

PR and Communications Census 2022 | US



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FOREWORD

By **FRANCIS INGHAM MPRCA**

**PRCA Director General
and ICCO Chief Executive**

“The industry has most certainly rebounded. As the data show, there has been a definite shift towards more strategic advice and reputation management – in large part because of COVID-19 showing the critical importance of effective communication. ”

This is our first detailed analysis of the current shape of the U.S. PR market, and as the world’s largest PR body, the PRCA is delighted to deliver it to practitioners from all around the country.

Within the mass of data drawn from every sector and level of seniority within PR, some clear trends are discernible... as is a willingness to be honest about the challenges that face us now, and those that will face us in the coming years.

The U.S. PR community – in common with rest of the world – took a significant hit when COVID-19 unwelcomely arrived in our personal and professional lives. People were furloughed; people were laid off. But the industry has most certainly rebounded. As the data show, there has been a definite shift towards more strategic advice and reputation management – in large part because of COVID-19 showing the critical importance of effective communication.

Positively, the U.S. market is significantly ahead of most other parts of the world in addressing issues of

gender and ethnicity. It proves that with adequate determination, change for the better can indeed be delivered – and hopefully even more will be in the years ahead.

There is a candid assessment of the threats our community must address – sophisticated evaluation is still an afterthought for a minority; the recruitment and retention of talent is right up there as an issue of concern; a skills gap exists, most particularly in new, breaking technologies and tools; the rapidly changing media landscape poses its own unique and complex problems.

But the key message of this report is clear: the U.S. PR community and profession stands tall; is determined to meet the challenges that lie ahead; and is strong enough to overcome all of them.

Finally, I would like to offer our thanks to PRCA members in the U.S. who have encouraged us to produce this material, and I hope that members and non-members alike will find it insightful.

TABLE OF CONTENTS

[FOREWORD – Page 3](#)

[INTRODUCTIONS – Page 5](#)

[SECTION 1 – STATE OF THE PROFESSION – Page 11](#)

[SECTION 2 – DIVERSITY AND INCLUSION REVIEW – Page 19](#)

[SECTION 3 – SALARIES & WORKFORCE – Page 27](#)

[CLOSING OBSERVATIONS – Page 33](#)

METHODOLOGY

The 2022 PRCA U.S. PR Census is based on a sample of 500 PR professionals from across the region with data gathered between May and June 2022. The online survey was created by Perspectus

Global and was distributed via the social channel of the PRCA, PR Week US, and Perspectus Global - and sent to the database of the USC Anneberg Centre for PR.



INTRODUCTIONS





“Despite an extended period of dealing with the socio-economic challenges posed by the COVID-19 virus and unprecedented political unrest, the U.S. public relations profession continues to grow in both size and importance.”

The USC Center for Public Relations was pleased to partner with PRCA on the first Census of the PR market in the United States.

Despite an extended period of dealing with the socio-economic challenges posed by the COVID-19 virus and unprecedented political unrest, the U.S. public relations profession continues to grow in both size and importance.

This report highlights many positive trends, including the reduction of the gender pay gap, promoting diverse and inclusive work environments, and providing safe, nurturing workplaces for employees during times of significant personal stress.

However, there are also areas that the U.S. PR industry needs to address. For example, there is the question of remote work. After two years of working from home, every company and every agency is facing the challenge of how best to motivate people to return to the office. This is especially troublesome in an environment when finding and keeping strong talent is the biggest challenge the industry faces. It also poses a problem for those just entering the field, who have limited access to mentoring and training from senior staff. It will be interesting to watch this trend play out over the coming years.

There is also the continuing issue of diversity. Although the majority of the survey respondents stated their firms actively promote diversity, the U.S. PR industry remains predominantly white. It appears that while DE&I training has increased significantly, recruitment and retention of diverse employees has been more difficult. Diversity will continue to be a critical focus for the future.

It is stunning that 87% of those surveyed cite a skills gap with their communications co-workers as a major issue. Admittedly, the PR industry has evolved so quickly that many professionals are not up to speed on the latest AI technology, the most influential influencer or the newest social media platform. That is why universities, like USC, focus on teaching their students the critical skills they will need in the future. But if the PR industry wants to attract the best and brightest, they need to adjust their compensation. The PRCA survey shows that almost one-third of U.S. PR professionals are making less than \$60k per year.

Overall, this report reminds us that the PR profession is rapidly evolving. And that the U.S. is leading many of those important changes. We are proud to be part of that process.

FRED COOK MPRCA

**Chair Emeritus, Golin
Director, USC Annenberg Center for PR**



“The U.S. Census is a valuable barometer which will allow sector professionals to access a measurement of their industry year on year.”

We're honoured to be the research partner for the PRCA's inaugural U.S. PR and Communications Census.

The PRCA's National Censuses are insightful and invaluable barometers of the industry in various territories, allowing shifts and changes in the public relations field to be tracked and adapted to if necessary.

They also highlight key issues within the industry across different nations, such as salaries, diversity and mental health.

The U.S. Census is a valuable barometer which will allow sector professionals to access a measurement of their industry year on year.

This first U.S. Census provides a snapshot of the themes and trends within the communications sector, and what comes forward most is the robustness, resilience and adaptability of PR and comms professionals, in facing the seismic effects of the pandemic and global instability.

We hope its findings are useful to PR practitioners across the U.S., providing insight and provoking thought and discussion on the topics that are explored.

ELLIE GLASON

Managing Director, Perspectus Global



“With heightened responsibility placed on the communications function comes increased responsibility and pressure to demonstrate real business results and changes in behavior.”

Over the past five years PRWeek’s annual Communications Bellwether Survey, produced in conjunction with academics at Boston University, has provided the most credible annual in-depth analysis of the U.S. PR industry.

It paints a picture of a profession taking on more importance than ever among CEOs and C-suite executives in corporate America and beyond, driven by demand for business transformation, employee engagement, crisis response, purposeful business, healthcare and organizational change.

As the world finally starts to see the egregious effects of COVID-19 disappearing in the rear-view mirror, the impact of ongoing global geopolitical challenges, economic instability and activist shareholders are rising up the agenda for business in general and PR professionals in particular.

With heightened responsibility placed on the communications function comes increased responsibility and pressure to demonstrate real business results and changes in behavior. Frankly, it is frightening to see that 30% of respondents to the PRCA Census still rely on “advertising value equivalency” to evaluate the effectiveness of PR. And 44% look primarily at “impressions.” That simply has to change. And fast.

While elements such as website traffic and social media engagement certainly contribute to awareness of a product or brand, jury members assessing submissions to the PRWeek Awards look for measurement benchmarks based on real business metrics such as increased sales; profit margins; customer acquisition and loyalty; and employee engagement, satisfaction and retention.

They want to see public affairs or government relations activity that results in positive changes in legislation, regulation more beneficial to an enterprise’s strategy or license to operate, and greater consideration in the face of political risk.

To deliver on these expectations requires a skilled, diverse and engaged workforce and the PRCA Census surfaces well-known weaknesses in all these areas, with 87% of respondents saying there is a “skills gap” in the industry and 46% experiencing problems “finding suitable candidates.”

The PR industry must shed its cobbler’s shoes and position itself as a profession that can attract the brightest and best candidates to deliver on its new mandate to operate effectively at the highest levels of enterprise.

