

Table 6 How much did/will the college spend on outside press release services in the following years (\$)? Includes email and print distribution, database and list provision services, as well as editorial help, if applicable.

Table 6.1.1 How much did/will the college spend on outside press release services in 2012-13 years (\$)?

	Mean	Median	Minimum	Maximum
Entire sample	5153.48	2000.00	0.00	50000.00

Table 6.1.2 How much did/will the college spend on outside press release services in 2012-13 years (\$)? Broken out by Number of Students

Number of Students	Mean	Median	Minimum	Maximum
less than 3000	3875.00	4500.00	0.00	10000.00
3000 - 6000	1191.25	0.00	0.00	4500.00
more than 6000	11142.86	0.00	0.00	50000.00

Table 6.1.3 How much did/will the college spend on outside press release services in 2012-13 years (\$)? Broken out by Type of College

Type of College	Mean	Median	Minimum	Maximum
Public	6184.55	2030.00	0.00	50000.00
Private	4208.33	1000.00	0.00	25000.00

Table 6.1.4 How much did/will the college spend on outside press release services in 2012-13 years (\$) ? Broken out by Carnegie Class

Carnegie Class	Mean	Median	Minimum	Maximum
Community College	600.00	0.00	0.00	3000.00
4 Year Degree Granting	1333.33	0.00	0.00	5000.00
MA or PHD Granting	3088.33	3265.00	0.00	5000.00
Research University	14833.33	7000.00	0.00	50000.00

Table 6.1.5 How much did/will the college spend on outside press release services in 2012-13 years (\$) ? Broken out by Annual Tuition Level

Annual Tuition Level	Mean	Median	Minimum	Maximum
less than \$5000	0.00	0.00	0.00	0.00
\$5000 - \$15000	11003.75	3000.00	0.00	50000.00
more than \$15000	4357.14	4500.00	0.00	10000.00

Table 6.2.1 How much did/will the college spend on outside press release services in 2013-14 years (\$) ?

	Mean	Median	Minimum	Maximum
Entire sample	6675.22	2030.00	0.00	70000.00

Table 6.2.2 How much did/will the college spend on outside press release services in 2013-14 years (\$) ? Broken out by Number of Students

Number of Students	Mean	Median	Minimum	Maximum
less than 3000	5500.00	5000.00	0.00	15000.00
3000 - 6000	1441.25	0.00	0.00	5000.00
more than 6000	14000.00	0.00	0.00	70000.00

Table 6.2.3 How much did/will the college spend on outside press release services in 2013-14 years (\$) ? Broken out by Type of College

Type of College	Mean	Median	Minimum	Maximum
Public	8184.55	2030.00	0.00	70000.00
Private	5291.67	2000.00	0.00	25000.00

Table 6.2.4 How much did/will the college spend on outside press release services in 2013-14 years (\$) ? Broken out by Carnegie Class

Carnegie Class	Mean	Median	Minimum	Maximum
Community College	600.00	0.00	0.00	3000.00
4 Year Degree Granting	3333.33	0.00	0.00	15000.00
MA or PHD Granting	3588.33	4750.00	0.00	5000.00
Research University	18166.67	7000.00	0.00	70000.00

Table 6.2.5 How much did/will the college spend on outside press release services in 2013-14 years (\$) ? Broken out by Annual Tuition Level

Annual Tuition Level	Mean	Median	Minimum	Maximum
less than \$5000	0.00	0.00	0.00	0.00
\$5000 - \$15000	13753.75	4000.00	0.00	70000.00
more than \$15000	6214.29	5000.00	0.00	15000.00

What are the major press/communications release services that the college uses to send out press releases and related public relations communications vehicles?

1. ReadMedia/Merit
2. social media, newspaper, hosted blog
3. EurekaAlert
4. No services. Media distribution lists kept internally.
5. Canada Newswire (CNW Group) Internal email lists; social media
6. Meltwater News, Press and Buzz
7. We don't use an outside service. I do all of that.
8. ReadMedia
9. Internal and Cision
10. readMedia
11. eureka alerts twitter website email distribtuion lists
12. na
13. We are in the process of deciding among Cision, Meltwater, PRNewswire, and Vocus.
\$10,000 is an estimated cost based on bids received to date.
14. PR News Wire, Meltwater
15. 0
16. 0
17. No services
18. Vocus
19. 0
20. All press releases are distributed by staff; not outside services are utilized.
21. We (the college) send all our press releases via email to local outlets