



CCI Corporate Communication Practices & Trends Study 2005

Corporate Communication Institute at Fairleigh Dickinson University

Please provide the following information about yourself and your company:

1. Your company's main business area: _____

2. Your company's total sales in 2004 (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 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)

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
- BA BS BBA
- MA MS MBA LLB
- Ph.D. JD CPA

Other (please specify) _____

9. Undergraduate major: _____

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

- under \$50,000 \$50,000 to \$99,999 \$100,000 to \$149,999
- \$150,000 to \$199,999 \$200,000 to \$299,000 \$300,000 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"/> Technical communication |
| <input type="checkbox"/> Employee (Internal) communication | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Executive communication – speeches | |

14. How will the Corporate Communication staff at your company for fiscal 2005 change compared with 2004?

- 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 2005 change compared with 2004?

- 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 agency | <input type="checkbox"/> Government relations |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Internet site |
| <input type="checkbox"/> Brand Strategy | <input type="checkbox"/> Intranet site |
| <input type="checkbox"/> Community relations | <input type="checkbox"/> Investor relations |
| <input type="checkbox"/> Company newsletter | <input type="checkbox"/> Issues management |
| <input type="checkbox"/> Corporate (organizational) culture | <input type="checkbox"/> Labor relations |
| <input type="checkbox"/> Corporate identity | <input type="checkbox"/> Marketing communication |
| <input type="checkbox"/> Corporate mission statement | <input type="checkbox"/> Media relations |
| <input type="checkbox"/> Corporate philanthropy (citizenship) | <input type="checkbox"/> Public relations agency |
| <input type="checkbox"/> Crisis & emergency communication | <input type="checkbox"/> Reputation management |
| <input type="checkbox"/> E-mail capability | <input type="checkbox"/> Technical communication |
| <input type="checkbox"/> Employee Internal) communication | <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):

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

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

- among the first to be cut
- neither sooner nor later than other department budgets
- 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 12, 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 philanthropy (citizenship) 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
- _____ 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):

- | | |
|---|--|
| <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"/> Technical communication |
| <input type="checkbox"/> Employee (Internal) communication | <input type="checkbox"/> Training & employee development |
| <input type="checkbox"/> Ethics code | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Executive speeches | |

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23. How has terrorism or anti-Americanism, or both, had an impact on the practice of corporate communication in your corporation? Use an additional sheet of paper if necessary.

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24. How has transparency had an impact on the practice of corporate communication in your corporation?

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25. Please provide additional information or comment on the role of the corporate communication profession. Use an additional sheet of paper if necessary.

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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. Attach your business card so we can contact you.

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

THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY.