



The Survey of Public Relations Practices in Higher Education, 2014 Edition

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This 130-page report gives extensive data and commentary of how colleges and universities are handling their public relations practices and presenting themselves to the broader public. The study enables its readers to answer questions such as: How much are colleges spending on public relations? How large are their public relations staffs? How many press releases do they send out and how many are via email and how many via post? How do colleges publicize faculty research? How many media interviews for faculty and staff do different types of colleges set up annually? How do colleges use video and photography in college promotion and public relations? What is the role of the public relations department in the college's website management and social media presence? How many man hours of labor is the college marketing and pr staff devoting to the college's social media presence? Does the college use outside public relations firms?

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