GAP II - TABLE OF CONTENTS: 1 of 5

I. INTRODUCTION: GOALS, METHODOLOGY, OVERALL RESPONSE, REPORT FORMAT, ACKNOWLEDGEMENTS

II. EXECUTIVE SUMMARY

III. OVERVIEW OF ENTIRE FINDINGS RELATIVE TO ALL RESPONDENTS

III/A. Respondent Data

1. Respondents by company size
2. Respondents by company type
3. Respondents by average ROA

III/B. Public Relations Budgets

1. Total average PR Budgets and Percentages of budgets allocated to salaries
2. Percentile budget changes
3. Ratio of gross revenues to PR budgets (PR/GR Ratio)

III/C. Structure/Size/Reporting Lines of the PR Function

1. PR function reporting lines
2. Average PR staff size

III/D. Use of Outside PR Agencies

1. Do/Don't Use PR Agencies
2. Percent of PR budget allocated to agency fees
3. Nature of agency relationships
4. Number of agencies used
5. Reasons for working with agencies
6. Concerns about working with agencies

III/E. Methods of Public Relations Evaluation

1. Use of PR evaluation methodologies

GAP II - TABLE OF CONTENTS: 2 of 5

III/F. Respondents' Perceptions of Senior Management's Views/Support

1. How senior management ranks eight common corporate functions' contributions to success
2. Degree of management support for PR
3. Extent to which PR recommendations are taken seriously
4. Extent to which PR contributes to strategic planning
5. Extent to which PR is included in organizational decision making

III/G. Communications Functions

1. Functions for which respondents have budgetary responsibility
2. Other departments' control of communications budgets
3. Extent to which communications functions are integrated and coordinated

III/H. Respondents' Perceptions of Organizational Climate

IV. CHARACTERISTICS OF ORGANIZATIONS THAT APPEAR ON *FORTUNE* MAGAZINE'S "MOST ADMIRED COMPANIES" (MAC) LIST RELATIVE TO THOSE OF NON-MACs

IV/A. Summary of Overall Findings – Among Most Admired Companies (MACs)

IV/B. Respondent Data - MACs vs. Non-MACs

1. Public vs. Private MACs
2. Respondents by company size
3. Respondents by average ROA

IV/C. PR Budgets - MACs vs. Non-MACs

1. Total average PR budgets
2. Percentages of budgets allocated to salaries
3. Percentile budget changes
4. Ratio of gross revenues to PR budgets (PR/GR Ratio)

GAP II - TABLE OF CONTENTS: 3 of 5

IV/D. Structure, Size and Reporting Lines of the PR Function - MACs vs. Non-MACs

1. PR function reporting lines
2. Average size of PR staff

IV/E. Use of Outside PR Agencies - MACs vs. Non-MACs

1. Do/Don't use PR agencies
2. Percent of PR budget allocated to agency fees
3. Nature of agency relationships
4. Number of agencies used
5. Reasons for working with agencies
6. Concerns about working with agencies

IV/F. Methods of Public Relations Evaluation - MACs vs. Non-MACs

1. Use of PR evaluation methodologies

IV/G. Senior Management Views/Support - MACs vs. Non-MACs

1. How senior management ranks eight common corporate functions' contributions to success
2. Degree of management support for PR
3. Extent to which PR recommendations are taken seriously
4. Extent to which PR contributes to strategic planning
5. Extent to which PR is included in organizational decision making

IV/H. Communications Functions - MACs vs. Non-MACs

1. Functions for which respondents have budgetary responsibility
2. Other departments' control of communications budgets
3. Number of other departments with budgetary control
4. Extent to which communications functions are integrated and coordinated

IV/I. Organizational Climate - MACs vs. Non-MACs

V. PUBLIC VS PRIVATE COMPANY FINDINGS

V/A. Respondent Data – Public vs. Private Companies \

1. Respondents by type
2. Respondents by company size
3. Respondents' average ROA

V/B. Public Relations Budgets – Public vs. Private Companies

1. Total average PR budgets and Percentages of budgets allocated to salaries
2. Changes in PR budgets
3. Ratio of gross revenues to PR budgets (PR/GR Ratio)

V/C. Structure/Size/Reporting Lines of PR Function – Public vs. Private Companies

1. PR function reporting lines
2. Average PR staff size

V/D. Use of Outside PR Agencies – Public vs. Private Companies

1. Do/Don't use PR agencies
2. Percent of PR budget allocated to agency fees
3. Nature of agency relationships
4. Number of agencies used
5. Reasons for working with agencies
6. Concerns about working with agencies

V/E. Methods of Public Relations Evaluation – Public vs. Private Companies

1. Use of PR evaluation methodologies

GAP II - TABLE OF CONTENTS: 5 of 5

V/F. Respondents' Perceptions of Senior Management's Views/Support – Public vs. Private Companies

1. How senior management ranks eight common corporate functions' contributions to success
2. Degree of management support for PR
3. Extent to which PR recommendations are taken seriously
4. Extent to which PR contributes to strategic planning
5. Extent to which PR is included in organizational decision making

V/G. Communications Functions – Public vs. Private Companies

1. Functions for which respondents have budgetary responsibility
2. Other departments' control of communications budgets
3. Extent to which communications functions are integrated and coordinated

V/H. Respondents' Perceptions of Organizational Climate – Public vs. Private Companies

VI. EMERGING BEST PRACTICES TRENDS, ISSUES, ETC.