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SALARY SURVEY

PR News Survey: Communicators Largely Satisfied With Salaries; 75% Got Raises in 2017

Is the glass half full for communicators? The just-released *PR News Salary Survey* shows PR pros seem a satisfied group in terms of the money they make for the work they do.

Nearly 30% said they took home a base salary of \$110,000 or more in 2017. About 50% said they made a base of \$90,000 or less. These figures track closely with those reported in the previous edition of our annual survey. The biggest gainers in 2017 were on the nonprofit side of the business, though their compensation still trails their peers in for-profits and agencies. **[Note to Subscribers:** The *PR News Salary Survey* can be found in the *Exclusive Research* section of the *PR News Essentials* page: <http://bit.ly/2CIAAtT>]

While it's difficult to compare salaries between sectors, the **U.S. Bureau of Labor Statistics** reported the median wage in the U.S. during Q4 2017 was \$44,564. For those in professional, management and related occupations, the average salary was \$64,220. Wages were up 0.9% year over year. By this standard, PR pros are justified in being happy with their lot (for example, see *Average Base Salary of Brand*

Communicators table on this page, right).

Looking at raises, the survey shows three of four PR pros received a bump-up in 2017. This also is consistent with the 2016 survey's findings. Also consistent is that most raises were 3% or less.

Average Base Salary of Brand Communicators	
Associates, Specialists & Strategists	\$59,819
% of those making \$50,000-\$69,000	52%
Manager, Account Management, Account Supervisor, Account Executive	\$88,152
% of those making \$70,000-\$89,000	27%
Director	\$121,656
% of those making \$130,000-\$169,000	26%
Chief Communication Officer, Corporate Responsibility Officer, EVP, VP, General Manager, Chief Content Strategist	\$161,980
% of those making \$170,000 and more	51%

Source: *PR News Salary Survey* (900 respondents, Oct.-Nov. 2017)

Here's where the half-full glass seems to come into play. 22% of the nearly 900 PR pros in the survey said they are "fully satisfied" with their salary (see table, at left). Another 49% said they were "somewhat satisfied." How, though, can somewhat satisfied be defined? Similarly, how to read the 19% who said they were "somewhat dissatisfied"? The question, of course, is what combination of base salary, bonus pay, soft benefits and other intangibles will make each member of those groups fully satisfied? It's a question good CEOs, chief communications officers and HR pros grapple with daily.

MONEY'S NOT EVERYTHING

Several clues may be found in the responses communicators provided to questions about the most-important soft

Continued on page 3

Salary Satisfaction	
How satisfied are you with your base salary?	
Fully Satisfied	22%
Somewhat Satisfied	49%
Somewhat Dissatisfied	19%
Very Satisfied	10%

Source: *PR News Salary Survey*



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Data: A Look at Purchasing Decisions Broken Out by Category and Gender

It's a traditional and increasingly irrelevant distinction to call something "man's work" or "woman's work," but some gender distinctions continue. When they result in inequality they are wrong. Some differences, though, can be interesting, as in the comparisons about social media platform use (for example, on page 7 of this week's edition).

Ditto **Statista's** examination of who makes purchasing decisions, a man or a woman? In a nutshell, Statista found the answer to be based on what's being purchased. And, yes, it found some purchases were men's domain, others belonged mostly to women.

PREDICTABLE IS NICE, SOMETIMES

The other factor that's critical to marketers and communicators: Unlike the data about social media platform use mentioned above, where almost no patterns emerged to distinguish male from female preferences, the distinctions in purchasing decisions Statista found seem traditional and predictable. Communicators and marketers can relax, just a bit.

A caveat: 30% of the 10,000 U.S. adults, age 18-64, who participated in Statista's *Global Consumer Survey* were single (unmarried, divorced

or widowed). This means the results don't reflect relationship dynamics, Statista says.

WOMEN CHOOSE THE CUISINE...

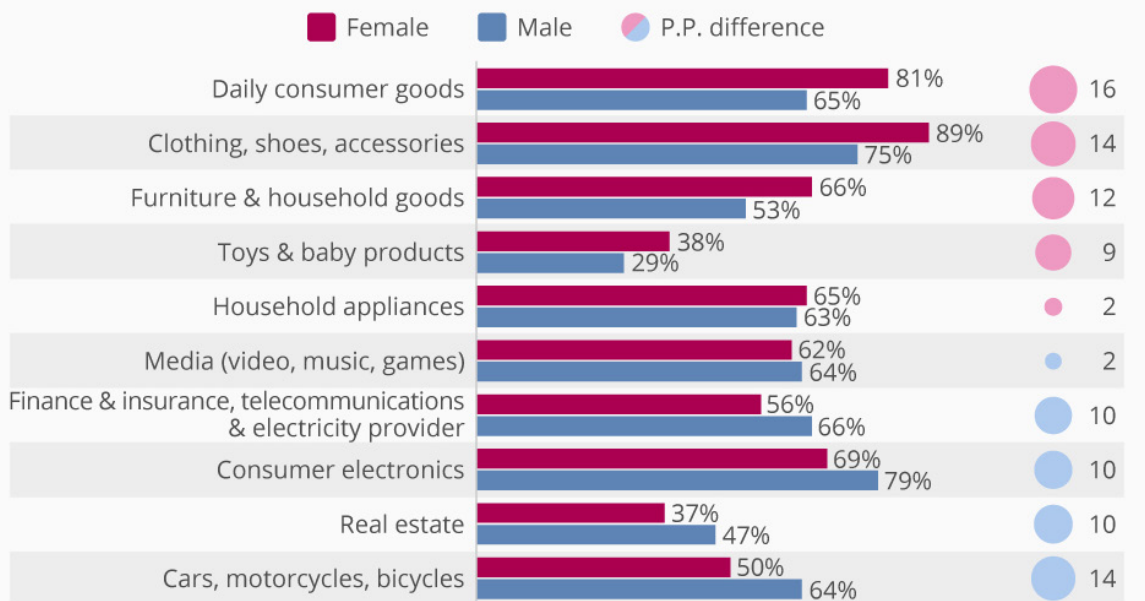
As you can see, the largest gap, the Statista survey found, was for daily consumer goods, which Statista says includes things like food and beverages. Oh, no, please don't say, "A woman's place is in the kitchen." Yet, the data show 81% of women making the purchasing decisions when it comes to culinary choices. 65% of men say they decide on what to eat and drink.

AND AT THE CLOTHES SHOP...

It's unlikely to be a surprise that women make nearly 90% of the purchasing decisions on fashion-related goods, such as clothing, shoes and accessories. On the other hand, 75% of men say they make the calls on those buys, which seems higher than expected.

We would have guessed the percentages to be a lot closer in the furniture & household goods category; they were 66% female, 53% males. Household appliances were nearly 50-50, as was media. Marketers and communicators, get back to work. ■

% saying they personally make purchasing decisions in the following categories, by gender



Source: Statista (2018)

Data/Measurement Skills Remain Secondary

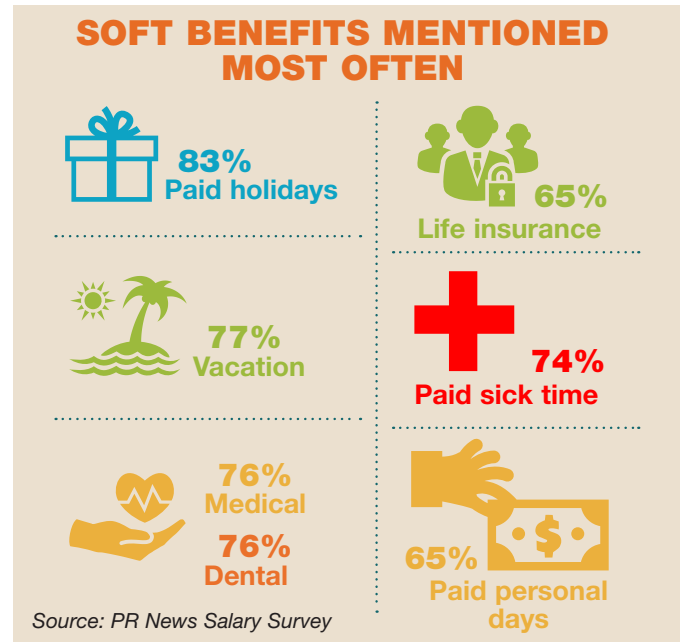
benefits (see table at right). It's important to note maternity leave (57%) and flexible work schedules (47%) were mentioned often, too.

TRADITIONAL SKILLS STILL LEAD

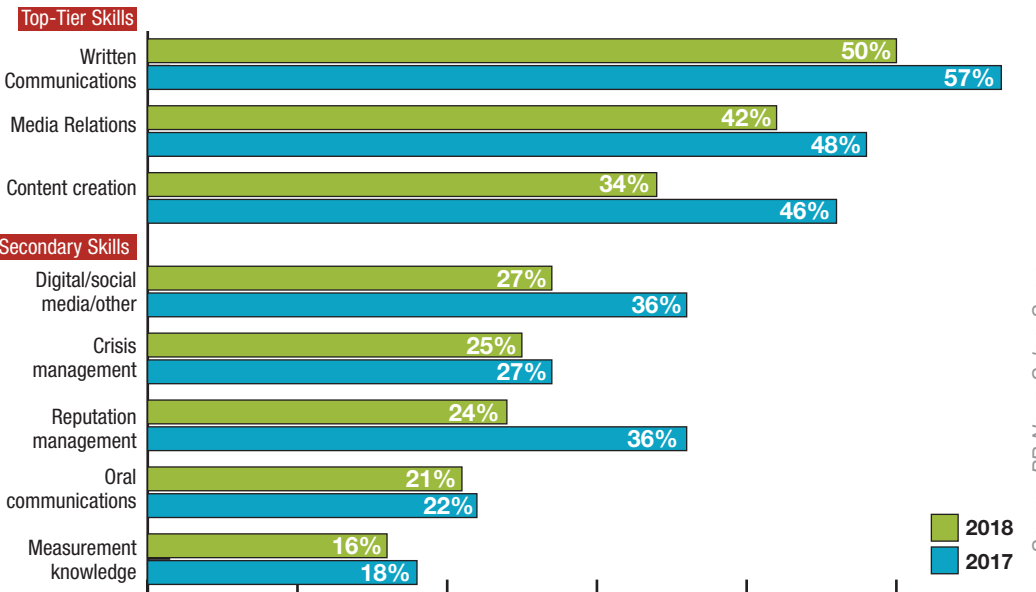
Last week we reported exclusively on **The Society for New Communications Research (SNCR)** of **The Conference Board** study indicating the push for measuring communications data and using it to arrive at operational insights was not as advanced as it seemed (*PRN*, February 27, 2018).

One piece of evidence to advance that thesis was the skills companies said were most useful for communicators. Companies told SNCR the most sought-after skill was writing; near the bottom of the list was "mathematical/statistical competence," skills likely to apply to working with data.

As the table below shows, writing tops our survey's skills list, too, though we asked the question differently, seeking skills most useful for advancement. Similar to SNCR, measurement is down the list, grouped in "secondary skills." ■



PR Skills Most Important for Advancement



Time Out: One of the rationales for choosing a full-time position over a freelance gig would seem to be employers' provision of health-care, a costly proposition. Perhaps. But when PR pros in our survey were questioned about their most-important soft benefits, paid vacations and vacation policies edged medical and dental coverage (chart above). Other soft benefits mentioned but not seen on the chart were maternity leave (57%) and flexible work schedules (47%). Turning to the lower table, the low ranking of measurement knowledge is notable, though not unexpected. A report from The Conference Board, issued late in February 2018, found skills needed for measurement and analytics also ranking low. One reason could be that company-wide data specialists perform the initial manipulation of data, preparing it for communicators, who have the less-technical task of analyzing it.

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Airlines Have Grown Consumer Engagement 25%, Mostly on Instagram; Emirates Grew 53%

We continue to look at the most-engaged brands in 2017, per exclusive data provided exclusively by **Shareable** to *PR News*.

In the Airline sector, we again see a pattern similar to what's been observed in most of the other industries we've examined during the first quarter of 2018. Consumer engagement with brands' social posts continues to grow despite those brands creating and posting fewer pieces of content.

Another trend seen previously also is present in the Airline sector: Consumer engagement with video content is growing.

The airline sector in 2017 generated more than 134 million consumer engagements, called actions in this chart, including 6 million shares. It posted 110,000 pieces of content across **Facebook**, **Twitter** and **Instagram**, which was down 11% vs. 2016. Still consumer engagement rose 25%, says **Ron Lee** of Shareable.

The amount of video content posted rose 53%, with consumer engagement with videos rising 57%. Video views rose 25%, Lee says.



















INSTAGRAM FLYING HIGH

Instagram was the sector's strongest platform, with 52 million consumer actions generated. Facebook was a distant second (35 million), with Twitter at 2 million actions. Instagram continues to have huge potential for growth as consumer engagement on Instagram was up 45% year over year, Lee says. Facebook grew 13%, while Twitter jumped 52%.

Turning to individual brands, social media powerhouse **Emirates** generated 20 million consumer engagements, up 53% year over year. The carrier garnered this growth despite posting just 2% more content than it did in 2016.

Not surprisingly, Emirates' video content posted grew 60%, which led to a 114% increase in consumer actions with its videos and a 74% rise in video views.

The key to this table, though, is actions per post. Emirates did the best here, with 17,500 consumer actions per post, up 49% year over year, Lee says. Nobody else was close. Emirates also shows that the brand with the largest audience doesn't always get the most engagement. Here, **Qatar Airways**, number 2 on the list, has a far bigger audience and posted just a bit more content, but its 14 million engagements don't come close to Emirates' total. ■

Shareable		SOCIAL SCORECARD			
TOP AIRLINES BRANDS – 2017					
Based on Total Actions (likes, comments and shares) Data provided exclusively to PR News by Shareable.					
Sources:   					
Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	 Emirates	20,050,105	1,148	17,465	11,037,606
2	 Qatar Airways	13,830,680	1,478	9,358	15,629,737
3	 KLM	7,226,317	1,431	5,050	14,985,158
4	 Etihad Airways	7,131,138	1,262	5,651	3,967,895
5	 Lufthansa	6,926,364	1,488	4,655	3,825,002
6	 Qantas	6,459,903	2,431	2,657	2,029,906
7	 Turkish Airlines	5,802,946	1,521	3,815	11,952,469
8	 Singapore Airlines	4,442,998	859	5,172	4,378,430
9	 Hawaiian Airlines	3,235,099	2,972	1,089	854,027
10	 Southwest Airlines	3,204,154	1,148	2,791	7,962,662
11	 Garuda Indonesia	2,888,579	3,354	861	5,683,126
12	 Delta	2,530,883	886	2,857	3,846,317
13	 United	2,219,753	893	2,486	2,422,080
14	 Philippine Airlines	2,071,662	558	3,713	5,277,657
15	 Air Canada	2,057,143	2,272	905	2,085,640

FleishmanHillard, Edelman Hailed as Top Companies for Women; More Progress Needed

With International Woman’s Day approaching this week it was heartening to see several PR firms being recognized for progressive policies toward women. In particular **FleishmanHillard** made the top 10 of the **National Association for Female Executives (NAFE)** list of Best Companies for Executive Women for the third consecutive year. It was also the company’s ninth year on the list.