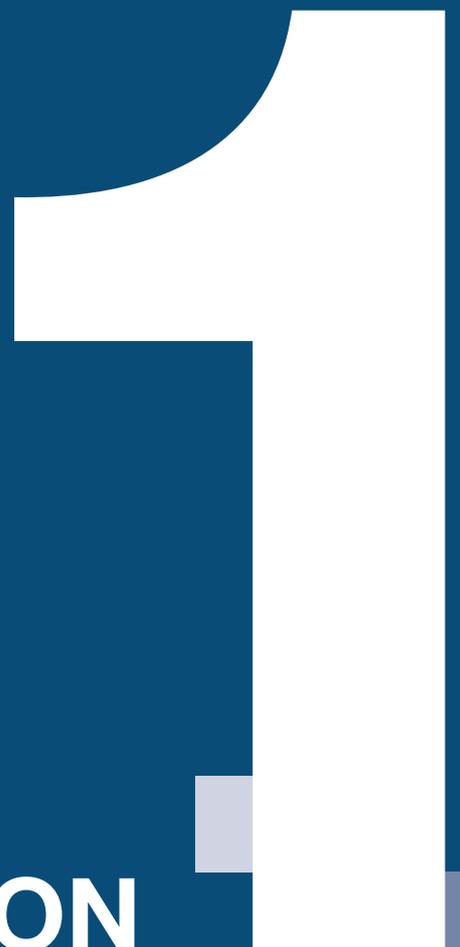
STEVE BARRETT

Vice President, Editorial Director of PRWeek US

PRWeek



**STATE
OF THE PROFESSION**





State of the Profession

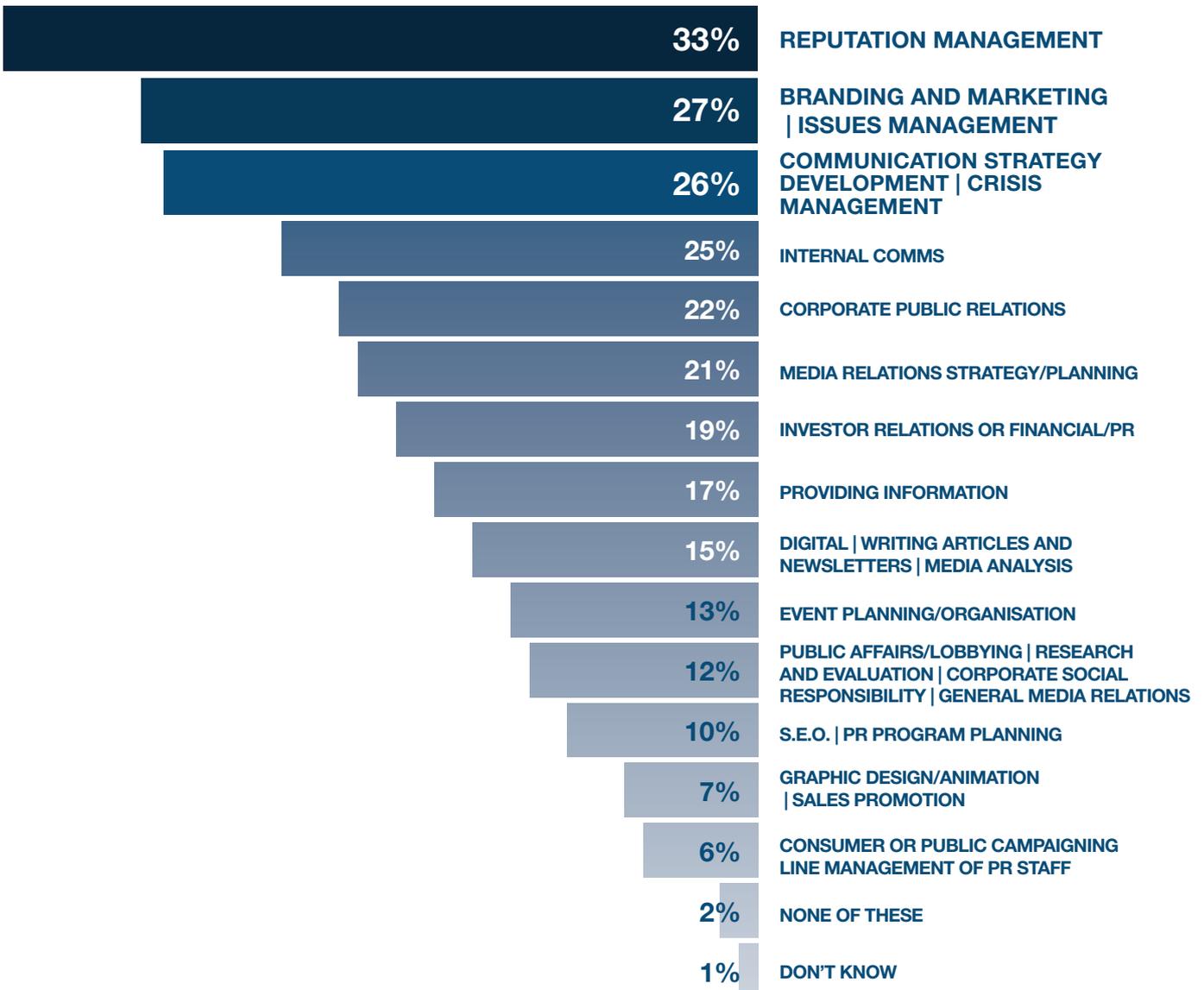
The PRCA U.S. Census analyzed a range of pertinent issues tied to how the industry is perceived among practitioners and academicians, how it's evolving; and key challenges that must be confronted in the years ahead – particularly in light of the pandemic's aftermath.

CHANGE IN RESPONSIBILITIES FROM TWO YEARS AGO

While 1% of respondents don't know what they are doing “more of” now as opposed to two years ago in the public relations field, the rest indicated a wide smattering of job functions and responsibilities.

Among the top three categories of functions that respondents are “doing more of now than two years ago”:

- “Reputation Management” – 33%
- “Branding and Marketing”; “Issues Management” – Tied at 27%
- “Communication Strategy Development”; “Crisis Management” – Tied at 26%



