



IPRS-SP School of Business

Joint Survey

On

**THE STATE OF PUBLIC RELATIONS
IN
SINGAPORE**

June 2005

Report prepared by: Low Lay Leng & Kwa Lay Ping
Lecturers, Media and Communication
School of Business Singapore Polytechnic

Research Assistants: Desiree Toh
Tan Wen Qi
Chen Peiqi
Diana Wee
Kerk Siang Ying
Media and Communication Students

FOREWARD

It was a pleasure to have collaborated with Singapore Polytechnic's School of Business in this Joint Survey on the State of Public Relations in Singapore. This survey is done for a second time.

This joint survey is a significant contribution to the body of knowledge in local public relations practices and industry trends. The report serves as a useful reference point, providing an indication of trends facing the industry now and in comparison with the previous survey done in 2001

The PR profession continues to face its biggest obstacle: How do we identify ourselves as playing an essential role in the eyes of our organisations and clients? This was borne out by a crucial survey finding, which indicates that 31.3% of the respondents feel that there is a lack of acceptance of PR as a vital role.

From fairly good participation from middle and high level professionals, this report will give you a glimpse into the directions required for our industry to continue flourishing in Singapore and sheds some light on certain areas which require strengthening.

IPRS will continue in its efforts in raising the level of PR professionalism and supporting the PR industry in Singapore.

K.BHAVANI (Ms)

President
IPRS

DIRECTOR'S MESSAGE

This report by Miss Low Lay Leng and Miss Kwa Lay Ping of the School of Business, Singapore Polytechnic provides an overview of the type of public relations (PR) work undertaken in Singapore. The information touches on the profile of PR consultancies and organisations with in-house PR departments, the type of training currently provided in PR as well as the type of training needed to augment the skills of PR practitioners, and other areas that will be of interest to the profession.

We are pleased and honoured to have the Institute of Public Relations of Singapore as our partner in our second study on the State of Public Relations in Singapore, the first having been conducted in 2001.

The School of Business, Singapore Polytechnic has had a long tradition of collaborating with partners from industry and professional bodies by way of client-based projects undertaken by students, consultancies by staff members provided to industry, staff representation in professional bodies and other contributions. We hope to maintain such alliances with the continued support of our industry partners.

The snapshot of the PR profession provided in this study is an excellent example of the mutually beneficial relationship industry and educational institutions may enjoy from close collaborations.

Mr V Maheantharan
Director
School of Business
Singapore Polytechnic

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

Introduction

“The State of Public Relations in Singapore” is a descriptive survey conducted to find out the following:

1. The state of Public Relations (PR) practice in Singapore in terms of the size of the industry (turnover, PR budget, number of employees, etc)
2. The commonly-practised PR activities
3. The profile of the PR practitioners in Singapore

The Sample

The questionnaire survey was sent to 322 PR practitioners via email in October 2004. Follow up calls were made by the secretariat staff from the Institute of Public Relations of Singapore (IPRS) from November 2004 to January 2005 to remind practitioners to participate in the survey. Five Media and Communication students from the School of Business, Singapore Polytechnic compiled, tabulated and analysed quantitatively the completed survey questionnaires using the SPSS statistical package.

Out of the 322 practitioners, 99 responded to the survey, representing a 30.7% response rate.

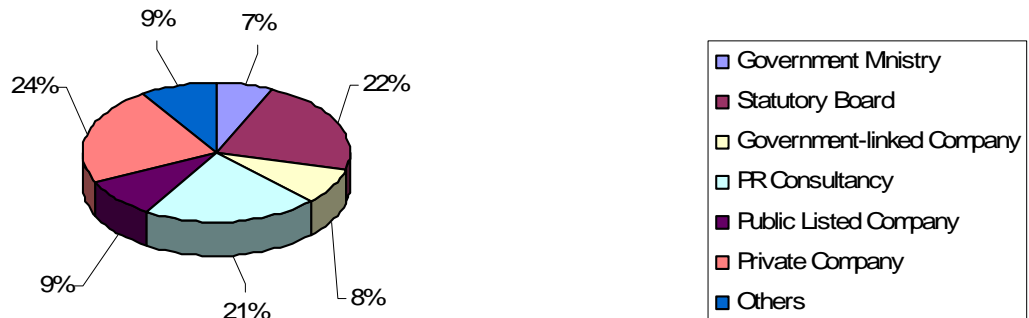
1 The Respondent's Organisation

The practitioners from government ministries, statutory boards, and government-linked companies comprised 37.4% of the respondents. Another 23.2% of the respondents worked in private companies, while 21.2% were from PR Consultancies. The remaining percentage was equally divided between those who worked for public listed companies (9.1%) and those that indicated "Others" (9.1%), which included a few not-for-profit organisations and one voluntary welfare organisation.

Figure 1.1: Type of organisation

| Organisation | Count | Percent |
|---------------------------|-----------|--------------|
| Government Ministry | 7 | 7.1 |
| Statutory Board | 22 | 22.2 |
| Government-linked Company | 8 | 8.1 |
| PR Consultancy | 21 | 21.2 |
| Public Listed Company | 9 | 9.1 |
| Private Company | 23 | 23.2 |
| Others | 9 | 9.1 |
| TOTAL | 99 | 100.0 |

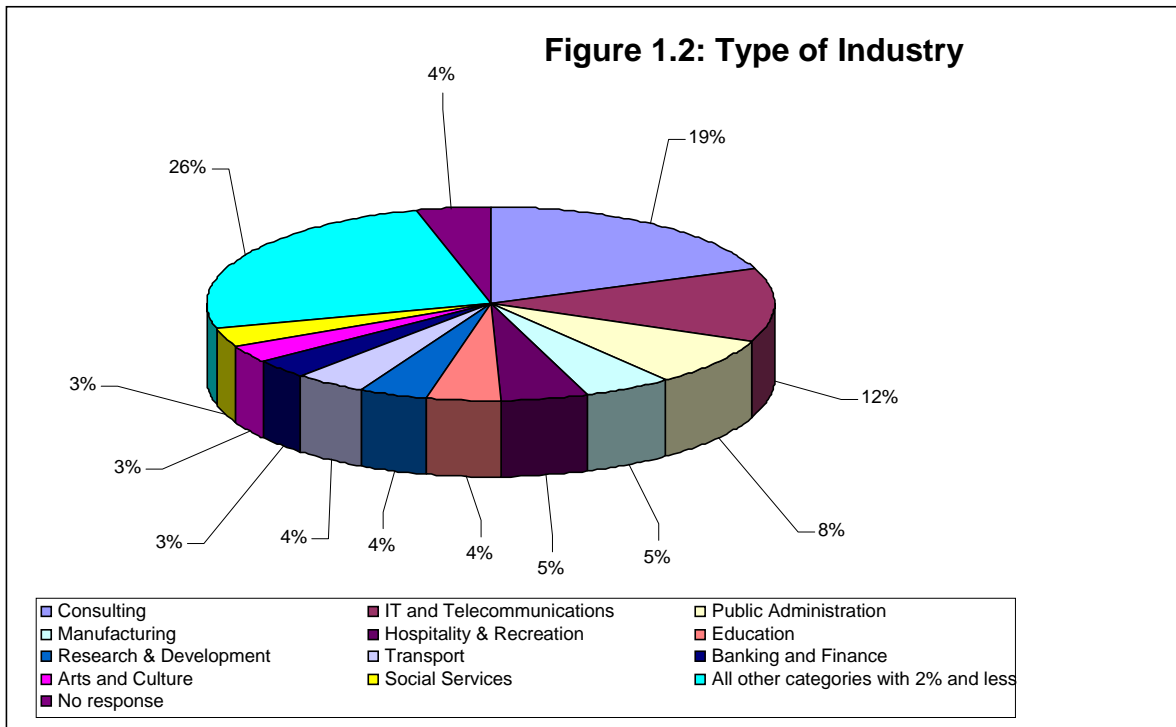
Figure 1: Type of Organisation



The largest number of respondents (19.2%) was from the "Consulting" sector. The second group at 12.1% was from the IT and Telecommunications industry, followed by another 8.1% from the Public Administration sector.

