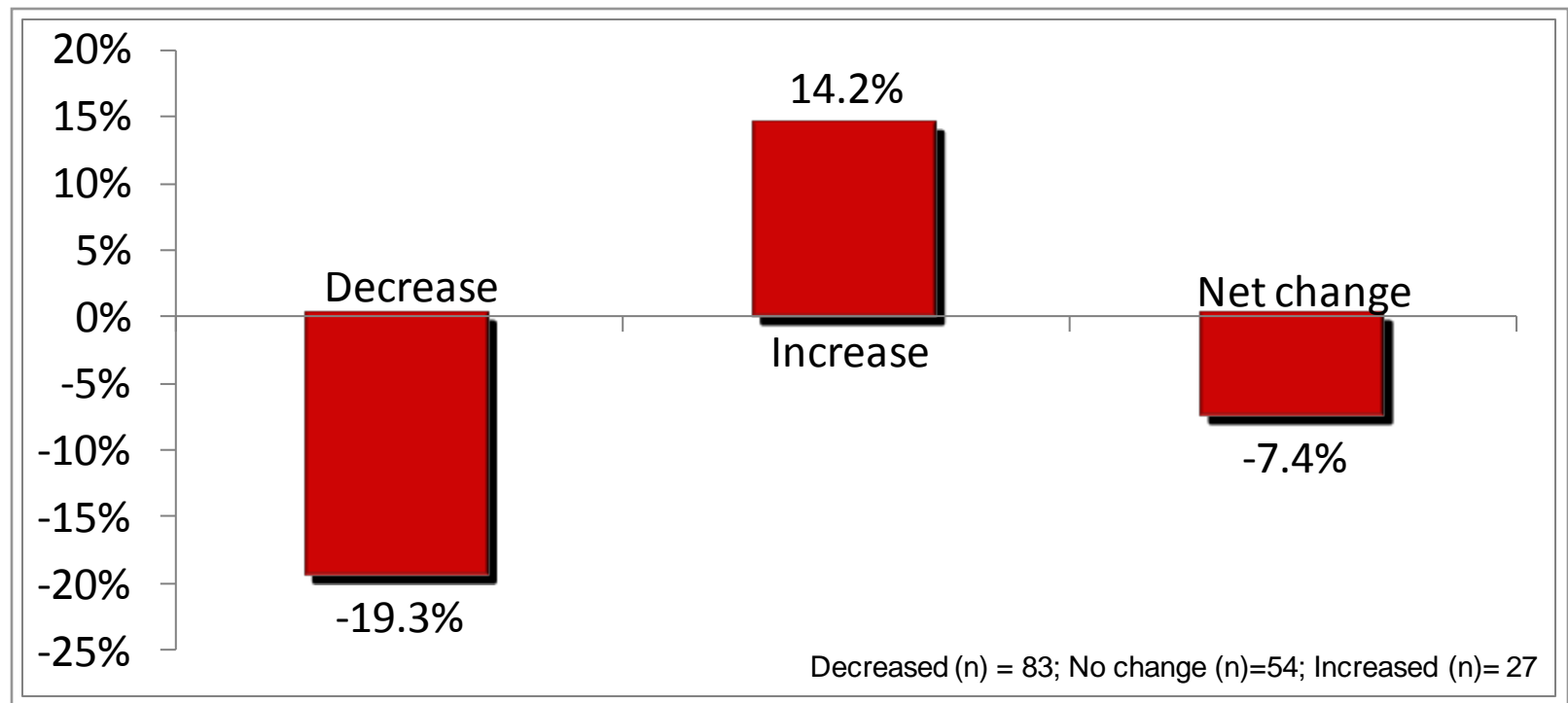
Extent to which the budget changed for the current fiscal year as compared to the amount spent in the last fiscal year



Extent to which budget reductions can be attributed to the current economic situation

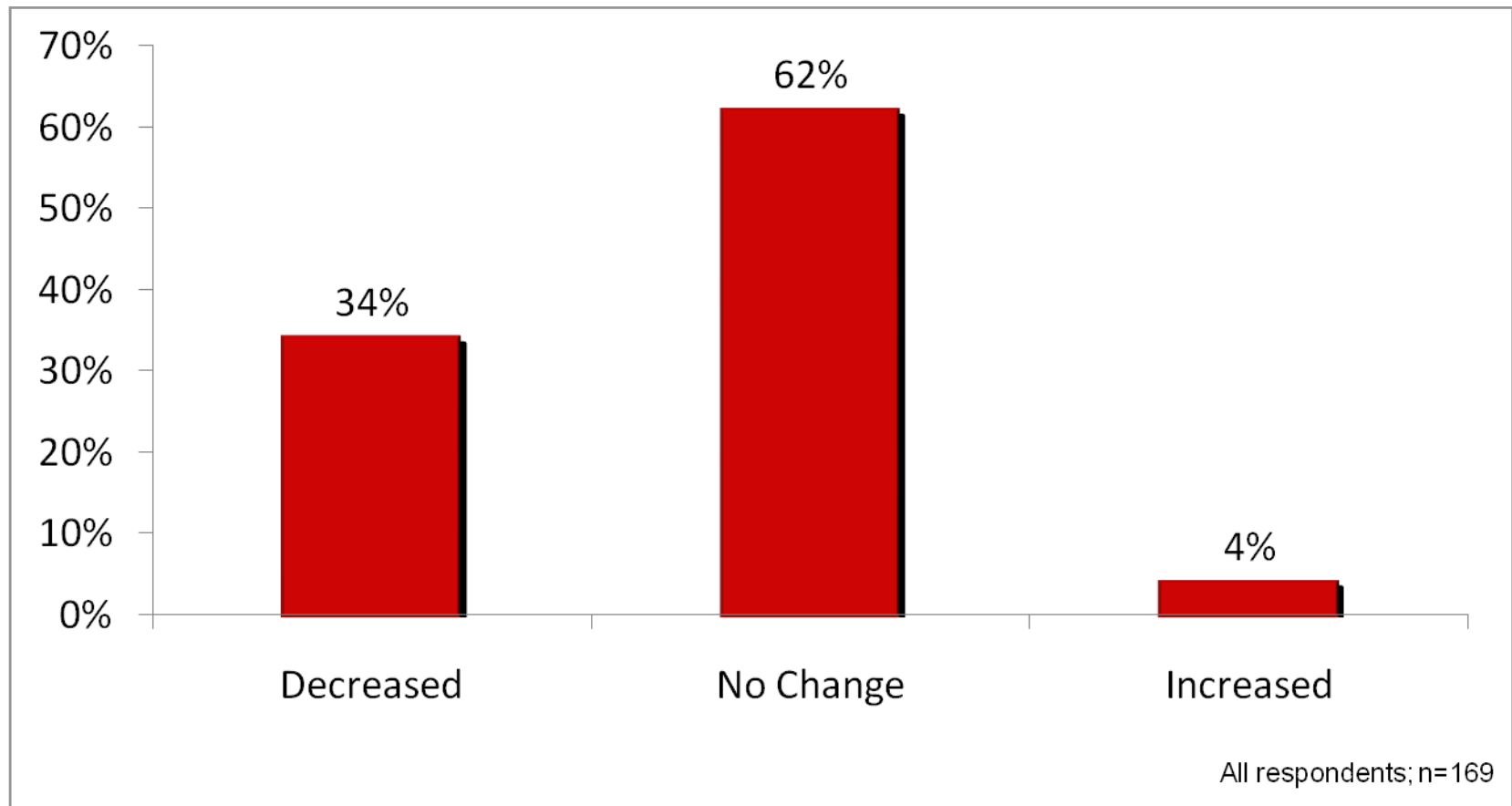


Average percentage change in the budget of the current fiscal year as compared with the amount spent in the last fiscal year?

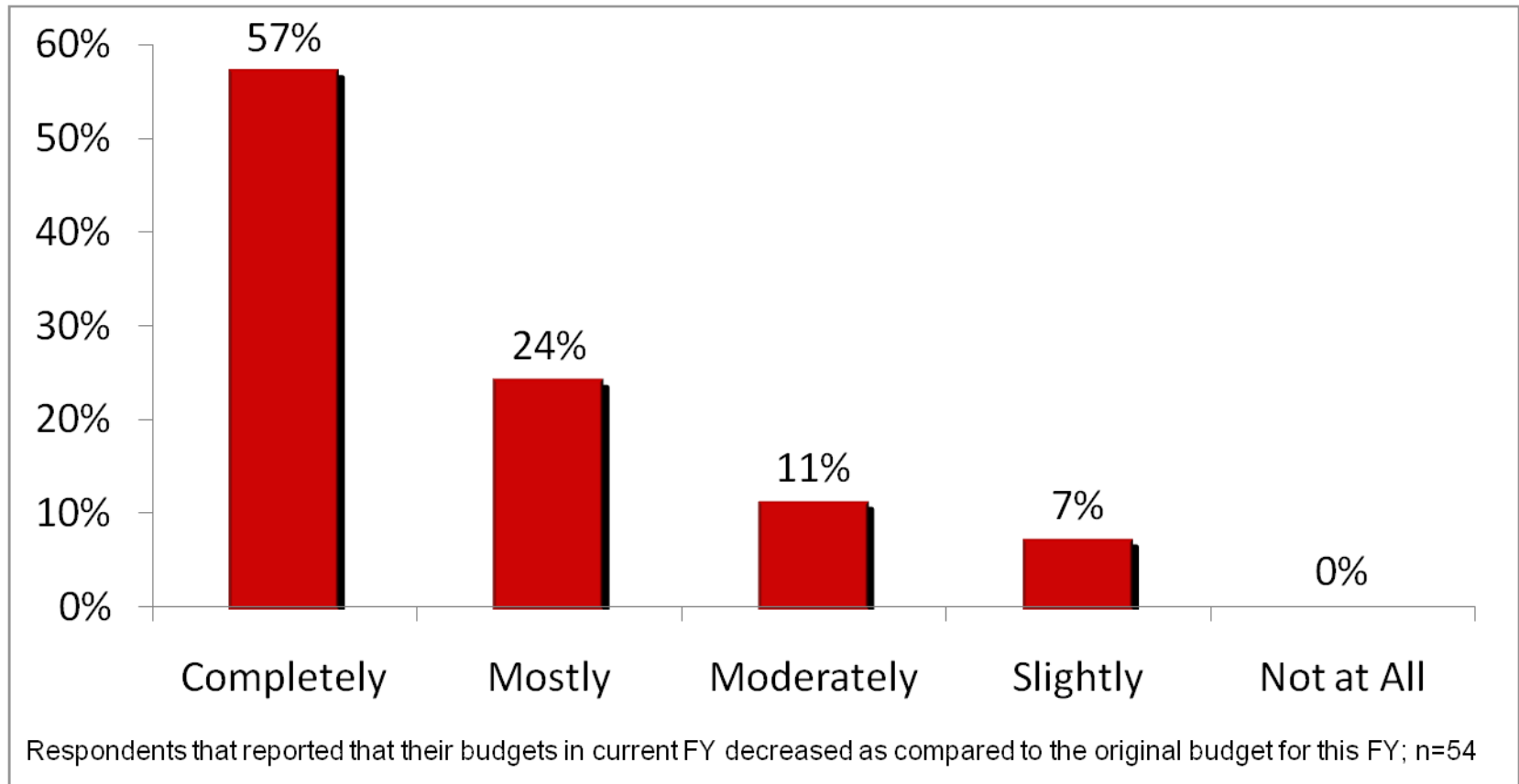


* Note: The decrease and increase percentages are based on the data submitted by those that indicated that their budgets decreased/increased respectively. The net change has been calculated taking into considerations that some respondents indicated there has been no change in the budgets.

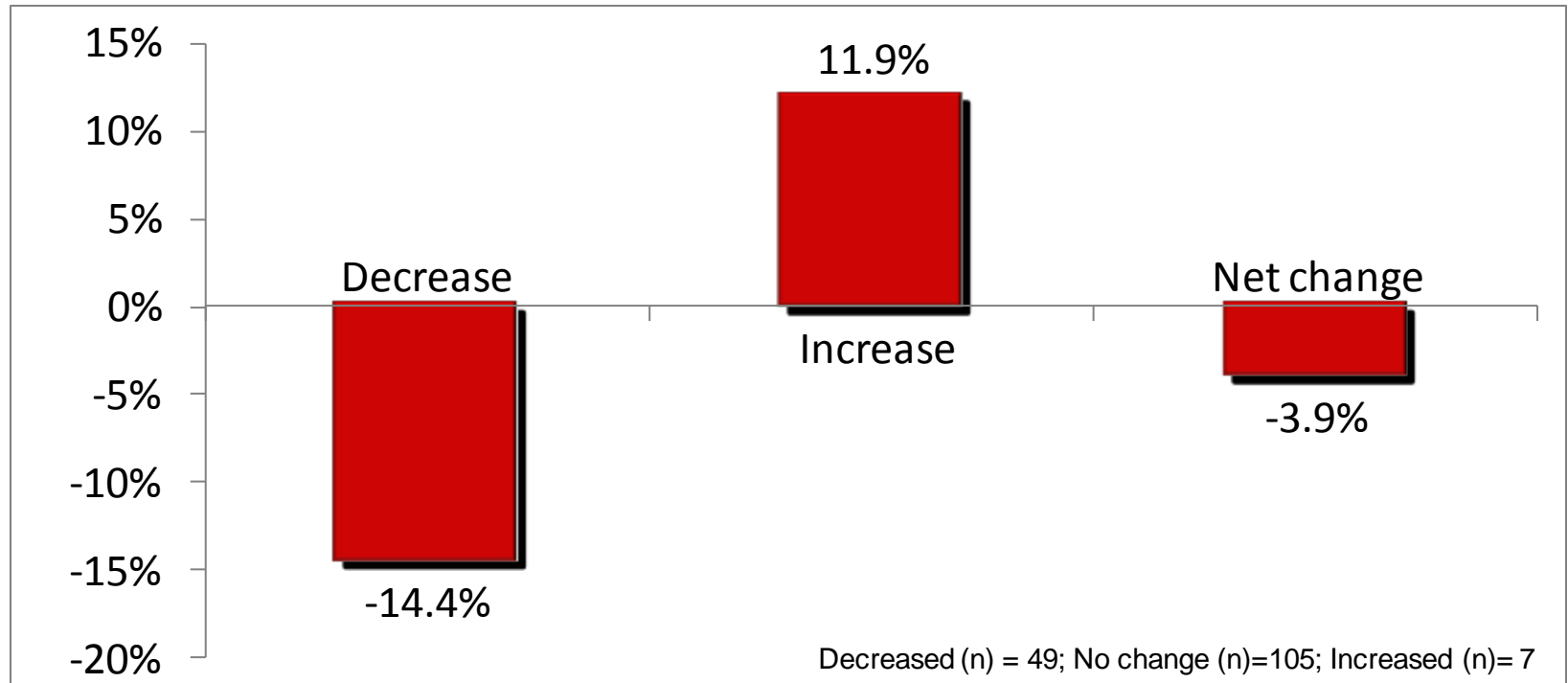
Extent to which the budget in the current fiscal year, has changed as compared to the original budget for this year



Extent to which budget reductions can be attributed to the current economic situation

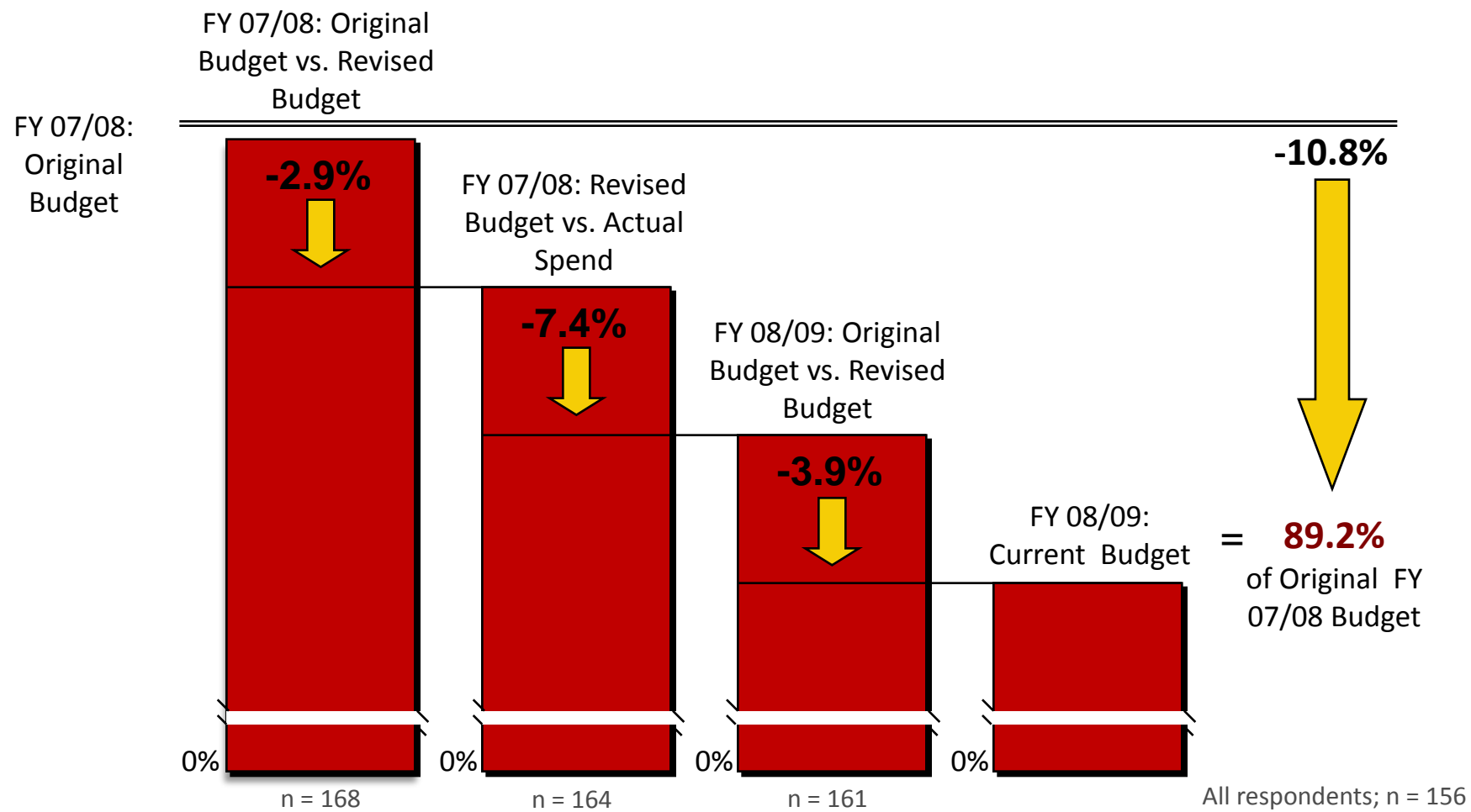


Average percentage change in the budget for the current fiscal year as compared with the original budget for the same year



* Note: The decrease and increase percentages are based on the data submitted by those that indicated that their budgets decreased/increased respectively. The net change has been calculated taking into considerations that some respondents indicated there has been no change in the budgets.

Net Average Budget Changes: FY 2007/08 to Current

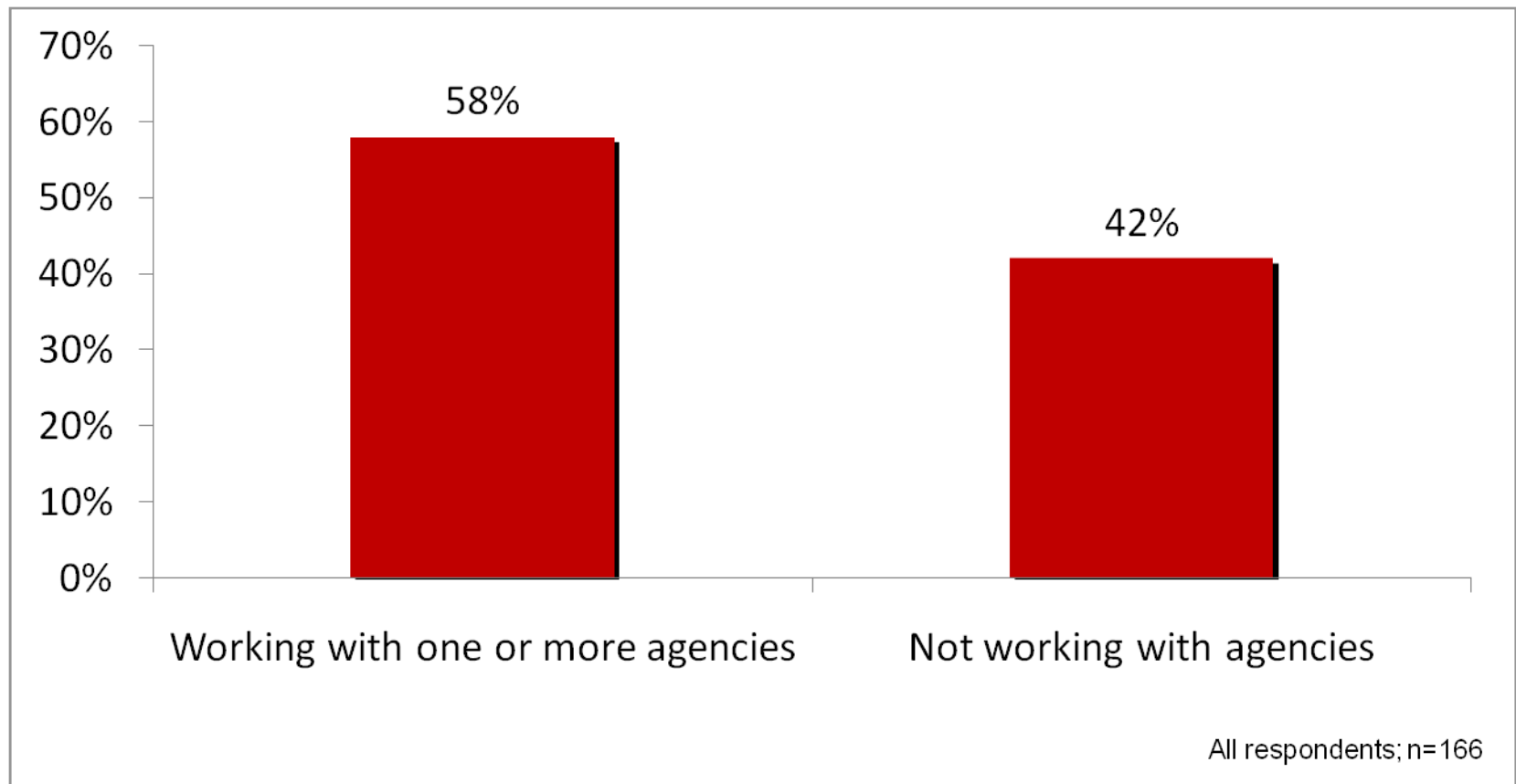


Taken together, these reductions represent a net 10.8% decrease since the beginning of FY 07/08

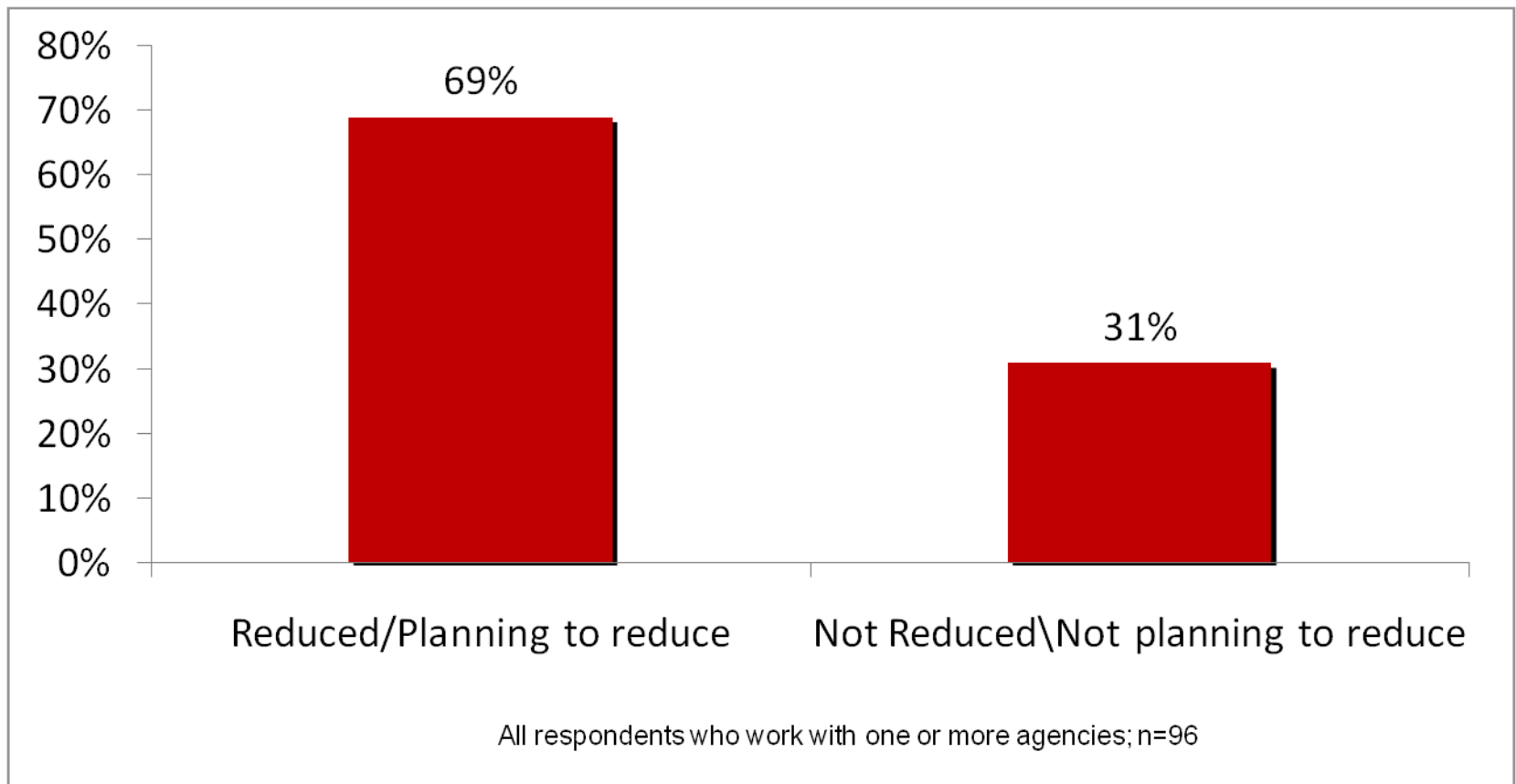
Note: Not to scale

PR Agencies

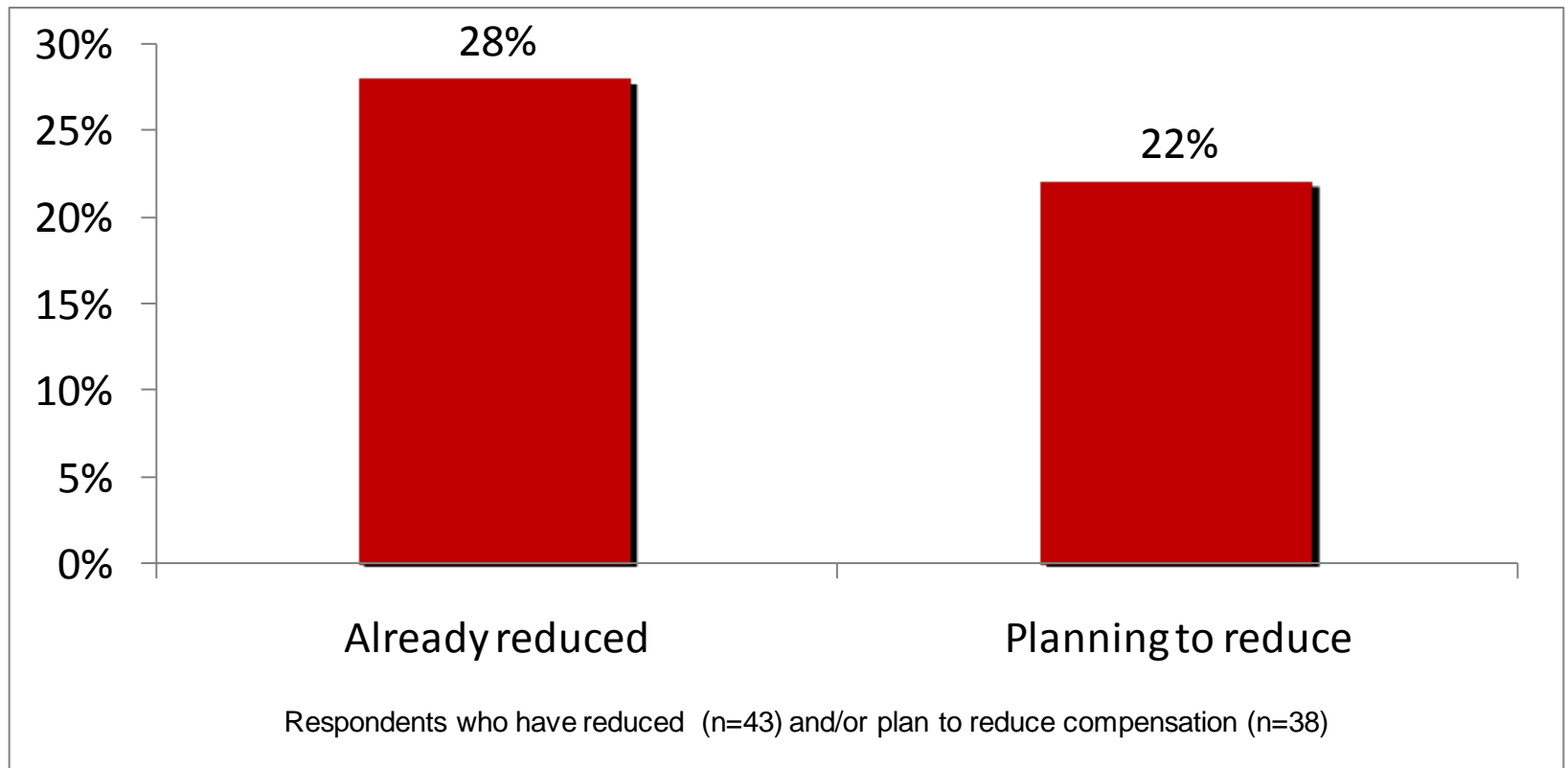
Organizations working with one or more outside PR agencies



Organizations that have already and/ or plan to reduce agency fees

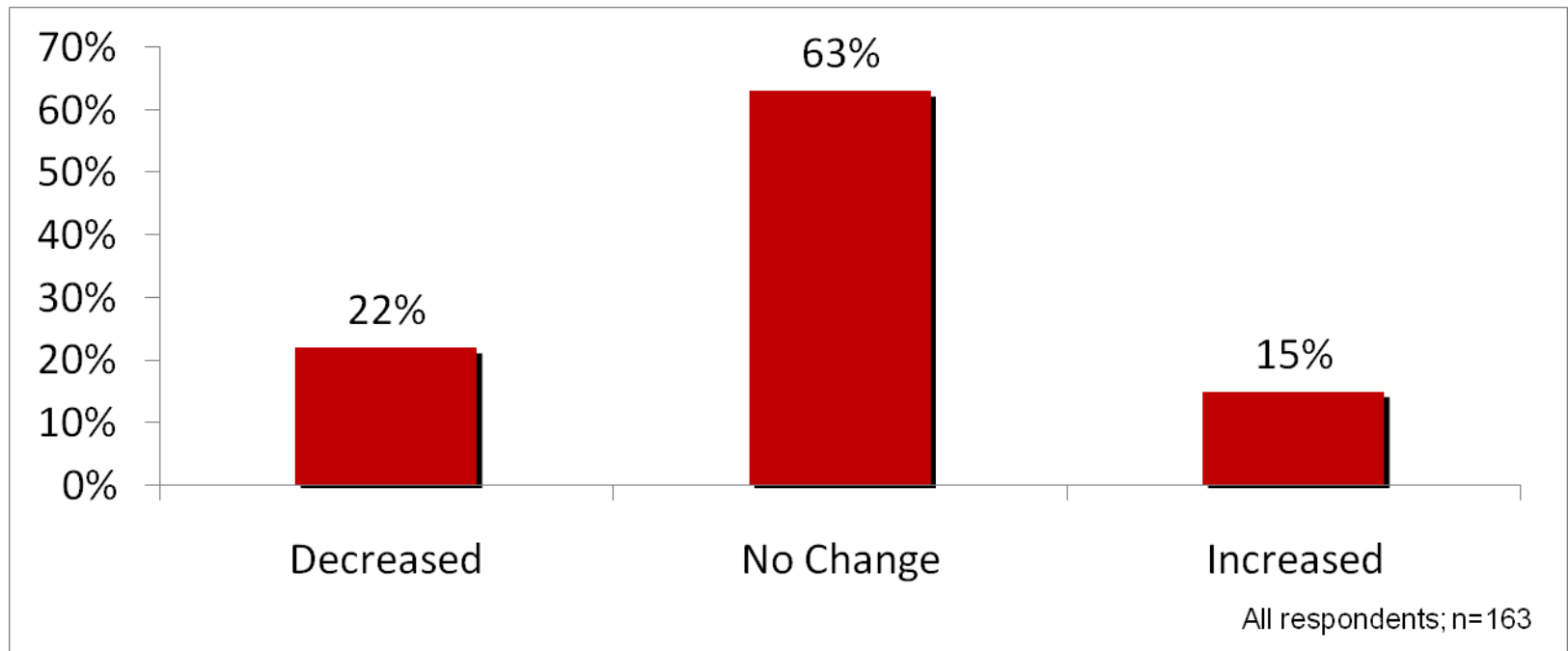


Average percentage by which organizations have already reduced or plan to reduce agency compensation