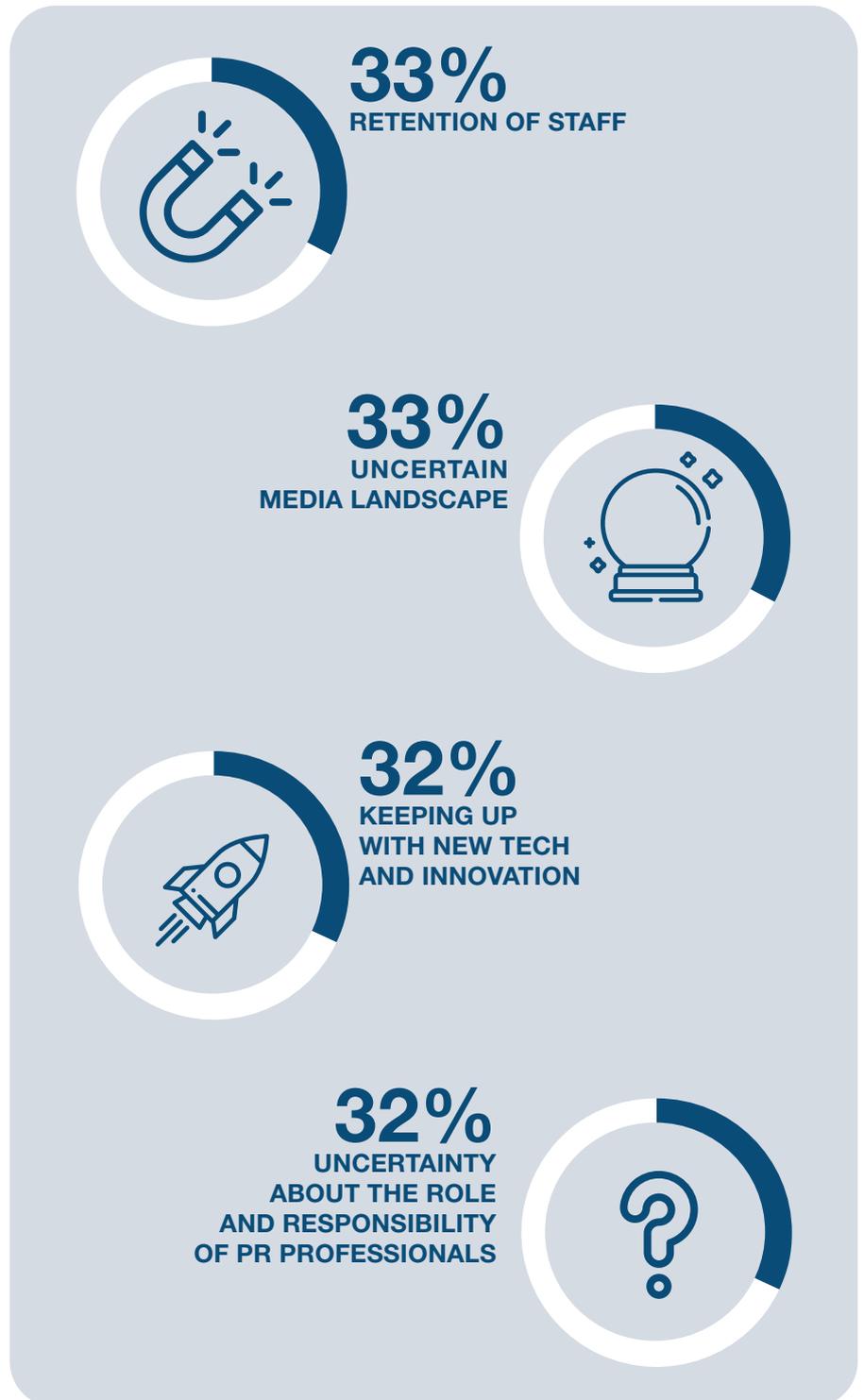
THREATS TO PR INDUSTRY

With the changes and adaptations public relations practitioners have seen in recent times, there are also several perceived threats to the industry on the immediate horizon.

The leading perceived threat to the industry is in the **shifting media landscape**, with 39% of respondents seeing this evolution as one of the largest threats to PR’s immediate future.

Other perceived threats to public relations are as follows:

- retention of staff (33%)
- uncertain media landscape (33%)
- keeping up with new tech and innovation (32%)
- uncertainty about the role and responsibility of PR professionals (32%)
- an inability to recruit good staff/ the right expertise (31%)
- reduced budgets (30%)
- poor measurement and evaluation (29%)
- political uncertainty (25%)
- maintaining an ethical standpoint (24%)
- recruitment (23%)
- domestic economic performance (17%)
- other (4%).



EVALUATION METHODS IN WORK

The ability to evaluate the effectiveness of public relations is an essential component of work in the industry.

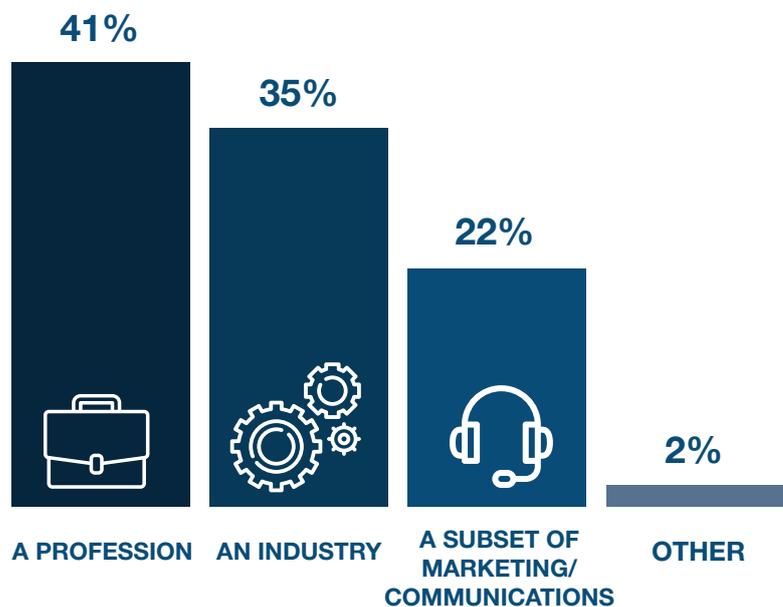
Census responses showed the following as the primary methods for tracking this information, with 44% relying on “Impressions” and 30% relying on “Advertising Value Equivalents,” in spite of more modern standards of PR-impact measurement and widespread academic rejection of AVEs as a valid metric.

Twenty-seven percent use the PESO Model (Bartholomew, Dietrich), 26% use the Barcelona Principles, 19% use the Integrated Evaluation Framework (EF), and 15% use a different method. Seventeen percent indicated that the issue was not “applicable” to them (“I do not use PR evaluation methods”) or stated that they “Don’t Know.”



DEFINITION OF PUBLIC RELATIONS

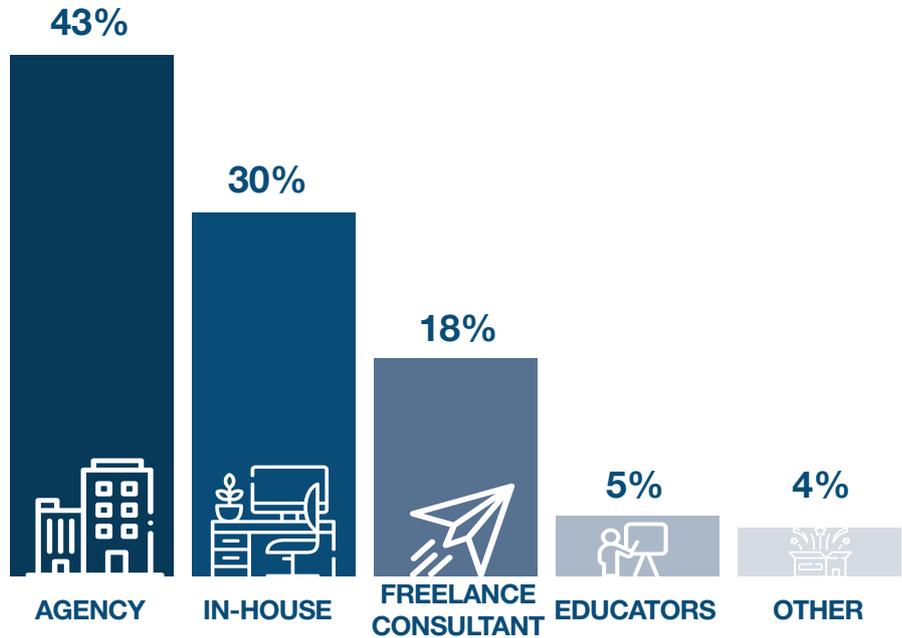
Starting off with what Census respondents selected as the best terminology for what public relations/communications is, 41% selected “a profession,” while 35% said public relations is an industry, 22% considered public relations as “a subset of marketing/communications” and a further 2% selected something else entirely.



PR ORGANIZATION REVIEW

73% of U.S. Census respondents perform public relations work either in-house (43%) or as employed by a public relations/communications agency (30%).

The remaining 27% of respondents work as a freelancer or independent PR/communications consultant (18%), as educators in the field of public relations (5%), or otherwise listed “other” for their organizational category entirely (4%).



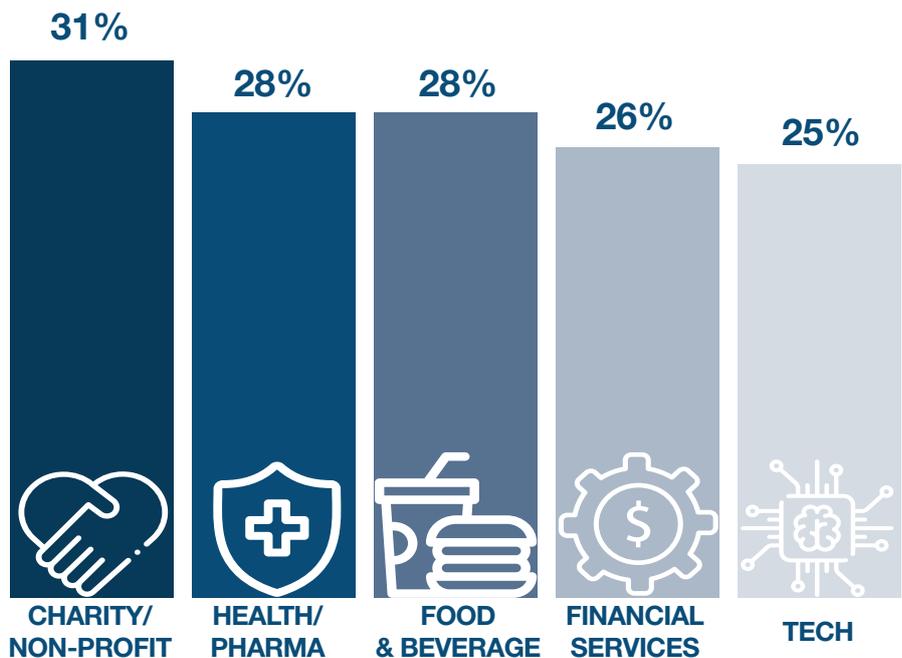
CLIENT AREAS OF WORK

Public relations organizations demonstrate a great deal of variety in the industries for which they work – either in-house or on the agency side relative to clients.

The leading industry that PR practitioners do work for are in the charity/non-profit sector at 31%.

The next-closest to this sector are the food & beverage and health/pharmaceutical sectors, which are tied at 28%.

Following those are finance/financial services (26%), technology (25%), industrial/manufacturing (19%), consumer services/media and marketing (18%), retail and wholesale (16%), business services (14%), utilities/energy (14%), local government (12%), alcohol and tobacco (11%), non-departmental body/agency in the public sector (10%), property/construction (6%), automotive (4%), and other (15%).

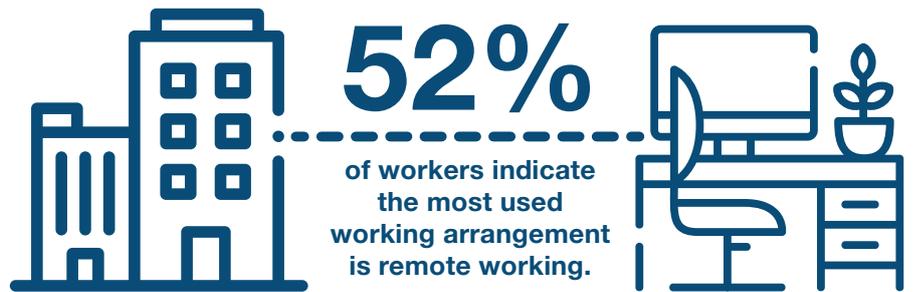


THE LEADING INDUSTRIES THAT PR PRACTITIONERS WORK FOR

FLEXIBILITY OF POST-COVID WORK ENVIRONMENT

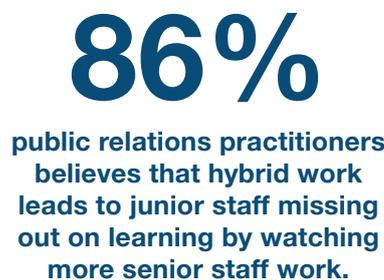
The last few years have generated an increase in remote work for all industries. Public relations clearly reflects this trend as well, considering that 52% of Census respondents indicated that remote work was their most-used flexible working arrangement.

Additional referenced flexible work arrangements show that flex time (32%), part-time work (26%), additional holidays (22%), job sharing (22%), shorter workdays (21%) and paid-for untaken holidays (11%) were also cited. Only 7% of public relations practitioners said they utilized none of these flexible work arrangements.



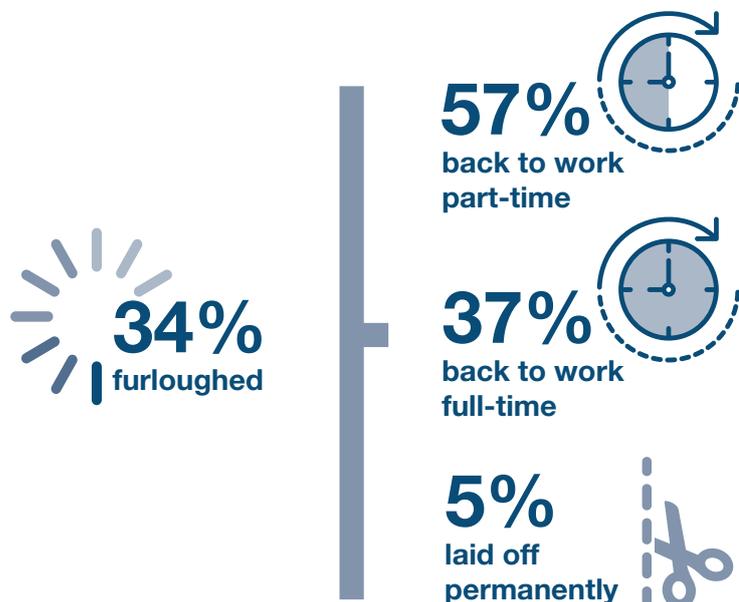
PERCEIVED IMPACT OF HYBRID ON NEW/JUNIOR STAFF

While remote work has been integrated into much of the work we see today across industries, a staggering 86% of public relations practitioners believed that hybrid work led to new and junior staff missing out on the opportunity to learn by watching more senior staff work.



FURLOUGHS, LAYOFFS AND EMPLOYMENT STATUS

When asked “Were you furloughed at any point since March 2020?” 34% of respondents indicated that they had. Of these 34%, 57% also indicated “I am back to work part-time,” 37% indicated “I am back to work full-time,” and 5% indicated “I have been laid off permanently.” When asked in general, “Has your company had layoffs?” – 56% said “no,” while 44% said “yes.”







**DIVERSITY
AND INCLUSION REVIEW**

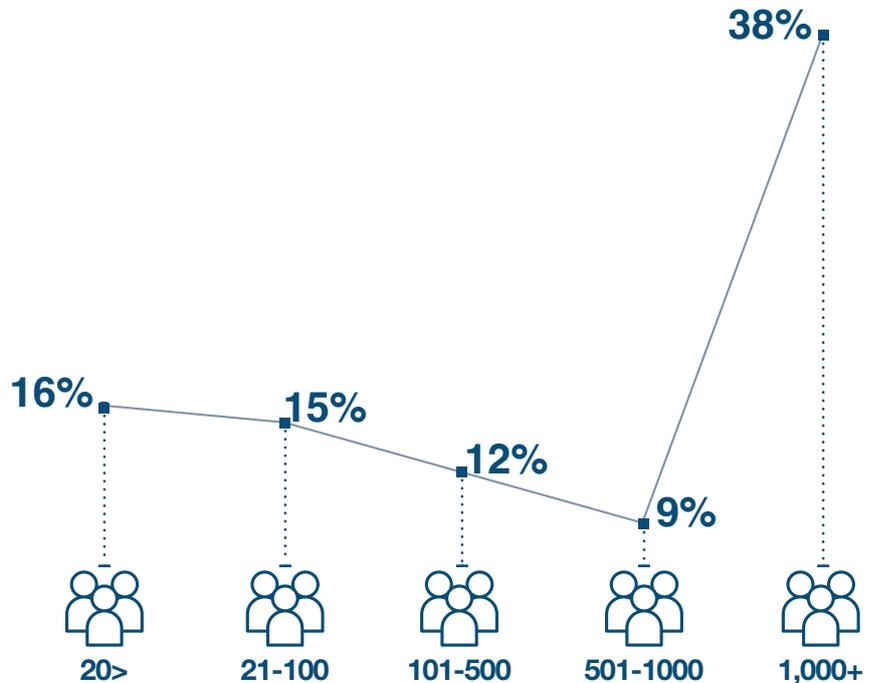


Diversity and Inclusion Review

The ability for the PR industry to serve clients, employers and organizations best hinges in part on the composition of the industry including and reflecting society at-large across a full gamut of diversity measures that can inherently impact proper understanding and sensitivities to stakeholder groups, societal issues, challenges, opportunities and strategic best-practices.

SIZE OF EMPLOYER

The largest segment of Census respondents (38%) work for an organization of “More than 1,000” employees; with 12% working for one at the 101-500 employee level; 16% working for one under 20 people; 15% working for one at 21-100 employees; and 9% working for one ranging from 501-1,000 employees.

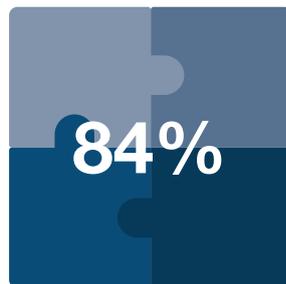


DOES WORK ENVIRONMENT PROMOTE DIVERSITY?

In a positive reflection of workplace sentiment, most U.S. PR practitioners, 84%, said that their workplace “actively promotes diversity (e.g. promotes acceptance, respect, and teamwork despite differences in race, age, gender, native language, political beliefs, religion, sexual orientation, or communication styles among employees).”

That percentage is comprised of 45% who said, “yes, very much so,” as well as 39% who said “yes, moderately so.”

Another 13%, however, said “neither yes nor no,” and 3% said “no not really.” Zero percent answered “no, definitely not.”



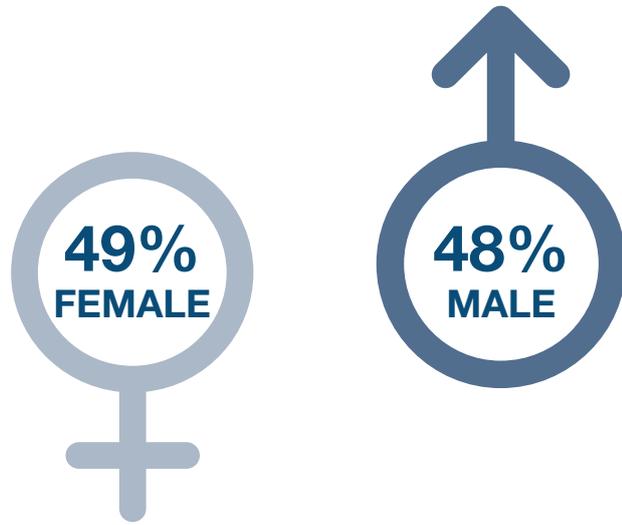
U.S. PR practitioners say that their workplace “actively promotes diversity”



45%	YES, VERY MUCH SO
39%	YES, MODERATELY SO
13%	NEITHER YES NOR NO
3%	NO NOT REALLY

GENDER

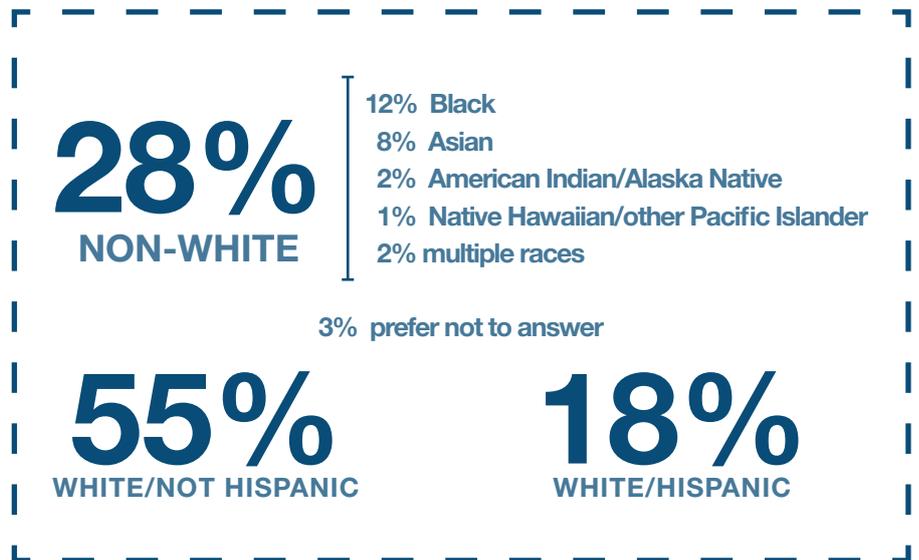
Although the PR field has traditionally been a predominantly female-composed industry, Census respondents are split almost 50/50, with 49% of respondents selecting female and 48% selecting male. (Note that Census respondents also skewed more to senior-level, as reflected in job titles.) The remaining responses have 2% selecting they would rather not say their gender while another 1% selected “other.”



RACIAL/ETHNIC ORIGIN)

Census data indicated that most of the U.S. public relations industry, 73%, identifies as white (55% as white/not Hispanic, and another 18% as white/Hispanic).

Other responses include Black (12%), Asian (8%), American Indian/Alaska Native (2%), Native Hawaiian/other Pacific Islander (1%), multiple races (2%) or “prefer not to answer” (3%).



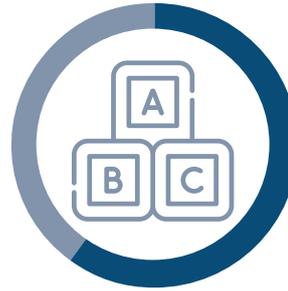
SEXUAL ORIENTATION

Seventy percent of the respondents indicated that they are heterosexual, 14% identified as gay/lesbian, 9% selected bisexual, 2% chose “other” and 6% said that they “prefer not to say.”



CHILDREN/DEPENDENTS

Sixty percent of U.S. Census respondents said that they do have a child/dependent while 40% said that they do not.



DISABILITY

Twenty-seven percent of respondents said that they do have a disability; 69% said that they do not have a disability; and a further 4% preferred not to answer.



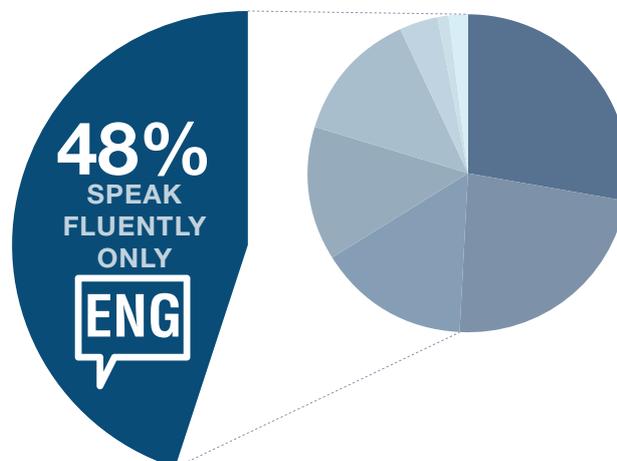
27%
Disabled practitioners

69% stated they do not have a disability
4% prefer not to answer

LANGUAGES

Nearly half of U.S. Census respondents in PR — 48% — stated that they do not speak a language fluently other than English.

Of other languages that respondents indicated they “speak well enough to conduct a business-related conversation,” top responses included: Spanish 29%, Italian 24%, French 16%, German 14%, Mandarin 14%, Portuguese 4%, Arabic 1% and other 2%.



2ND LANGUAGE SPOKEN BY THE REMAINING 52%

29%	Spanish
24%	Italian
16%	French
14%	German
14%	Mandarin
4%	Portuguese
1%	Arabic
2%	Other

WORKPLACE RATING

On the question of “How would you rate the following aspects of your current workplace?” respondents were asked to evaluate their workplace across five criteria:

- Quality of physical environment
- Safety of physical environment
- Atmosphere at work in terms of colleague relationships
- Employee attitude towards work
- Senior management attitude towards work

Census respondents mostly indicated across all measures a “Very Good” or “Good” evaluation of where they work, with some 20% alternately indicating only an “average” rating across each measure, and fairly low segments (single digits, percentage-wise) responding with either a “Poor” or “Very Poor” rating on each criterion.

QUALITY OF PHYSICAL ENVIRONMENT



28%	VERY GOOD
37%	GOOD
20%	AVERAGE
7%	POOR
7%	VERY POOR

SAFETY OF PHYSICAL ENVIRONMENT



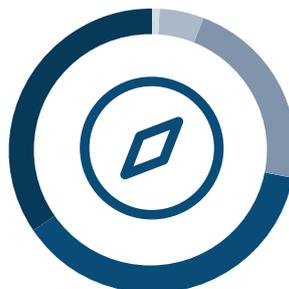
45%	VERY GOOD
31%	GOOD
18%	AVERAGE
4%	POOR
2%	VERY POOR

ATMOSPHERE AT WORK IN TERMS OF COLLEAGUE RELATIONSHIPS



46%	VERY GOOD
32%	GOOD
16%	AVERAGE
3%	POOR
2%	VERY POOR

EMPLOYEE ATTITUDE TOWARDS WORK



34%	VERY GOOD
37%	GOOD
22%	AVERAGE
5%	POOR
1%	VERY POOR

SENIOR MANAGEMENT ATTITUDE TOWARDS WORK



37%	VERY GOOD
38%	GOOD
19%	AVERAGE
5%	POOR
1%	VERY POOR

IS THERE SOMEONE YOU CAN CONFIDE IN WITHIN YOUR ORGANIZATION ABOUT WELL-BEING?

With any kind of work, especially since the trying times of COVID-19, employees increasingly need and expect a workplace support system, as it relates to one’s well-being.

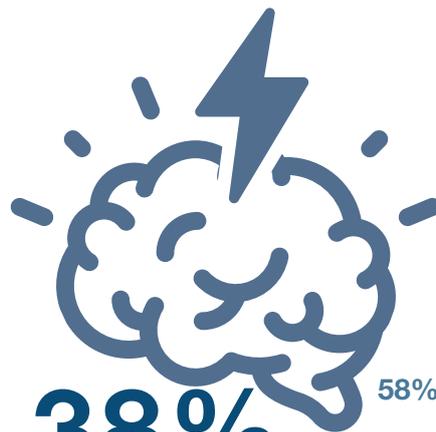
In answering the question as to whether U.S. public relations practitioners felt they had someone at the senior level they could confide in regarding poor mental well-being or other related topics, 85% answered yes while 15% answered no.



85% YES
15% NO

MENTAL HEALTH ISSUES

While a majority of Census respondents (58%) indicated they have not suffered from or been diagnosed with mental health issues in the past 12 months, 38% indicated they had, and 4% preferred not to answer.



38%
have suffered from or been diagnosed with mental ill health in the past 12 months

58% indicated they have not suffered from or been diagnosed with mental health issues in the past 12 months

4% prefer not to answer





**SALARIES
& WORKFORCE**

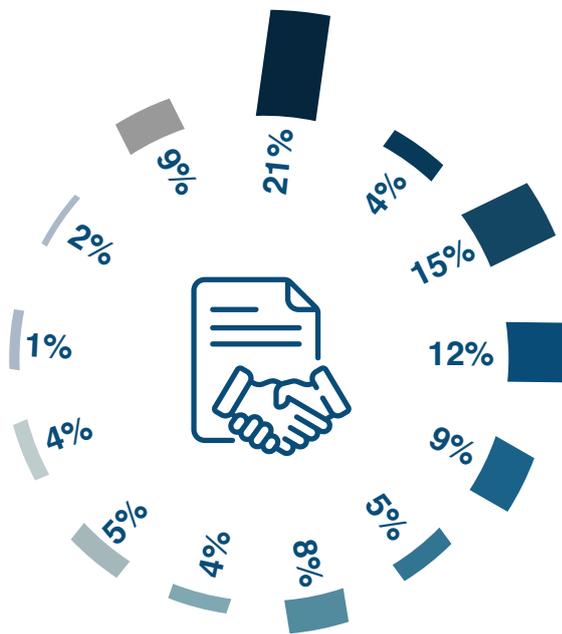


Salaries & Workforce

As the PRCA strives to advocate for the economic interests and fair compensation of the global public relations industry workforce, insights about the U.S.-based industry provide insights into specific realities, issues and challenges that the PRCA will consider, as the organization continues expanding its reach, influence and provision of member benefits.

JOB TITLES

From Chairman/CEO to intern, the Census captured 14 categories of job titles – with the most prominent being “Chairman/Chief Executive/Managing Director,” (21%), followed by “Account Manager” (15%), and “Senior Account Director” (12%).