Figure 1.2: Type of industry

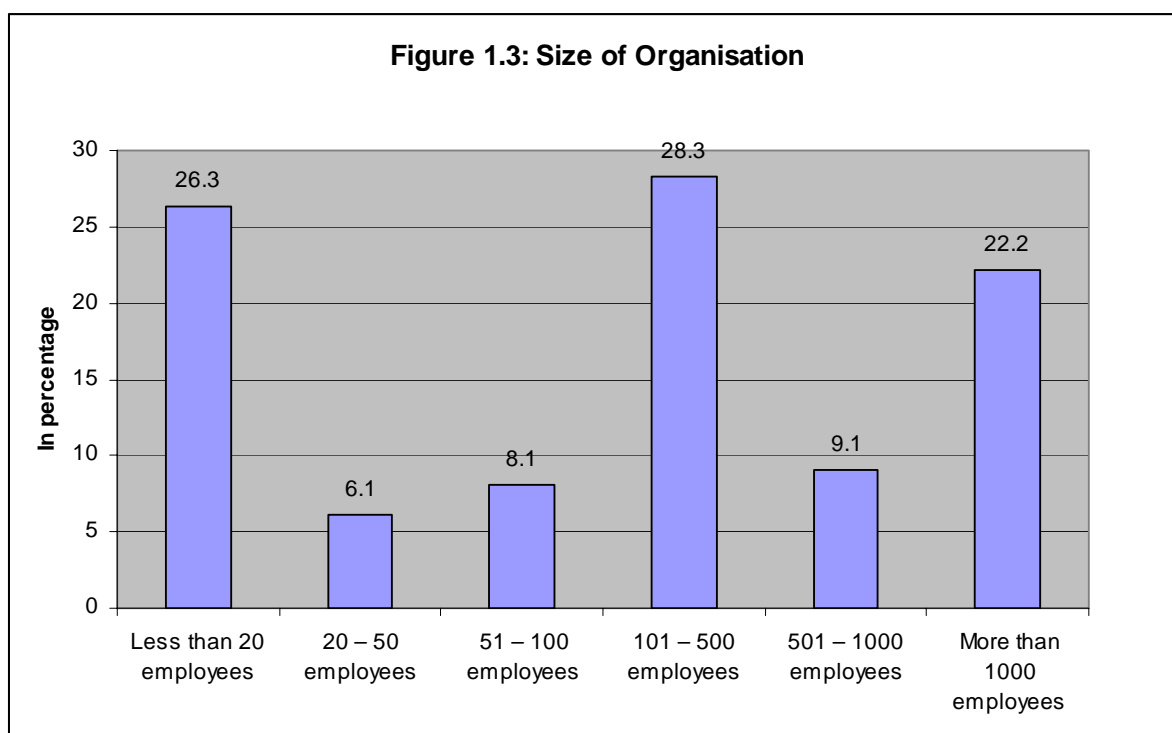
| Industry | Count | Percent |
|---------------------------------------|-----------|--------------|
| Consulting | 19 | 19.2 |
| IT and Telecommunications | 12 | 12.1 |
| Public Administration | 8 | 8.1 |
| Manufacturing | 5 | 5.1 |
| Hospitality & Recreation | 5 | 5.1 |
| Education | 4 | 4.0 |
| Research & Development | 4 | 4.0 |
| Transport | 4 | 4.0 |
| Banking and Finance | 3 | 3.0 |
| Arts and Culture | 3 | 3.0 |
| Social Services | 3 | 3.0 |
| All other categories with 2% and less | 25 | 25.3 |
| No response | 4 | 4.0 |
| TOTAL | 99 | 100.0 |



A large number of respondents (28.3%) came from organisations with 101 to 500 employees. Another 22.2% was from organisations with more than 1,000 employees.

Figure 1.3: Size of organisation

| Organisation Size | Count | Percent |
|--------------------------|-----------|--------------|
| Less than 20 employees | 26 | 26.3 |
| 20 – 50 employees | 6 | 6.1 |
| 51 – 100 employees | 8 | 8.1 |
| 101 – 500 employees | 28 | 28.3 |
| 501 – 1000 employees | 9 | 9.1 |
| More than 1000 employees | 22 | 22.2 |
| TOTAL | 99 | 100.0 |



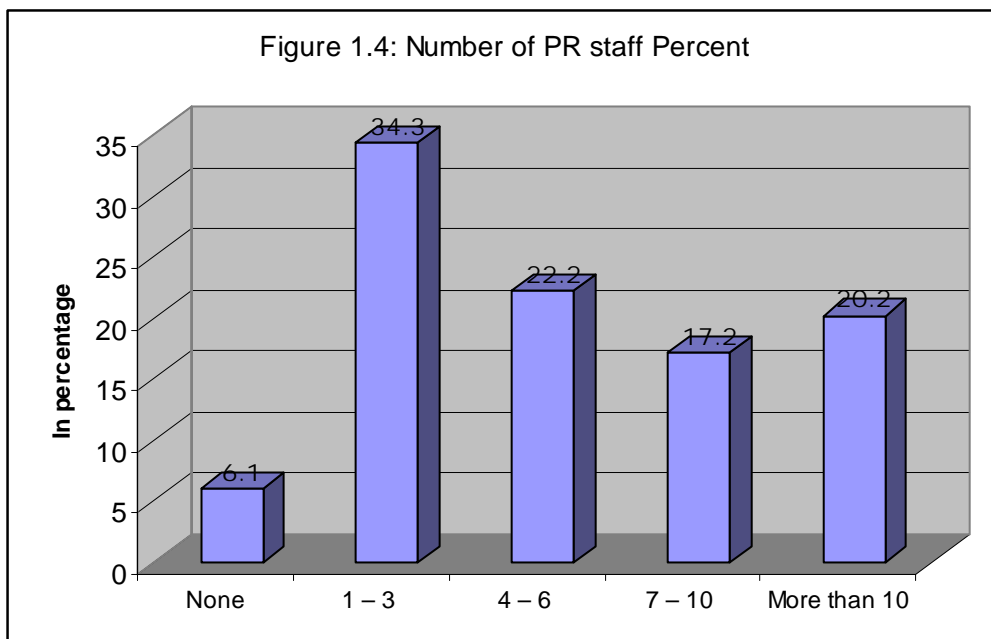
More than one-third (34.3%) of the respondents indicated that they had between 1 to 3 PR staff in their organisations, followed by 22.2% with 4 to 6 staff. Another 20.2% indicated that they had more than 10 staff in their organisations. 6.1% of the respondents indicated that they had no PR staff as the PR function is performed within another division.

Figure 1.4: Number of PR staff

| Number of PR staff | Count | Percent |
|--------------------|-----------|--------------|
| None | 6 | 6.1 |
| 1 – 3 | 34 | 34.3 |
| 4 – 6 | 22 | 22.2 |
| 7 – 10 | 17 | 17.2 |
| More than 10 | 20 | 20.2 |
| TOTAL | 99 | 100.0 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

Figure 1.4: Number of PR staff Percent

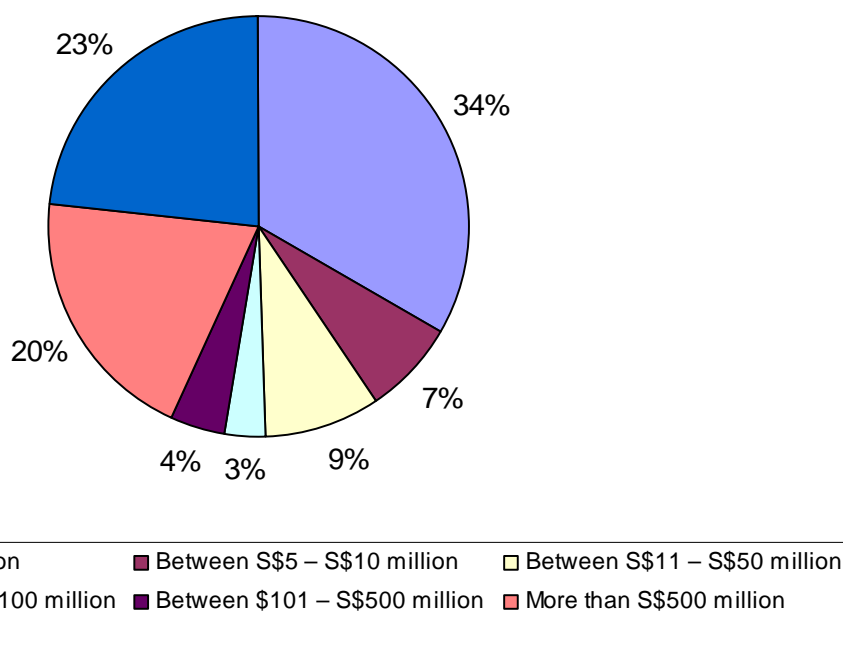


A third of the organisations (33.3%) reported an annual turnover of less than S\$5 million. Another 20% of the organisations had an annual turnover of more than S\$500 million.

Figure 1.5: Annual turnover

| Annual turnover | Count | Percent |
|--------------------------------|-----------|--------------|
| Less than S\$5 million | 33 | 33.3 |
| Between S\$5 – S\$10 million | 7 | 7.1 |
| Between S\$11 – S\$50 million | 9 | 9.1 |
| Between S\$51 – S\$100 million | 3 | 3.0 |
| Between \$101 – S\$500 million | 4 | 4.0 |
| More than S\$500 million | 20 | 20.2 |
| No response | 23 | 23.2 |
| TOTAL | 99 | 100.0 |

Figure 1.5: Annual Turnover Percent



2 PR Role in the Organisation

Respondents were asked to choose all the relevant functions that they were engaged in from a list that was provided in the questionnaire.

The top three PR functions that the respondents engaged in were as follows:

1. Media Relations – 87.9%
2. Corporate Communications/Branding – 84.8%
3. Crisis Communication – 74.7%

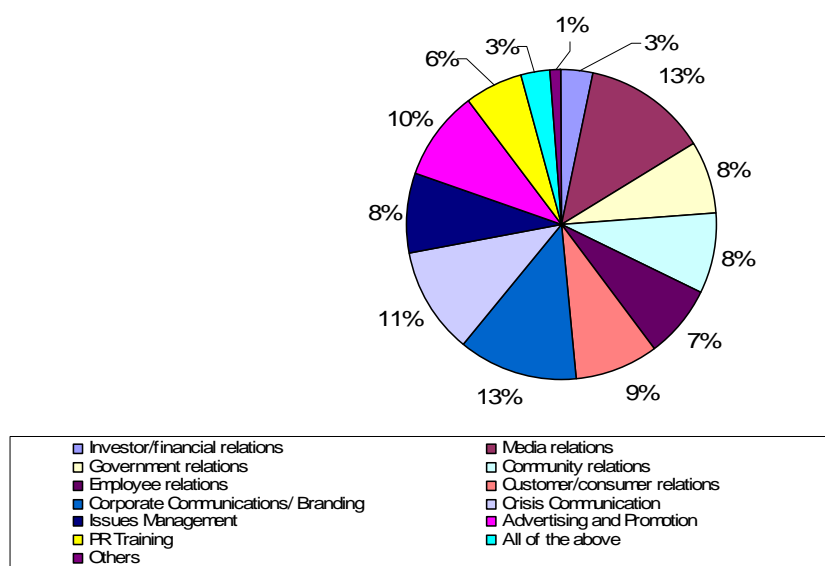
Events management, fund raising and interactive media art were some of the functions mentioned under “Others”.

