



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

55 Lexington Avenue, B 8-233, New York, New York 10010 • Tel: 646.312.3749 • Fax: 973.270.0039 • cci@corporatecomm.org • www.corporatecomm.org

June 2009

Dear Corporate Communication Professional:

Help us help you understand the forces of change transforming the practice of corporate communication. Since 1999 CCI – Corporate Communication International has carried out a study, now done biennially, of the current state of corporate communication in Fortune 1000 companies. Please participate with your colleagues by completing the 2009 survey.

The CCI study analyzes the evolving responsibilities of corporate communication professionals, and explores how the corporate communication function is structured in contemporary corporations. We combine current data with previous survey results to identify and analyze corporate communication practices and trends. A report of findings will be made available to practicing corporate communication professionals, academics, and researchers in the field.

You can participate by using the attached survey and mailing it to:

CCI at Baruch College/CUNY
55 Lexington Avenue, Box B 8-233, New York, NY 10010

Or, if you prefer, you can complete it online at:

<http://www.corporatecomm.org/study>
Username: ccisurvey **Password:** survey09

If you are willing to take part in a further discussion of the corporate communication function, please indicate your interest when asked at the end of the survey. We would appreciate the return of your completed questionnaire by July 1, 2009. **All responses are confidential**, and to assure confidentiality, we have provided a check box at the beginning of the paper survey, the online survey, and the volunteer discussion section:

I agree to participate in this research project (see Informed Consent Form at www.corporatecomm.org/consent/)

The survey takes approximately 15 minutes to complete. Thank you for your time and cooperation.

Sincerely,

Michael B. Goodman, Ph.D.
Director



CCI Corporate Communication Practices & Trends Study 2009

Corporate Communication International at Baruch College/CUNY

I agree to participate in this research project (see Informed Consent Form at www.corporatecomm.org/consent/)

Please provide the following information about yourself and your company:

1. Your company's main business area: _____
.....

2. Your company's total sales in 2008 (U.S. dollars): _____
.....

3. Number of employees (worldwide) in the corporation:

- under 1,000 1,000 to 4,999 5,000 to 9,999 10,000 to 14,999
 - 15,000 to 19,999 20,000 to 24,999 25,000 to 29,999 30,000 to 39,999
 - 40,000 to 49,999 50,000 or more
-

4. Worldwide corporate communication staff:

- Professional: full-time # _____ part-time # _____
 - Support: full-time # _____ part-time # _____
-

5. Your Company Title (example: VP, Corporate Communication, CCO Chief Communication Officer)

.....

6. Your gender: Female Male
.....

7. Your age:

- 20 - 34 35 - 39 40 - 44 45 - 49
 - 50 - 54 55 - 59 60 - 64 65 or older
-

8. Your education (Check all that apply):

- no college some college BBA
- BA BS MBA
- MA MS CPA
- Ph.D. JD LLB

Other (please specify) _____
.....

9. Undergraduate major: _____
.....

10. Salary level (U.S. dollars):

- under \$100,000 \$100,000 to \$199,999 \$200,000 to \$299,999
- \$300,000 to \$399,999 \$400,000 to \$499,999 \$500,000 or more



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11. In my organization, the top person responsible for corporate communication has the following title: _____.

12. In my organization, the top person responsible for corporate communication reports to (Check all that apply):

- CEO CFO COO CIO Corporate Counsel
 Other (please specify) _____

13. In my organization, corporate communication includes (Check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet communication |
| <input type="checkbox"/> Brand strategy | <input type="checkbox"/> Intranet communication |
| <input type="checkbox"/> Communication policy | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Communication strategy | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Labor relations |
| <input type="checkbox"/> Corporate (organizational) culture | <input type="checkbox"/> Marketing communication |
| <input type="checkbox"/> Corporate identity | <input type="checkbox"/> Media relations |
| <input type="checkbox"/> Corporate mission statement | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Corporate philanthropy (citizenship) | <input type="checkbox"/> Reputation management |
| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Employee (internal) communication | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Executive communication – speeches | <input type="checkbox"/> Other _____ |