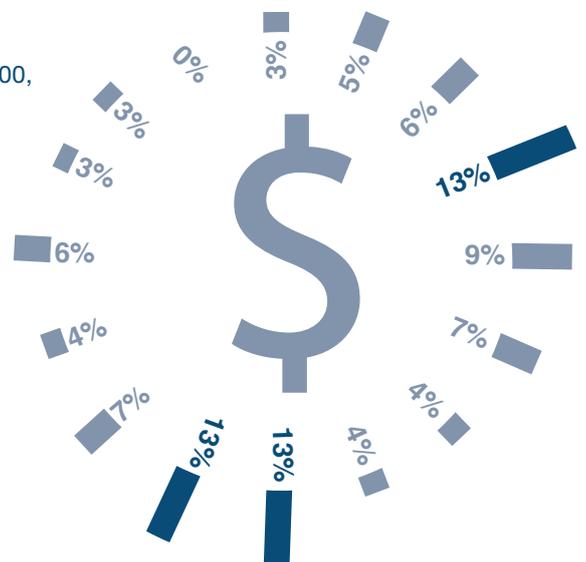


21%	Chairman/Chief Executive/MD
4%	Board Director/Partner
15%	Group/Divisional Vice President
12%	Senior Account Director
9%	Account Director
5%	Senior Account Manager
8%	Account Manager
4%	Senior Account Executive
5%	Account Executive
4%	Junior Account Executive/Researcher
1%	Support/Admin
2%	Intern
9%	Other

AVERAGE ANNUAL SALARY

Three of 16 listed salary-range Census options were tied for the highest percentage of respondents at 13%. Those salaries were \$50,001 - \$60,000, \$100,001 - \$150,000 and \$150,001 - \$250,000.

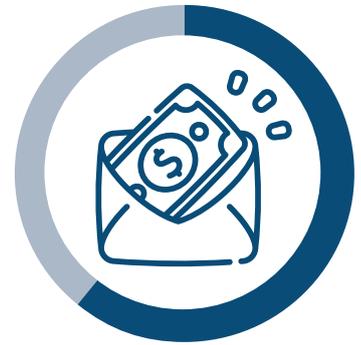
3%	\$1,000 - \$10,000	4%	\$80,001 - \$90,000
0%	\$10,001 - \$20,000	4%	\$90,001 - \$100,000
3%	\$20,001 - \$30,000	13%	\$100,001 - \$150,000
5%	\$30,001 - \$40,000	13%	\$150,001 - \$250,000
6%	\$40,001 - \$50,000	7%	\$250,001 - \$350,000
13%	\$50,001 - \$60,000	4%	\$350,001 - \$450,000
9%	\$60,001 - \$70,000	6%	\$450,001 - \$350,000
7%	\$70,001 - \$80,000	3%	More than \$350,000



PAY RAISE/BONUS IN PAST 12 MONTHS

In answering whether U.S. PR professionals had received a pay raise within the last 12 months, 69% answered that they had, while 31% indicated that they had not.

Answering whether U.S. PR professionals had received a bonus payment in the past 12 months, 61% said they had, while 39% said they did not receive bonus pay in that same period.



GENDER PAY GAP

Regarding efforts to help eliminate the gender pay gap, 68% of respondents said that they believed their organizations were doing enough to help, while 14% answered that their organizations were not, and another 18% answered that they weren't sure.

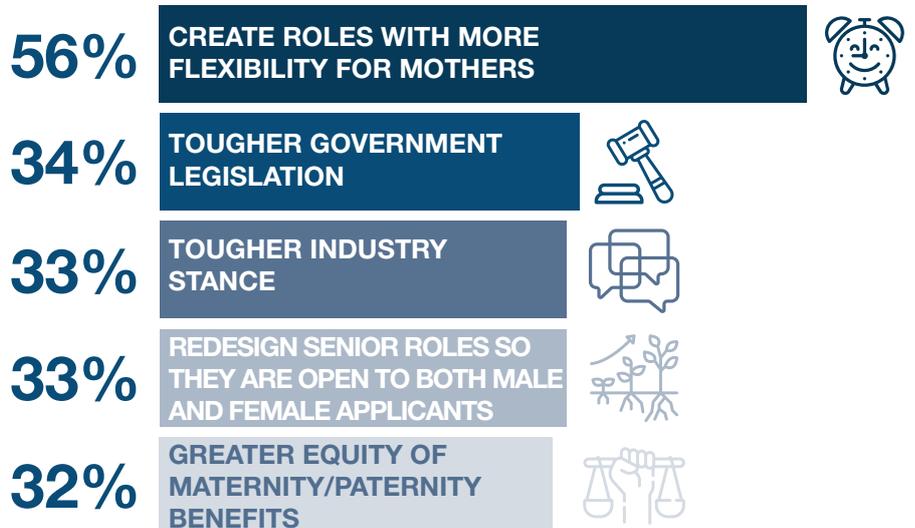
Relative to solutions for the gender pay gap issue, respondents cited the following options by these percentages to indicate a belief that the option "would assist in reducing the gender pay gap in the PR industry":

- 56% — Create roles with more flexibility for mothers
- 34% — Tougher government legislation
- 33% — A tougher industry stance
- 33% — Redesign senior roles so they are open to both male and female applicants
- 32% — Greater equity of maternity/paternity benefits



of respondents said that they believed their organizations were doing enough to help

WHAT DO YOU THINK WOULD ASSIST IN REDUCING THE GENDER PAY GAP IN THE PR INDUSTRY?

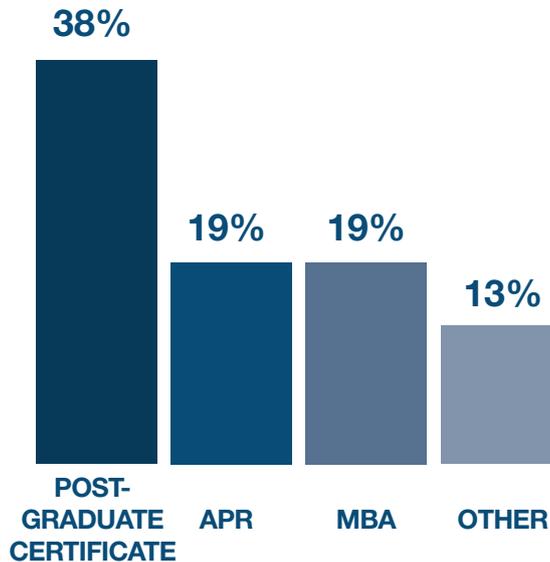


PROFESSIONAL QUALIFICATIONS

Census respondents in the U.S. public relations industry reported a variety of diverse professional qualifications that tie directly to their work.

Among these qualifications, 38% said they had a post-graduate certificate, 19% said they had an APR designation, another 19% noted that they had an MBA, and 13% said they had another qualification entirely.

Notably, the second most-selected answer to this question, at 31%, was that the respondent had no previous professional qualifications related directly to their work in PR.



SKILLS GAP IN THE INDUSTRY

Eighty-seven percent of U.S. public relations practitioners believe that there is a “skills gap” in the industry, while only 13% say that there is not.

More research is required to determine the foundation and basis for this perceived gap in skills.

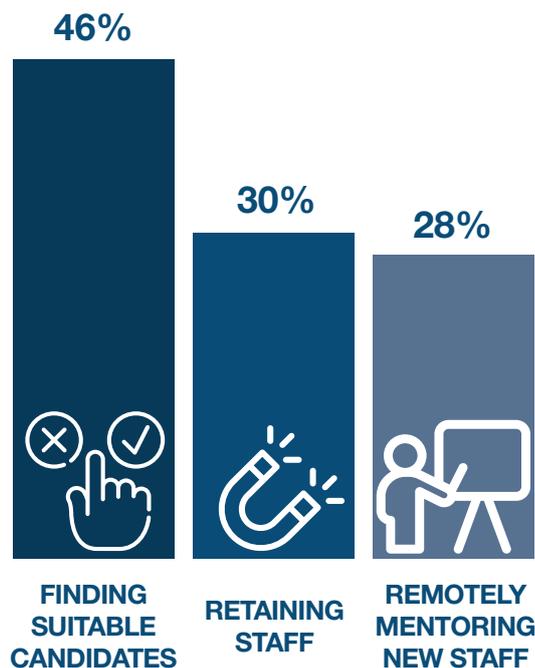


EMPLOYER WORKFORCE CHALLENGES

Sixty percent of respondents indicated they “have a role in recruitment” in their current organization.