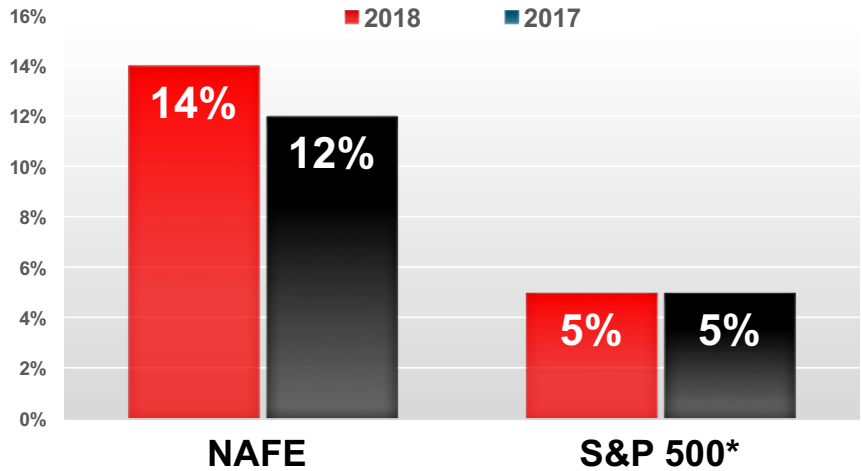
At FleishmanHillard, 66% of its employees are women, and they are 53% of senior managers. Women hold half the roles in the C-suite and more than half the regional leadership positions (57%). Eight of 15 seats on the company’s leadership cabinet are women. 46% of its top 10% earners are women; 59% of its board members are women and 65% of employees earning promotions to the manager level and higher are women. Nearly half of FleishmanHillard’s global practice and sector groups have women overseeing them.

Also on the NAFE list is **Edelman**, its fifth year being honored and its second year in a row. Women are 71% of Edelman’s employees and 41% of its global senior leaders (up from 33% in 2011). 66% of Edelman’s U.S. managers are women and 73% of U.S. management promotions go to women. 44% of its corporate executives are women.

As we know, PR is a strong field for women. 72% of those who responded to our PR News Salary Survey 2018 (see page 1 story) are women. Unfortunately, the survey also shows women are paid less than men and have fewer representatives in the boardroom. This tracks closely with some of the NAFE data seen here. The bottom chart seems more optimistic than the top, where even NAFE companies barely made progress. ■

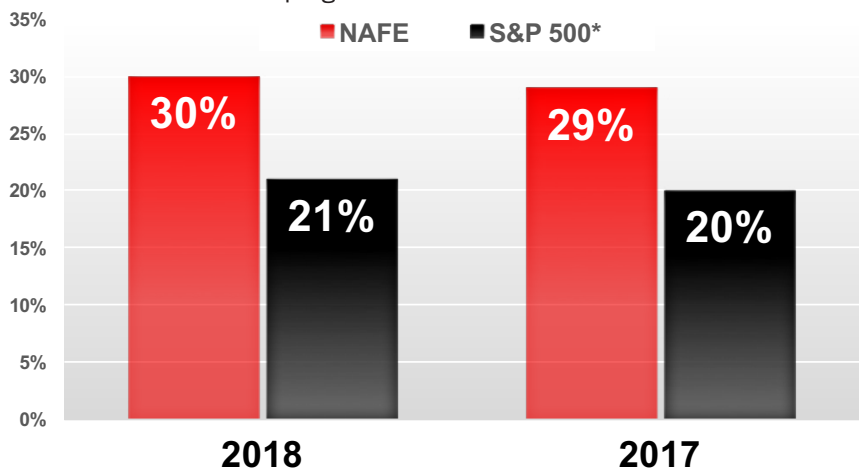
PERCENTAGE OF COMPANIES WITH FEMALE CEOs

70% of NAFE Top 70 Companies CEOs publish data on women’s advancement on their corporate websites.



FEMALE BOARD REPRESENTATION

More than 80% of NAFE Top 70 CEOs present details of women’s progress to their boards of directors.



Source: NAFE 2018, Top 70 Companies for Executive Women (2018)

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Newly Christened Burson Cohn & Wolfe Names International Departmental Leaders

Created last week, **Burson Cohn & Wolfe** (BCW) named its regional leaders as we went to press.

N America: Chris Foster (photo, p. 1) becomes president, N America, BCW. Previously he was EVP, global business development. He'll report to **Donna Imperato**, CEO. **Laura Eder** will become EVP and MD, N America, reporting to Foster.

Asia: Matt Stafford becomes president. He currently is **Cohn & Wolfe's** Asia leader. He will report to Imperato. **Margaret Key** will become leader of **AxiCom**, BCW's global tech-

nology brand, across Asia. Key will report to Imperato.

Europe & Africa: Scott Wilson becomes president and will report to Imperato. **Ramiro Prudencio**, who led the region for **Burson-Marsteller**, will take on a leadership role in BCW's global corporate reputation practice and report to Imperato.

Middle East: Sunil John becomes president, reporting to Imperato.

Latin America: Francisco Carvalho becomes president, reporting to Imperato. ■

SOCIAL MEDIA

Data: YouTube Keeps a Tight Grip on U.S. Adults; Snapchat's Popularity With Youth Keeps Growing

Last week we told you despite a number of worries, the sky was not falling as far as **Facebook** is concerned (*PRN*, February 27, 2018).

More evidence comes this week, from **Pew Research Center**. As you can see from the chart at right, the majority of Americans use **YouTube** (73%) and **Facebook** (68%). The closest competitor is **Instagram**, a distant third at 35%, although that figure is stronger than the 28% Instagram pulled in Pew's previous social media use survey in 2016. (See the top of page 7 for a breakout of this chart.)

But not all the news is good for Facebook. The first worry is what Pew found when it asked Americans 18 to 24 about their social media habits.

As we saw earlier this year in a report from **RBC** (*PRN*, January 9, 2018), Facebook's popularity with anyone older than 18 seems unassailable. Yet Pew also found 94% of 18- to 24-year-olds use YouTube. The figure is 80% for Facebook and 78% for Snapchat.

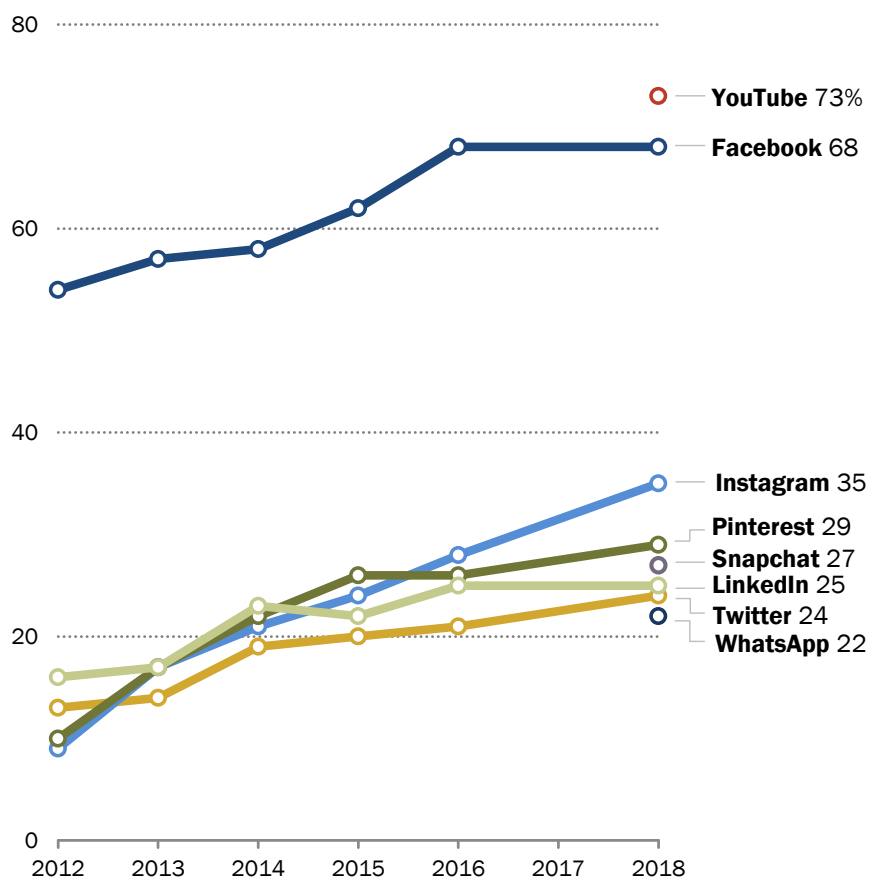
Continued on page 7

Tube Tops: While pre-2018 data is unavailable for YouTube, Snapchat and WhatsApp, it's clear from this chart that YouTube at 73% is the most-used social network among American adults. Unseen on this table, though, is a figure that might be even more telling though unsurprising: 94% of 18-24-year-olds use YouTube, 80% use Facebook, 78% use Snapchat and 71% use Instagram.