14. How will the corporate communication staff at your company for fiscal 2009 change compared with 2008?

- Increase: up to 5% up to 10% up to 15% 15% or more no change
 Decrease: up to 5% up to 10% up to 15% 15% or more

15. How will the budget for corporate communication at your company for fiscal 2009 change compared with 2008?

- Increase: up to 5% up to 10% up to 15% 15% or more no change
 Decrease: up to 5% up to 10% up to 15% 15% or more

16. In my organization, the budget for corporate communication covers the following items (Check all that apply):

- | | |
|---|--|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet communication |
| <input type="checkbox"/> Brand strategy | <input type="checkbox"/> Intranet communication |
| <input type="checkbox"/> Communication policy | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Communication strategy | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Labor relations |
| <input type="checkbox"/> Corporate (organizational) culture | <input type="checkbox"/> Marketing communication |
| <input type="checkbox"/> Corporate identity | <input type="checkbox"/> Media relations |
| <input type="checkbox"/> Corporate mission statement | <input type="checkbox"/> Public relations |
| <input type="checkbox"/> Corporate philanthropy (citizenship) | <input type="checkbox"/> Reputation management |
| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Employee (internal) communication | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Executive communication – speeches | <input type="checkbox"/> Other _____ |



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17. In my organization, the dollar value for corporate communication activities indicated in question #16 above is approximately (U.S. dollars):

- checkbox under \$500,000
checkbox \$500,000 to \$999,999
checkbox \$1,000,000 to \$4,999,999
checkbox \$5,000,000 to \$7,499,999
checkbox \$7,500,000 to \$9,999,999
checkbox \$10,000,000 to \$19,999,999
checkbox \$20,000,000 or more

18. In your opinion, if your company had to reduce overall costs, would cuts to your department budget be:

- checkbox among the first to be cut
checkbox neither sooner nor later than other department budgets
checkbox among the last to be cut

19. In simpler times corporate leaders communicated little in an effort to reduce the risks to themselves and their organizations. (Circle one)

strongly agree agree neutral disagree strongly disagree

20. In a complex environment, honest, clear, and coherent communication can drive the rewards of success toward the organization and its leaders. (Circle one)

strongly agree agree neutral disagree strongly disagree

21. Rank the following functions from 1 to 13, with 1 being the function that BEST describes the role of corporate communication in your company:

- Advocate or "engineer of public opinion," in support of the company's policies
Branding and brand perception steward
Corporate citizenship (philanthropy) champion
Counsel to the CEO and the Corporation
Driver of company publicity
Manager of the company's image
Manager of the company's reputation
Manager of employee relations (internal communication)
Manager of relationships between the company and ALL of its key constituencies
Manager of relationships between the company and its key NON-CUSTOMER constituencies
Member of the company's strategic planning leadership team
Source of public information about the company
Support for marketing & sales
Other:



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22. In my organization, we use agencies or vendors (in a substantial way) for the following: (Check all that apply):

- Advertising, Annual Report, Brand Strategy, Communication policy, Communication strategy, Community relations, Corporate (organizational) culture, Corporate identity, Corporate mission statement, Corporate philanthropy (citizenship), Crisis & emergency communication, Employee (internal) communication, Ethics code, Executive speeches, Government relations, Internet communication, Intranet communication, Investor relations, Issues management, Labor relations, Marketing communication, Media relations, Public relations, Reputation management, Social Media, Technical communication, Training & employee development, Other

23. How has the executive compensation issue had an impact on the practice of corporate communication in your corporation?

24. How has the corporate communication function informed corporate leaders in their conceptualizing, framing, and championing the need for strategic change?

25. Which corporate officer is best prepared to manage the corporation's reputation?

26. Please check this box if you are willing to take part in a follow-up interview to this study, and to discuss the nature of the corporate communication function in your company. Enclose your business card in a sealed envelope so we can contact you.

27. If you would like to receive a copy of the results of this survey, please check this box. Enclose your business card in a sealed envelope so we can send you the results.

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Michael B. Goodman, Ph.D., Director

Christina M. Genest, M.A., Associate Director

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY.