



# 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



**CCI Corporate Communication Practices & Trends Study 2005 (continued)**

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 _____                     |



**CCI Corporate Communication Practices & Trends Study 2005 (continued)**

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: \_\_\_\_\_



**CCI Corporate Communication Practices & Trends Study 2005 (continued)**

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.**