Source: PEW, Social Media Use in 2018 (2018)

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



RBC asked what social site would you use if you could take one to a desert island? 64% of participants chose Facebook, 8% took Instagram, 5% for **Snapchat** and 6% for **Twitter**.

Yet 44% of teens chose Snapchat for their desert island platform, up from 28% in '16. RBC also found 79% of 13- to 18-year-olds own Snapchat accounts vs. 73% for Instagram and 57% for Facebook.

GIVING UP SOCIAL

Another concern for Facebook, and all social platforms, seems minor but worth noting. Pew found a majority of Americans (59%) said it would *not* be difficult to give up social media (see bottom chart). 40% told Pew it *would* be hard to give up social media, though just 14% said it would be “very hard.” The 40% “hard” figure has grown over the years, Pew says. The figure was 28% in Pew’s 2014 survey.

DAILY DOSE

Moving back to Facebook’s upside, in addition to its popularity, its daily visitor figures are impressive. Similar to what Pew found in its 2016 survey, 74% of Facebook users told Pew they visit the site daily (it was 76% in the 2016 survey). 51% said they visit Facebook several times daily.

Snapchat and Instagram, Pew says, also tout a majority of users (63%, 60%, respectively) who visit daily. Again, Snapchat and Instagram have heavy user numbers from youth. Some 82% of Snapchat users 18 to 24 say they use the platform daily, with 71% visiting multiple times each day. Similarly, 81% of Instagram users 18-24 visit the platform daily (55% do so multiple times).

What marketers will find fascinating is the table at the top of this page, which breaks out social media use by gender, ethnicity, age, geography, education and income level. Among the interesting findings: women (41%) use **Pinterest** more than men do (16%); popular in Latin America, WhatsApp retains its popularity among Latinos in the U.S. Less surprising is that college-educated Americans would use **LinkedIn** far more than the average American.

Maybe the biggest surprise is how similar tastes seem to be when it comes to social media platforms. Comparing the ethnic data, for example, fails to reveal too many large differences in preference. Perhaps we’re closer together than we think. ■

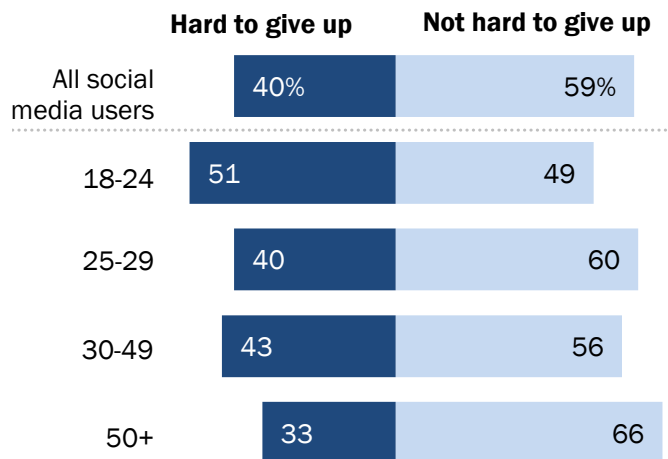
Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Majority of users say it would not be hard to give up social media

Among U.S. social media users, the % of who say it would be ___ to give up social media



Breaking Up is Hard to Do: A substantial number of Americans claim they would not find it difficult to unhook from social media; the percentage who disagree is rising. Source: PEW, Social Media Use in 2018 (2018)



