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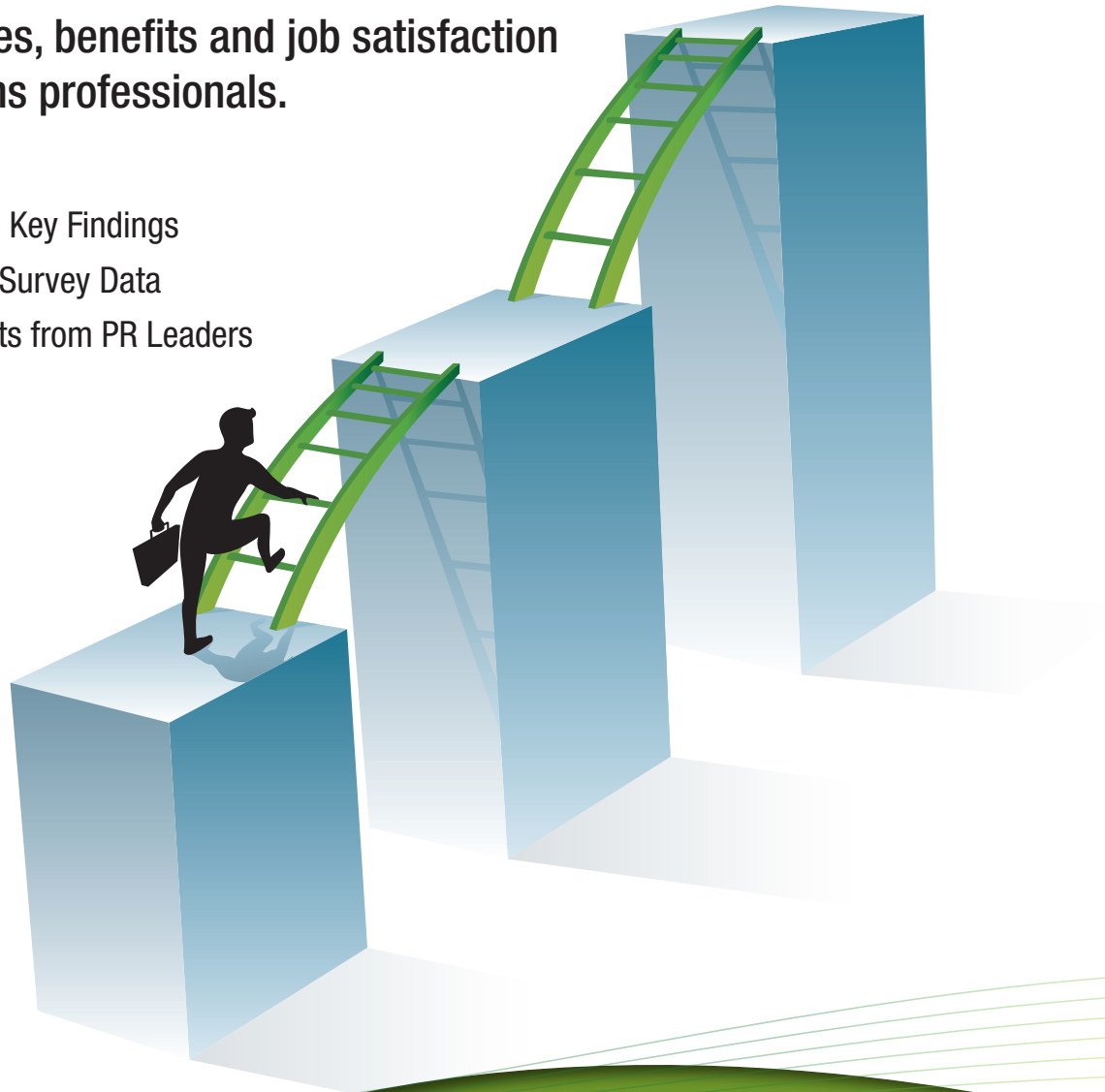
# Salary Survey

PR compensation and benefits report

The state of salaries, benefits and job satisfaction for communications professionals.

Including:

- » Survey Overview and Key Findings
- » Detailed Breakout of Survey Data
- » Compensation Insights from PR Leaders



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# INTRODUCTION

## Know Where You Stand in Tenuous Times



Who couldn't use some good news these days? In the communications field, given the state of the economy, all has not been bad news, as some public relations agencies continue to snare new clients and experience growth, while their counterparts in the corporate, nonprofit and government sectors explore the digital PR realm with growing social media budgets.

Then, however, there's the bad news. Life is uncertain for many PR professionals, as layoffs and budget cuts affect the industry. The state of the economy—driven into a deeper chasm toward the end of 2011—and the consolidation of agencies make life for a PR professional uncertain.

That said, you shouldn't be rushing to jump off the cliff just yet. Nor should you just shove the issue aside thinking it either won't affect you or will resolve itself in due time. It is important to fully understand exactly where the industry currently sits during such an economically tenuous time.

That is where we hope to come in. While there have been competing and contrasting calls for optimism and caution in terms of the immediate future for PR professionals, the truth is, as it generally tends to be, probably somewhere in the middle. To assess where the PR industry stands and how it is affected by the current and coming economic climate, we introduce the first *PR News* Salary Survey. We hope the information within the report helps illuminate some key questions you may have about jobs, salaries and employment data within the world of public relations.

Sincerely,

Diane Schwartz  
 Senior Vice President & Group Publisher, PR News  
 Twitter: @dianeschwartz

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# Key Survey Findings

## OVERALL

### Salary Increases

Nearly 30% of respondents did not receive a salary increase in 2010, while 56.3% received raises of between 1% and 6% (Fig. A).

### Bonuses

While exactly half of respondents work at organizations with a bonus plan, half also say they do not have such a plan. Of those who receive bonuses, 48.6% received a bonus of 1K-5K and 18.8% received a bonus of 6K-10K (Fig. B).