When asked across a set of employer-related recruitment/retention issues, “Have you experienced problems with any of the following over the past 18 months?” the following percentages of respondents did cite experiencing problems:

- 46% — Problems “finding suitable candidates”
- 30% — Problems “retaining staff”
- 28% — Problems “mentoring new and junior staff remotely”
- 27% — Problems “training staff remotely”
- 26% — Problems “recruiting staff remotely”
- 23% — Problems “inducting new staff remotely” and “interviewing remotely”
- 11% — None of the above



EMPLOYER WORKFORCE CHALLENGES IN THE PAST 18 MONTHS





CLOSING OBSERVATIONS



Conclusion/Closing Observations

What U.S.-based public relations professionals and academicians are saying about the U.S. Census:



“It’s encouraging to see PR professionals using the Barcelona Principles, which guide their efforts to align with organizational objectives and away from AVEs and other vanity metrics. Less encouraging is the continued use of AVEs. Fortunately, we do see usage in a steady decline year-over-year and the use case is more within an index for benchmarking versus pointing to the data point as an indicator of success. The broader use of frameworks, including adoption and modification of the AMEC Integrated Evaluation Framework (IEF), helps pros navigate planning to impact and puts the value of communication at the forefront of every measurement and evaluation step for organizations.”

Johna Burke, FPRCA, FAMEC (Twitter: @gojohnab)

AMEC Global Managing Director/PR News Measurement Hall of Fame & ICCO Hall of Fame; Scottsdale, Arizona



“The 2022 PRCA Census Report illuminates ongoing challenges and areas of opportunity for the public relations industry in critical areas such as: diversity, equity and inclusion; evaluation; onboarding; professional standards and skill development; recruitment; retention; salary and benefits; and workplace culture. Although several areas seem to have been exacerbated by COVID-19, they will likely persist well beyond the pandemic and require strategic thinking and collaborating among professionals and academics alike.”

LaShonda L. Eaddy, Ph.D., APR (Twitter: @lashondaeady)

Assistant Professor, Public Relations; Donald P. Bellisario College of Communications, Penn State; Senior Research Fellow, Arthur W. Page Center; Cullowhee, North Carolina



“I’ve long seen strength in numbers and diversity displayed in our field and the PRCA’s 2022 U.S. census of the PR field again demonstrates that. As a veteran observer of the field globally, this data showed that the intersection of trends occurring between staffing and skill-sets remains a major concern as well as opportunity. This trend convergence is demonstrated in the sizable need for more, well-qualified staff (e.g., 46% struggle to find suitable candidates, 33% are threatened by retention issues, and 32% worry about the roles and responsibilities of their PR pros), along with requirements to grow and enhance the skill-sets of incoming as well as experienced staff (e.g., 87% see a “skills gap,” 32% struggle to keep up with new tech and innovation, 31% struggle to find good candidates with the right expertise, and a still far too high percentage of people rely on unsophisticated or outdated methods like impressions or AVEs for evaluation).”

Craig S. Fleisher, Ph.D., MBA, MPRCA (Twitter: @drcraigfleisher)

**Chief Analytics Officer, Aurora WDC, Madison, WI | Professor,
Graduate School of Biomedical Sciences, Medical College of
Wisconsin**



“The profession continues to change and as such we must educate our global workforce. Education is an on-going commitment to long-term career success. Classes, workshops, seminars, and certificates are the necessary tools to remain relevant as a PR practitioner. The PRCA is positioned to address the education needs of its members with its current program offerings.”

Joann E. Killeen, APR, Fellow PRSA, MPRCA (Twitter: @joannkilleen)

Killeen Furtney Group, Inc., Los Angeles, California



“While the PRCA U.S. Census report illustrates the many new challenges created by the pandemic, it also highlights the many opportunities to reshape our industry and to move the needle on important issues such as equal pay, diversity and mental health. The new remote and hybrid work environment has opened the door to allow more flexibility for working parents, which 56% of respondents believe could help reduce the gender pay gap and has permitted recruitment to open to a much more diverse pool of candidates. It is imperative that, as an industry, we continue to be a driving force behind the practice of flexible work and to ensure that the benefits and opportunities are not lost.”

Jared Meade, MPS, APR, CMPRCA (Twitter: @meadepr)

Founder & Principal; Rayne Strategy Group; PRCA International University Advisory Group Chair; Berkey, Ohio



“Importantly, this report underscores key areas of the public relations industry that need to be addressed for the long term betterment of the profession. I found the data around the skills gap issue for entry-level and early-career communications employees, which has been compounded by the challenges to train and mentor remotely during the COVID pandemic, particularly compelling along with research showing a lack of sophistication in evaluative metrics with over-reliance on “impressions” and continued use of ad-dollar value equivalence.”

Travis Parman (Twitter: @TravisParman)

Chief Communications Officer, AppHarvest



“It’s important to put statistics into context, especially when discussing diversity, equity and inclusion. The survey shows 84% of respondents said that their workplace “actively promotes diversity,” but 73% of the respondents are white and Census respondents also skewed more to senior-level. If we want an accurate picture, we must survey marginalized communities for this answer. Let’s not forget the U.S. Bureau of Labor Statistics’ data shows diversity has decreased in our industry since 2018, so how exactly have we “actively” improved? The industry needs to move away from conversation toward more definitive action. This starts with increasing DEI at the beginning of the pipeline and giving marginalized communities the opportunities, resources and training needed to enter the field, grow in management, and lead from the top.”

Sabrina Ram (Twitter: @SabrinaRam_)

President, Blu Lotus



“In 2022, The PR industry is still a predominantly white field, making the barrier to entry very challenging for people from other races. If the public relations industry were more inclusive and diversified, more people of color would hold senior levels roles.”

Nadia Worsley (Twitter: @nadiaworsley)

Senior Publicist/Consultant, Twelve 88 Agency, Los Angeles, California



“Among noted ‘threats to the PR industry’ cited by Census respondents, ‘maintaining an ethical standpoint’ ranked among the Top 10. Without question, the U.S. PR industry must build stronger tools, resources, cross-disciplinary competencies, and unified commitment to push back on ethically questionable and harmful conduct that fails basic standards of fairness, honesty and good faith.”

Mary Beth West, FPRCA (Twitter: @marybethwest)

Senior Strategist, Fletcher Marketing PR; Knoxville, Tennessee; PRCA Global Ethics Council Co-Chair





The Public Relations and Communications Association (PRCA) is the world's largest professional PR body.

Based in the UK, we represent more than 35,000 PR professionals in 82 countries worldwide.

With offices in London, Hong Kong, Dubai, Singapore, and Buenos Aires, we are a global advocate for excellence in public relations.

Our mission is to create a more professional, ethical, and prosperous PR industry. We champion – and enforce – professional standards around the world through our Professional Charter and Code of Conduct. The Code compels members to adhere to the highest standards of ethical practice.

We deliver exceptional training, authoritative industry data, global networking, and development opportunities.

We also manage the International Communications Consultancy Organisation (ICCO) – the umbrella body for 41 PR associations and 3,000 agencies across the world. Additionally, we support the delivery of the Motor Industry Communicators Association (MICA).