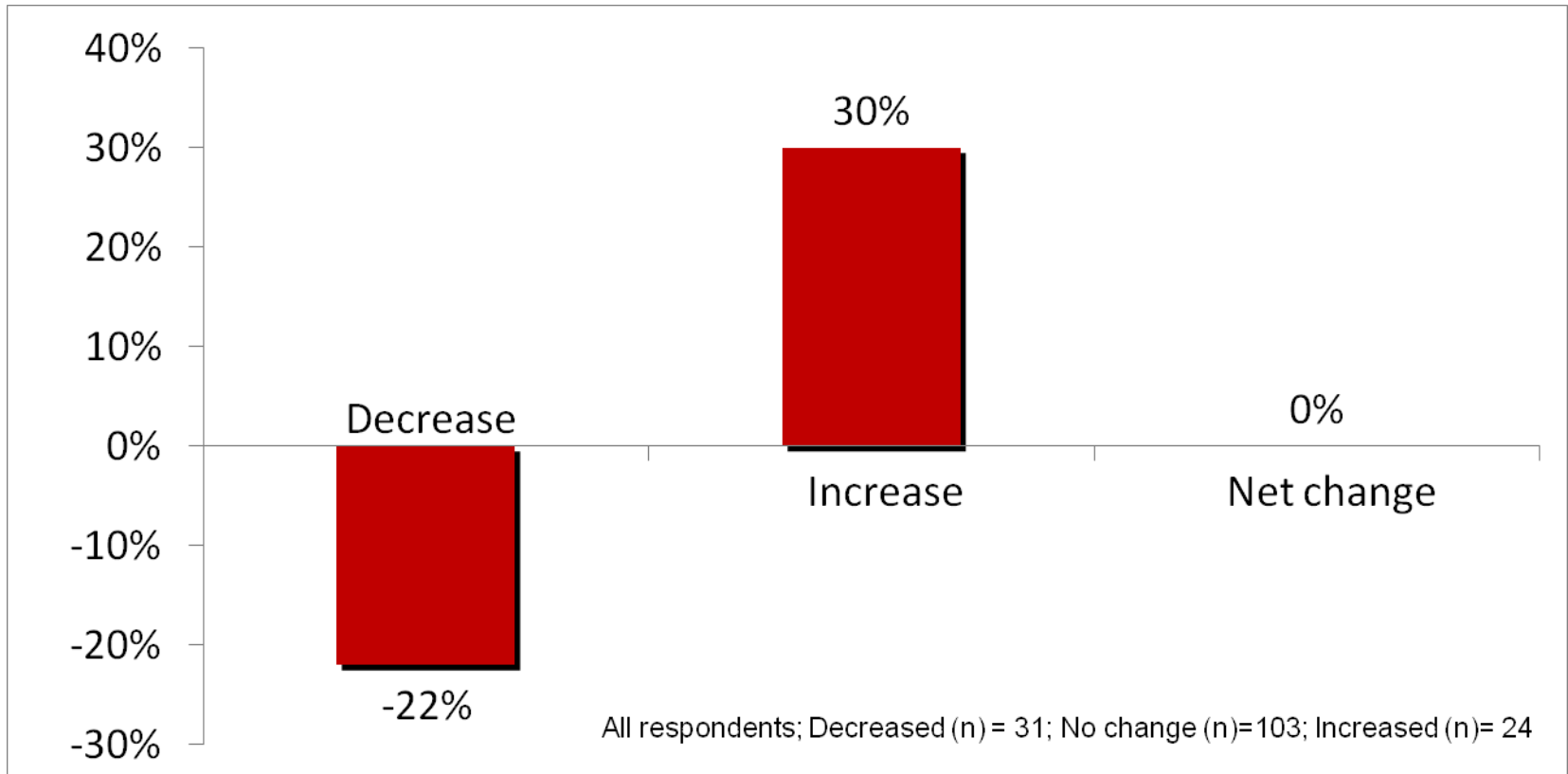
PR/Communication Staff Size

Change in total full-time staff size from January 1, 2008 to December 31, 2008



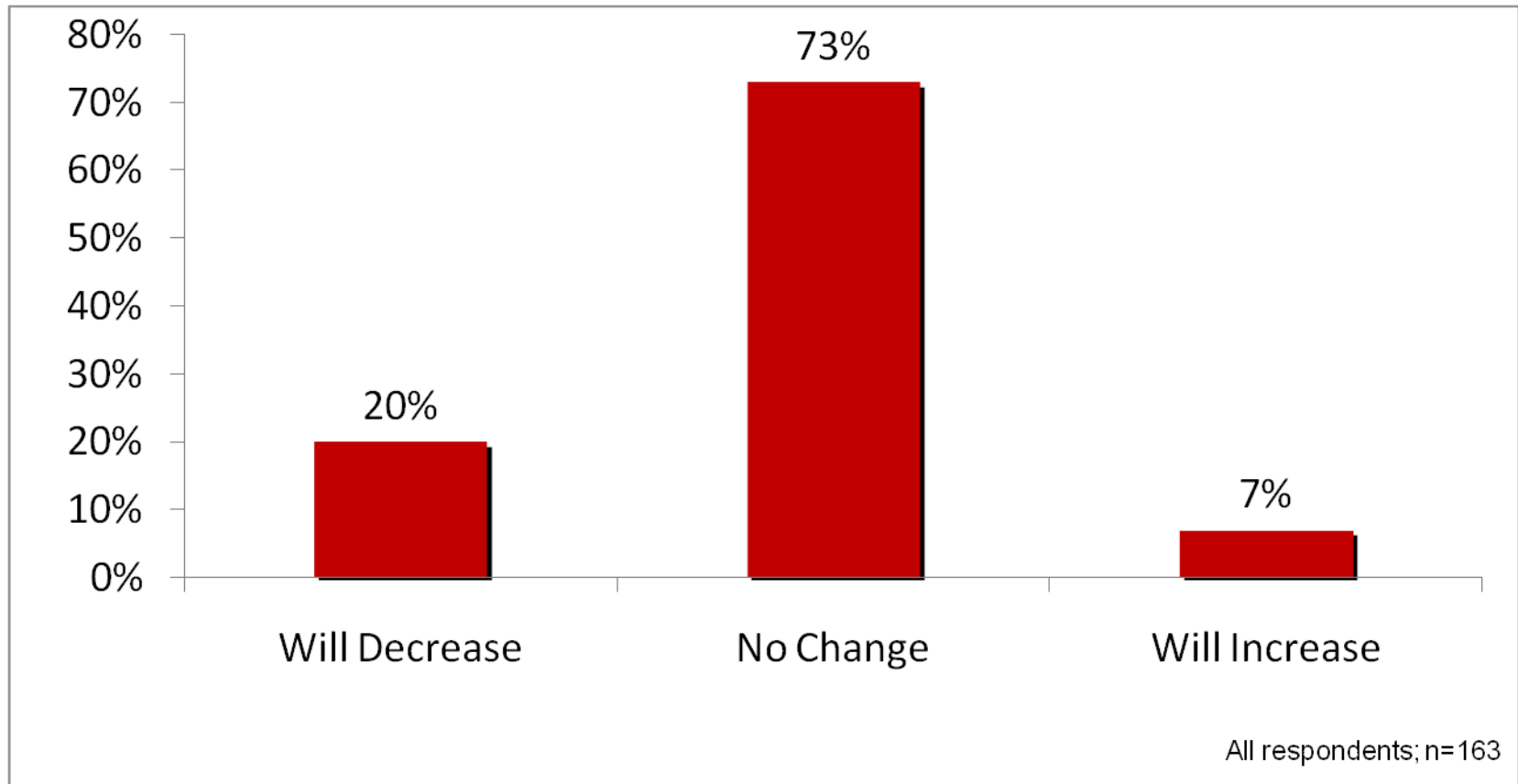
**Among those with staff decreases, 61% of those decreases
were attributed to the economy**

Average staff size change as a percentage of 2008 total full-time employees

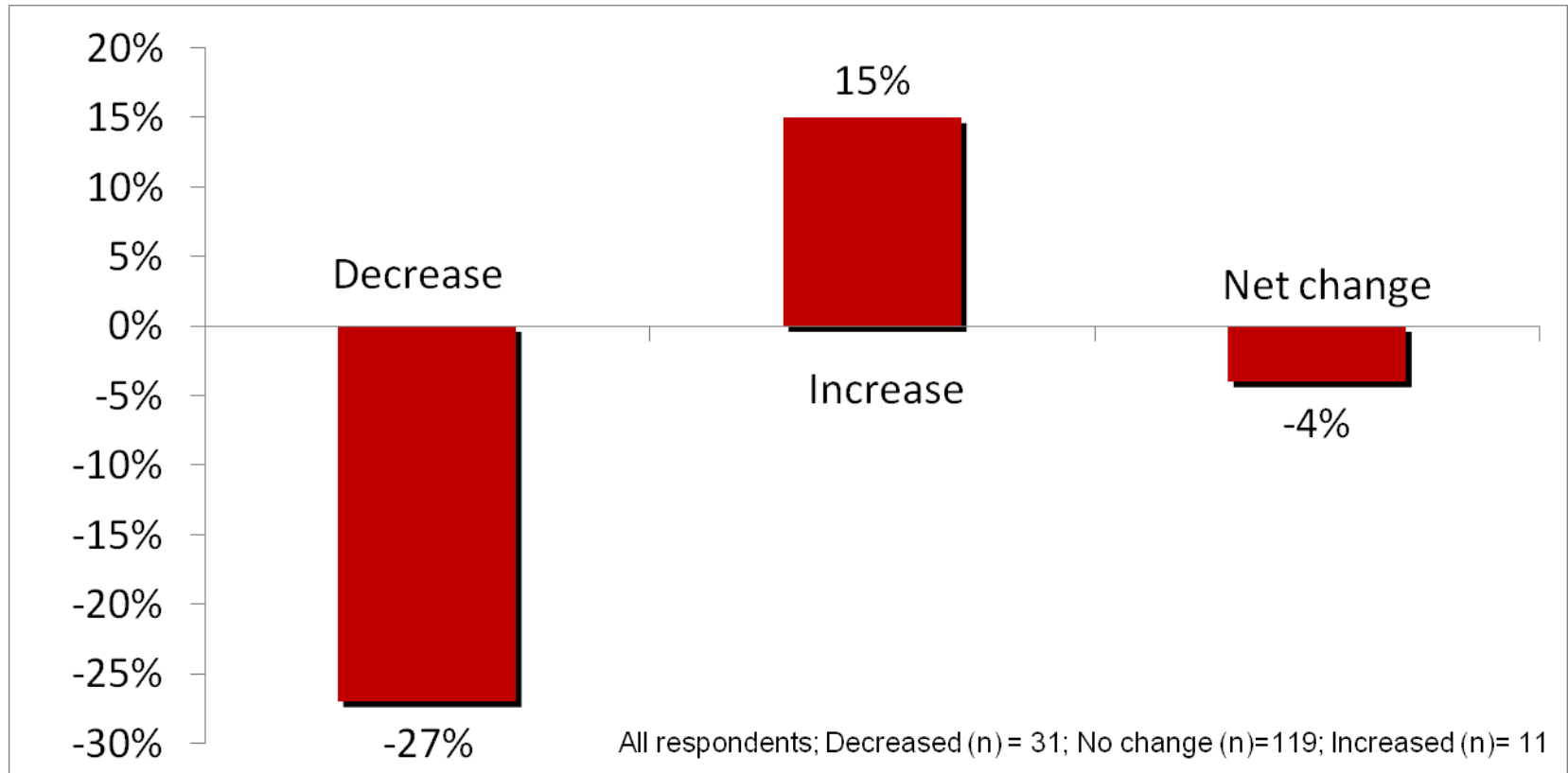


* Note: The decrease and increase percentages are based on the data submitted by those that indicated that their staff size decreased/increased respectively. The net change has been calculated taking into considerations that some respondents indicated there has been no change in staff size.

Anticipated total full-time staff changes in 2009



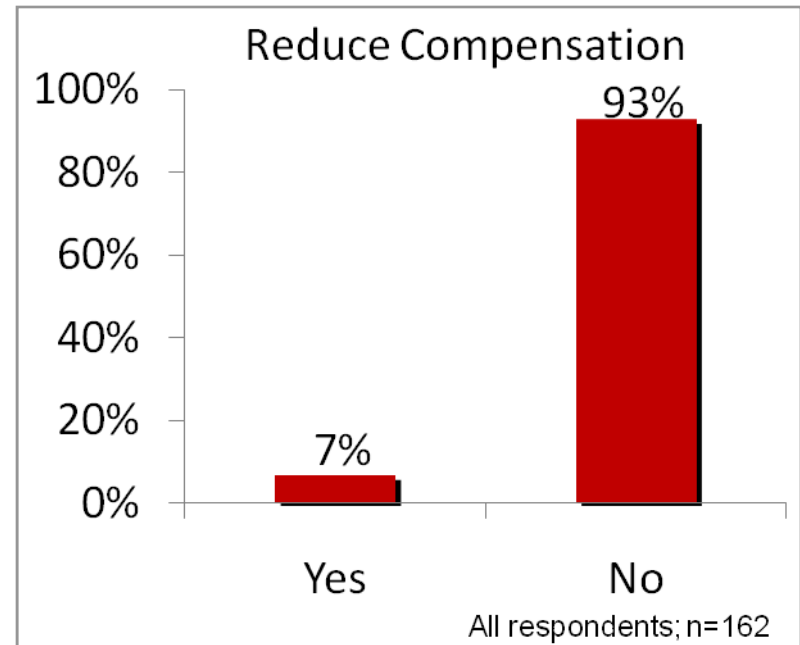
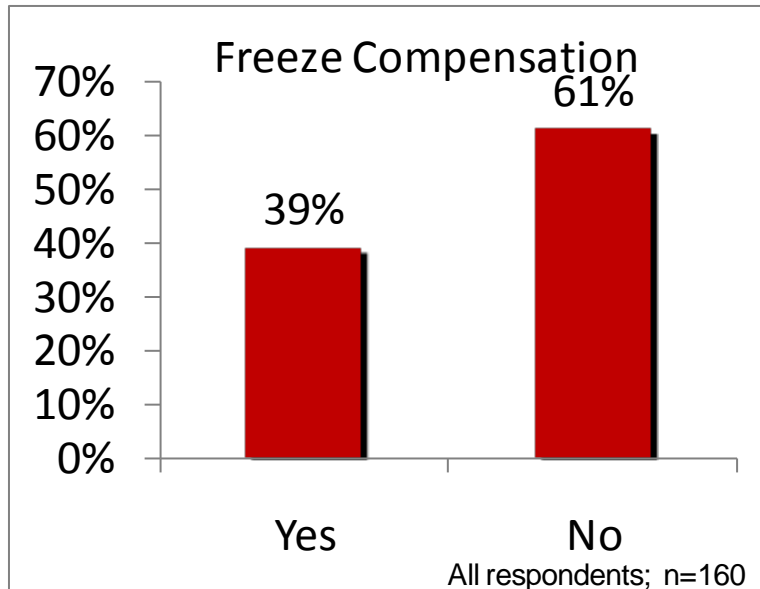
Anticipated average staff size change as a percentage of 2009 total full-time employees



* Note: The decrease and increase percentages are based on the data submitted by those that indicated that their staff size will decrease/increase respectively in 2009. The net change has been calculated taking into considerations that some respondents indicated there would be no change in staff size.