Alexandra Raisman, U.S. Gymnast

1. Finally: Now that the XXIII Winter Olympics is over, there's some movement on the **U.S. Olympics Committee** (USOC) story we'd been writing about for awhile. USOC CEO **Scott Blackmun**, widely believed to have known about **Dr. Larry Nassar's** abuse of gymnasts but kept it quiet, is out as USOC's CEO. In keeping with USOC's poor handling of the Nassar affair, Blackmun's departure was attributed in a USOC press release to "ongoing health issues resulting from prostate cancer." While it's true Blackmun's battling prostate cancer—that was reported weeks ago—it's also less than the full story. The press release's title didn't even mention Blackmun's departure. Instead the release, a lesson in attempted obfuscation, was titled "Significant Changes To Further Protect Athletes" and details measures USOC's taken to make sure another Nassar-type incident won't occur. The release even praises Blackmun for what he's done to protect athletes from abuse. **[Note to Subscribers:** The USOC's statement can be found in the *On The Record* section of the *PR News Essentials* page: <http://bit.ly/2CIAtTt>] Two-time Olympian and gold medal gymnast **Alexandra Raisman** wasn't buying, though. After weeks of hearing evidence of inertia (bad) and a coverup (much worse) by **USA Gymnastics** (USAG) and USOC, Raisman filed a lawsuit March 2 alleging the USOC and USAG "knew or should have known" about Nassar's abuses. Following Nassar's sentencing Jan. 24, the USAG board resigned, per order of USOC. Now USOC is under the klieg lights and its offer of Blackmun's head as a token might be enough. Already on the ropes, USOC probably will settle rather than fight the popular gymnast in court. A court case would

yield awful PR for USOC, particularly if it's proved Blackmun and others covered up what they knew about Nassar. Weeks ago we told you USOC lawyers counseled Blackmun and other USOC board members in 2016 to "keep your heads down and mouths closed" about Nassar. They did and now USOC will pay for its lack of transparency and morality and Blackmun's inept leadership. It's anyone's guess as to how many more USOC executives will keep their jobs.



Scott Blackmun, Former CEO, US Olympic Committee

2. Home to Roost: The above mess joins **Wells Fargo** and **Equifax** as an example of how *not* to handle a crisis. Similar to USOC, Wells and Equifax obfuscated and covered up their crises as much as possible. Months later, they continue to pay. The latest: Wells said March 2 four board members will step down next month. It's known their departures are part of a deal struck with the **Federal Reserve** to punish the board for sleepwalking during the bogus credit card scandal of Sept. 2016. True to form, Wells says the board departures are part of its regular succession planning. Transparency, gotta love it. In an annual filing March 1, Wells said it's checking on improper procedures in its wealth management unit. In addition it admitted to overcharging minority customers in its investment and fiduciary services businesses. Meanwhile **Equifax** made like Wells Fargo. In late August, Wells revised upward its estimate of bogus credit card accounts to 3.5 million. Similarly, Equifax March 1 added 2.4 million people to its initial estimate of Americans compromised by its summer 2017 data breach (the number now is 148 million).

3. Growth and Deals: Creative agency **Venables Bell & Partners** said it's crafted a partnership with communi-

cations firm **RALLY**. – **Leidar** of Switzerland expanded its operation in the Middle East by opening an office in Dubai. Former **Golin** exec **George Kotsolios** will lead the office. – Digital marketer **Bell Media** acquired **Carted**, an online shopping and digital marketing provider for grocers. – **ConnellyWorks** of Washington, D.C., merged with marketing agency **Yes&**. Named for the first tenet of improvisation, Yes& is a creation of the merger of **PCI Communications**, **LeapFrog Solutions** and **Carousel30**. **Joanne Connelly** will continue as president of ConnellyWorks and join the Yes& executive team. – **Olive & Bones** formed a partnership with **Gallery PR**.

4. People: **WWE** promoted **Brian Flinn** to chief marketing and communications officer. The former **NBA** exec has been WWE's EVP, marketing & communications since 2015. – **Preferred Hotels & Resorts** promoted **Caroline Michaud** to EVP, corporate communications & PR. A 6-year company veteran, Michaud was Preferred's senior PR manager for the Americas. – The country's #2 produce firm, **The Wonderful Company**, named former **FleishmanHillard** SVP and partner **Ryan Bowling** SVP, PR and corporate communications. – **Dezenhall Resources, Ltd.** named EVPs **Steven Schlein** and **Maya Shackley** and SVPs **Josh Culling** and **Anne Marie Malecha** partners. – *PRNews* friend **Gould + Partners** named **Jack Bergen** a strategic partner. Bergen was president of **Hill and Knowlton U.S.** and global head of H.R. at **Alcoa**. – **Greenough Brand Storytellers** named former **WGBH** communicator **Jamie Parker** chief mission officer. ■



Jamie Parker, Chief Mission Officer, Greenough Brand Storytellers