

1. Press Releases

Table 1.1: Approximately how many press releases, for all purposes, did the entire college issue in the past year?

	Mean	Median	Minimum	Maximum
Entire sample	109.15	100.00	2.00	500.00

Table 1.2: Approximately how many press releases, for all purposes, did the entire college issue in the past year? Broken out by total student enrollment.

Total Student Enrollment	Mean	Median	Minimum	Maximum
Less than 1,000	28.33	24.00	2.00	95.00
1,000-4,999	118.08	100.00	10.00	350.00
5,000-9,999	170.83	100.00	100.00	500.00
10,000 or more	149.33	135.00	75.00	250.00

Table 1.3: Approximately how many press releases, for all purposes, did the entire college issue in the past year? Broken out by public or private status of the college.

Public or Private Status	Mean	Median	Minimum	Maximum
Public	132.68	100.00	10.00	500.00
Private	79.33	48.00	2.00	350.00

Table 1.4: Approximately how many press releases, for all purposes, did the entire college issue in the past year? Broken out by type of college.

Type of College	Mean	Median	Minimum	Maximum
Community college	132.40	100.00	10.00	500.00
4-year college	69.67	50.00	6.00	200.00
MA- or PhD-granting college	107.67	74.00	8.00	350.00
Research university	113.00	125.00	2.00	200.00

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Table 1.5: How much did the college spend on outside press release services* in 2010-11?

	Mean	Median	Minimum	Maximum
Entire sample	\$8,845.45	\$0.00	\$0.00	\$150,000.00

Table 1.6: How much did the college spend on outside press release services in 2010-11? Broken out by total student enrollment.

Total Student Enrollment	Mean	Median	Minimum	Maximum
Less than 1,000	\$188.89	\$0.00	\$0.00	\$700.00
1,000-4,999	\$17,863.64	\$0.00	\$0.00	\$150,000.00
5,000-9,999	\$6,875.00	\$500.00	\$0.00	\$26,500.00
10,000 or more	\$7,355.56	\$0.00	\$0.00	\$60,000.00

Table 1.7: How much did the college spend on outside press release services in 2010-11? Broken out by public or private status of the college.

Public or Private Status	Mean	Median	Minimum	Maximum
Public	\$8,378.95	\$0.00	\$0.00	\$150,000.00
Private	\$9,478.57	\$600.00	\$0.00	\$60,000.00

Table 1.8: How much did the college spend on outside press release services in 2010-11? Broken out by type of college.

Type of College	Mean	Median	Minimum	Maximum
Community college	\$11,157.14	\$0.00	\$0.00	\$150,000.00
4-year college	\$1,242.86	\$0.00	\$0.00	\$7,500.00
MA- or PhD-granting college	\$10,583.33	\$3,500.00	\$0.00	\$30,000.00
Research university	\$10,583.33	\$250.00	\$0.00	\$60,000.00

* Includes email and print distribution, database and list provision services, and editorial help

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Table 1.9: How much did the college spend on outside press release services* in 2010-11? Per full-time enrolled student.

	Mean	Median	Minimum	Maximum	Index
Entire sample	\$2.11	\$0.00	\$0.00	\$34.09	100.0

Table 1.10: How much did the college spend on outside press release services in 2010-11? Per full-time enrolled student, broken out by total student enrollment.

Total Student Enrollment	Mean	Median	Minimum	Maximum	Index
Less than 1,000	\$0.53	\$0.00	\$0.00	\$2.50	24.9
1,000-4,999	\$5.01	\$0.00	\$0.00	\$34.09	237.7
5,000-9,999	\$0.87	\$0.07	\$0.00	\$3.32	41.1
10,000 or more	\$0.70	\$0.00	\$0.00	\$6.00	33.0

Table 1.11: How much did the college spend on outside press release services in 2010-11? Per full-time enrolled student, broken out by public or private status of the college.

Public or Private Status	Mean	Median	Minimum	Maximum	Index
Public	\$1.90	\$0.00	\$0.00	\$34.09	90.1
Private	\$2.39	\$1.11	\$0.00	\$15.00	113.4

Table 1.12: How much did the college spend on outside press release services in 2010-11? Per full-time enrolled student, broken out by type of college.

Type of College	Mean	Median	Minimum	Maximum	Index
Community college	\$2.45	\$0.00	\$0.00	\$34.09	116.3
4-year college	\$0.73	\$0.00	\$0.00	\$2.88	34.6
MA- or PhD-granting college	\$3.31	\$0.78	\$0.00	\$15.00	157.1
Research university	\$1.71	\$0.88	\$0.00	\$6.00	81.1

* Includes email and print distribution, database and list provision services, and editorial help

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Table 1.13: How much did the college spend on outside press release services* in 2011-12?

	Mean	Median	Minimum	Maximum
Entire sample	\$10,839.39	\$0.00	\$0.00	\$200,000.00

Table 1.14: How much did the college spend on outside press release services in 2011-12? Broken out by total student enrollment.

Total Student Enrollment	Mean	Median	Minimum	Maximum
Less than 1,000	\$1,777.78	\$0.00	\$0.00	\$15,000.00
1,000-4,999	\$22,409.09	\$0.00	\$0.00	\$200,000.00
5,000-9,999	\$7,250.00	\$1,250.00	\$0.00	\$26,500.00
10,000 or more	\$7,355.56	\$0.00	\$0.00	\$60,000.00

Table 1.15: How much did the college spend on outside press release services in 2011-12? Broken out by public or private status of the college.

Public or Private Status	Mean	Median	Minimum	Maximum
Public	\$11,115.79	\$0.00	\$0.00	\$200,000.00
Private	\$10,464.29	\$750.00	\$0.00	\$60,000.00

Table 1.16: How much did the college spend on outside press release services in 2011-12? Broken out by type of college.

Type of College	Mean	Median	Minimum	Maximum
Community college	\$14,728.57	\$0.00	\$0.00	\$200,000.00
4-year college	\$3,357.14	\$500.00	\$0.00	\$15,000.00
MA- or PhD-granting college	\$10,583.33	\$3,500.00	\$0.00	\$30,000.00
Research university	\$10,750.00	\$750.00	\$0.00	\$60,000.00

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Table 1.17: How much did the college spend on outside press release services* in 2011-12? Per full-time enrolled student.

	Mean	Median	Minimum	Maximum	Index
Entire sample	\$3.24	\$0.00	\$0.00	\$45.45	100.0

Table 1.18: How much did the college spend on outside press release services in 2011-12? Per full-time enrolled student, broken out by total student enrollment.

Total Student Enrollment	Mean	Median	Minimum	Maximum	Index
Less than 1,000	\$3.38	\$0.00	\$0.00	\$28.30	104.3
1,000-4,999	\$6.05	\$0.00	\$0.00	\$45.45	186.8
5,000-9,999	\$0.91	\$0.16	\$0.00	\$3.32	28.1
10,000 or more	\$0.70	\$0.00	\$0.00	\$6.00	21.5

Table 1.19: How much did the college spend on outside press release services in 2011-12? Per full-time enrolled student, broken out by public or private status of the college.

Public or Private Status	Mean	Median	Minimum	Maximum	Index
Public	\$2.57	\$0.00	\$0.00	\$45.45	79.4
Private	\$4.14	\$0.53	\$0.00	\$28.30	127.9

Table 1.20: How much did the college spend on outside press release services in 2011-12? Per full-time enrolled student, broken out by type of college.

Type of College	Mean	Median	Minimum	Maximum	Index
Community college	\$3.27	\$0.00	\$0.00	\$45.45	100.9
4-year college	\$4.76	\$0.91	\$0.00	\$28.30	146.9
MA- or PhD-granting college	\$3.31	\$0.78	\$0.00	\$15.00	102.4
Research university	\$1.32	\$0.09	\$0.00	\$6.00	40.9

* Includes email and print distribution, database and list provision services, and editorial help