PR/Communication Staff Compensation

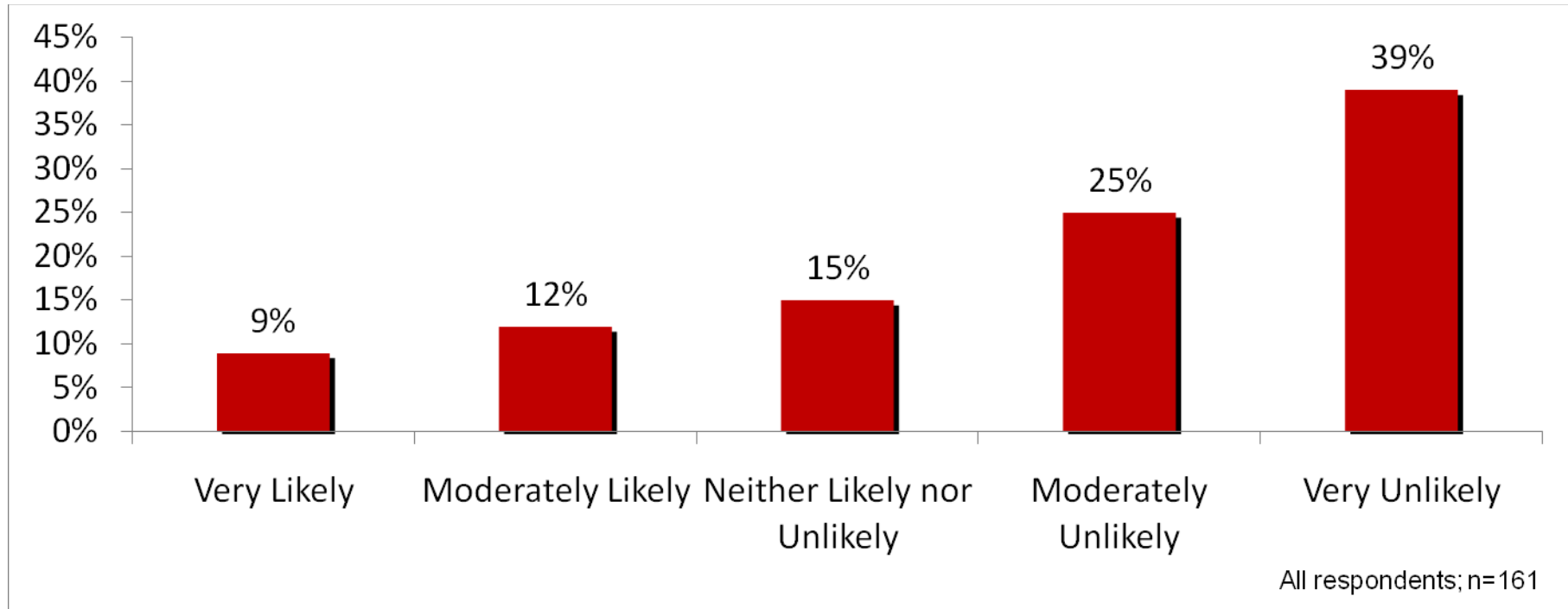
Organizations that have frozen or reduced compensation paid to PR/Communication staff due to the economy



On average staff compensation has been reduced by 18.1%

Respondents that reduced employee compensation (n=10)

Likelihood of compensation reduction in 2009 as a result of the current economic situation



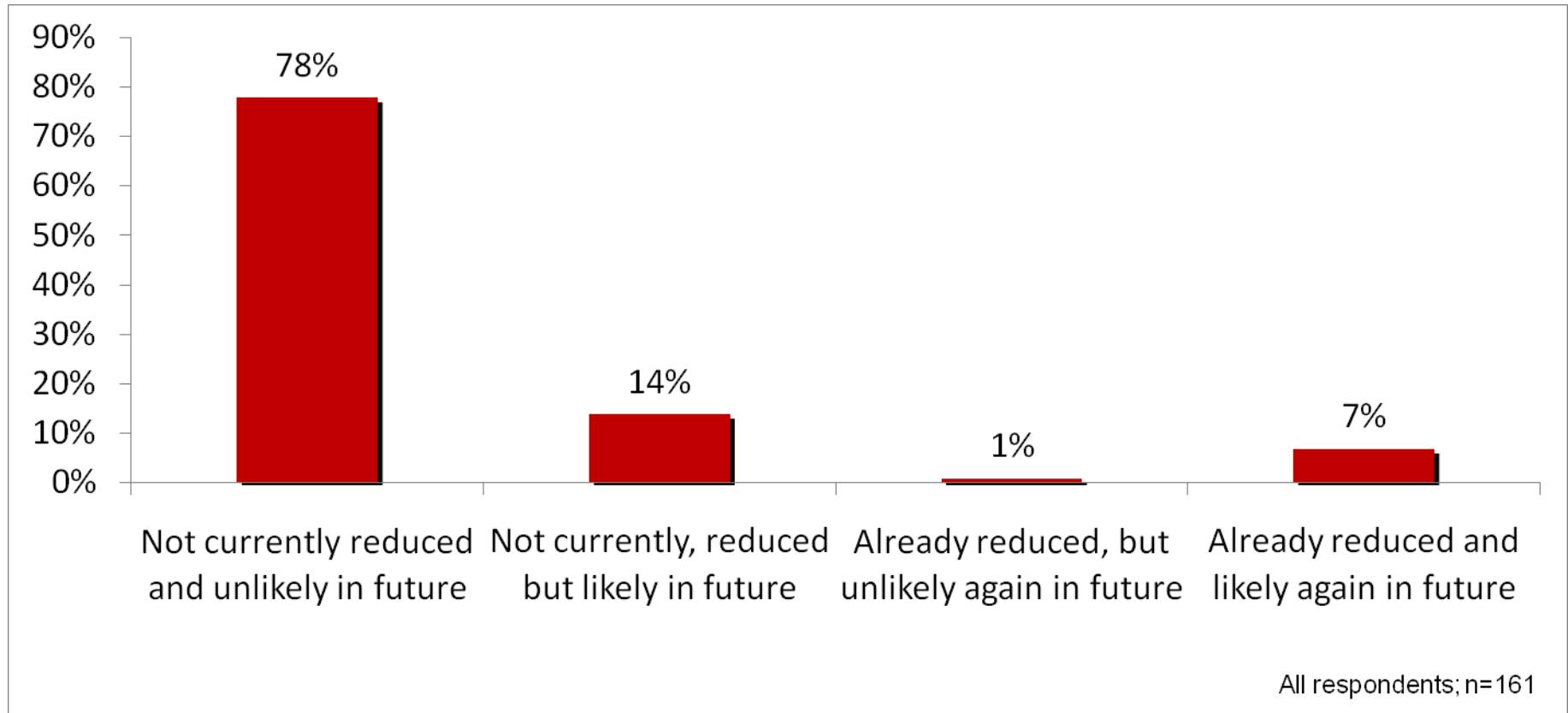
Among those who anticipate reducing staff compensation, the average anticipated reduction is 11.7%

Respondents that anticipate reducing employee compensation (n=29)

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Compensation reduction overview



Compensation freeze overview