Figure 2.1: PR functions in the organisation

| PR Function | Count | Percent (based on 99 respondents) |
|-----------------------------------|-------|-----------------------------------|
| Investor/financial relations | 22 | 22.2 |
| Media relations | 87 | 87.9 |
| Government relations | 50 | 50.5 |
| Community relations | 56 | 56.6 |
| Employee relations | 49 | 49.5 |
| Customer/consumer relations | 57 | 57.6 |
| Corporate Communications/Branding | 84 | 84.8 |
| Crisis Communication | 74 | 74.7 |
| Issues Management | 54 | 54.5 |
| Advertising and Promotion | 64 | 64.6 |
| PR Training | 41 | 41.4 |
| All of the above | 20 | 20.2 |
| Others | 7 | 7.1 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

Figure 2.1: PR functions in the organisation



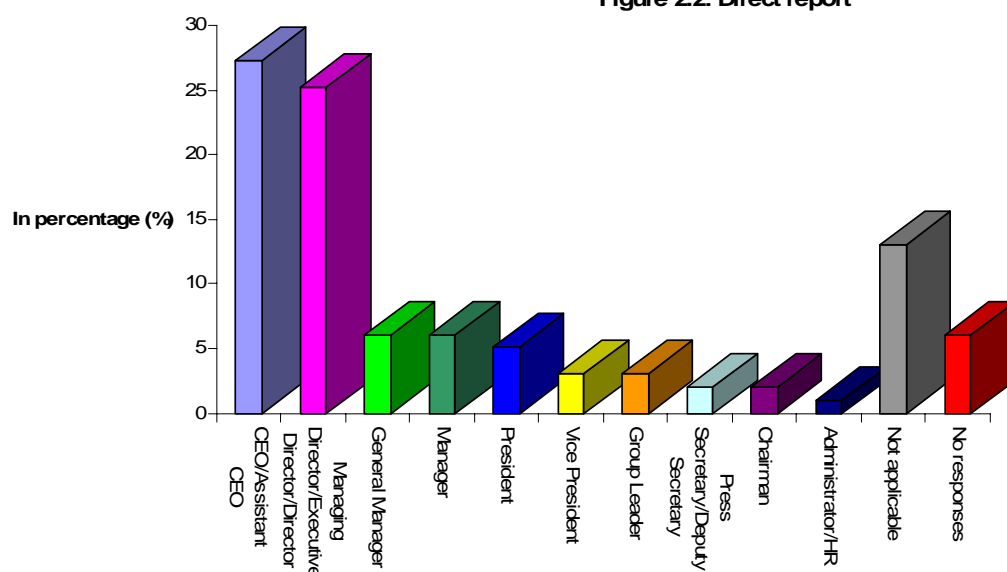
When asked who the PR department reported to directly, 27 respondents (27.3%) said that they reported to the Chief Executive Officer/Assistant CEO. Another 25 (25.3%) said that they reported to the Managing Director/Executive Director/Director.

Figure 2.2: Direct report

| Direct Report | Count | Percent |
|---|-----------|--------------|
| CEO/Assistant CEO | 27 | 27.3 |
| Managing Director/Executive Director/Director | 25 | 25.3 |
| General Manager | 6 | 6.1 |
| Manager | 6 | 6.1 |
| President | 5 | 5.1 |
| Vice President | 3 | 3.0 |
| Group Leader | 3 | 3.0 |
| Press Secretary/Deputy Secretary | 2 | 2.0 |
| Chairman | 2 | 2.0 |
| Administrator/HR | 1 | 1.0 |
| Not applicable | 13 | 13.1 |
| No responses | 6 | 6.1 |
| TOTAL | 99 | 100.0 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

Figure 2.2: Direct report



Respondents were given a list and asked to identify the two most crucial training areas required for the PR staff in their organisations.

The following areas were the top two identified by the respondents as the most crucial training areas in their organisations:

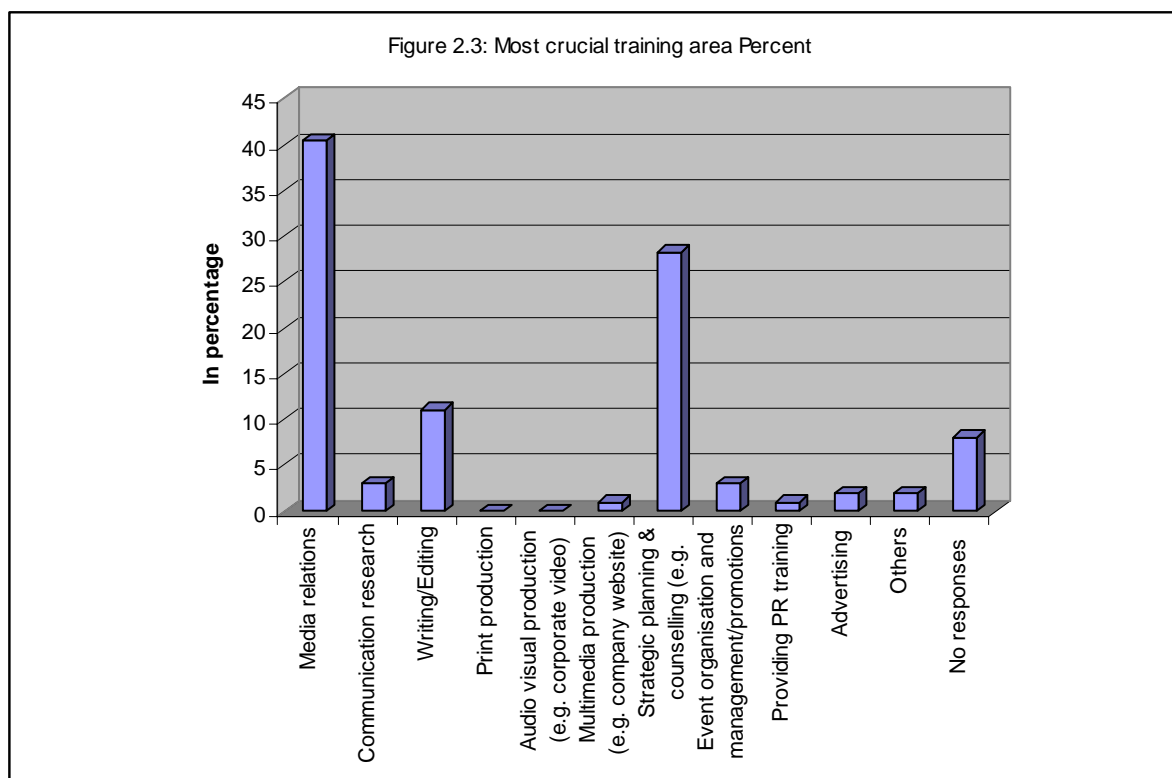
1. Media relations – 40.4%
2. Strategic planning and counselling – 28.3%

Customer/Consumer relations and long term strategic communication were the two areas listed under “Others”.

Figure 2.3: Most crucial training area

| Training area | Count | Percent |
|---|-----------|--------------|
| Media relations | 40 | 40.4 |
| Communication research | 3 | 3.0 |
| Writing/Editing | 11 | 11.1 |
| Print production | 0 | 0 |
| Audio visual production (e.g. corporate video) | 0 | 0 |
| Multimedia production (e.g. company website) | 1 | 1.0 |
| Strategic planning & counselling (e.g. crisis/issue management) | 28 | 28.3 |
| Event organisation and management/promotions | 3 | 3.0 |
| Providing PR training | 1 | 1.0 |
| Advertising | 2 | 2.0 |
| Others | 2 | 2.0 |
| No responses | 8 | 8.1 |
| TOTAL | 99 | 100.0 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE



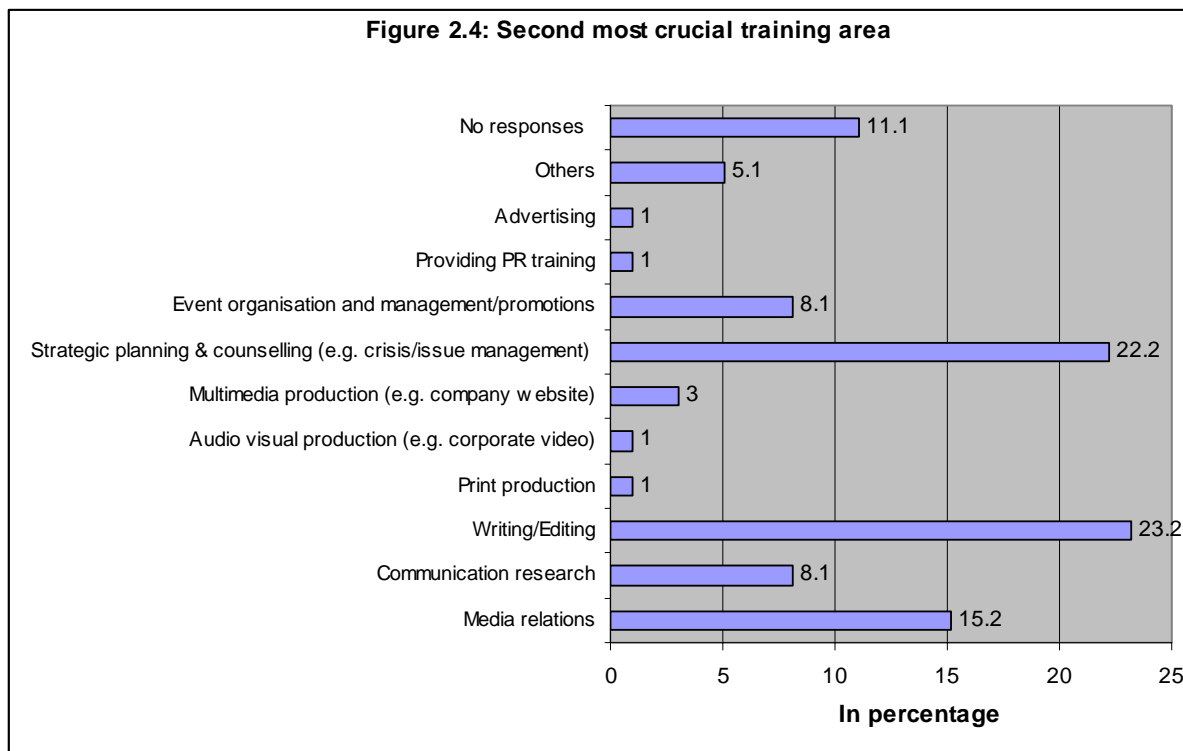
23 respondents (23.2%) listed Writing/Editing as the second most crucial training area in their organisations. This was followed by Strategic planning and counselling with 22 respondents (22.2%), and Media relations with 15 respondents (15.2%).

Under “Others”, the respondents had identified Corporate communications/Branding, Employee communication, Global media relations and Presentation skills as the second most crucial training area in their organisations.

Figure 2.4: Second most crucial training area

| Training area | Count | Percent |
|---|-----------|--------------|
| Media relations | 15 | 15.2 |
| Communication research | 8 | 8.1 |
| Writing/Editing | 23 | 23.2 |
| Print production | 1 | 1.0 |
| Audio visual production (e.g. corporate video) | 1 | 1.0 |
| Multimedia production (e.g. company website) | 3 | 3.0 |
| Strategic planning & counselling (e.g. crisis/issue management) | 22 | 22.2 |
| Event organisation and management/promotions | 8 | 8.1 |
| Providing PR training | 1 | 1.0 |
| Advertising | 1 | 1.0 |
| Others | 5 | 5.1 |
| No responses | 11 | 11.1 |
| TOTAL | 99 | 100.0 |

Figure 2.4: Second most crucial training area



3 In-House PR and PR Consultancies

In-house PR

There were 78 respondents who indicated that they were not from a PR Consultancies. 31 (39.7%) said that they engaged the services of an external public relations consultancy while 40 (51.3%) did not do so.

Figure 3.1: Number who engaged the services of an external PR consultancy

| Engaged the services of an external PR consultancy | Count | Percent |
|--|-----------|--------------|
| Yes | 31 | 39.7 |
| No | 40 | 51.3 |
| No response | 7 | 9.0 |
| TOTAL | 78 | 100.0 |

These 78 respondents also identified all the services the PR consultancy were engaged to provide from the same list given on Page 6 (Figure 2.3).

The top four most common services listed were media relations, event organisation and management/promotions, strategic planning and counselling, and PR training.

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

Figure 3.2: Services provided by PR consultancies

| Services | Count | Percent (based on 78 respondents) |
|---|-------|---|
| Media relations | 11 | 14.1 |
| Communication research | 4 | 5.1 |
| Writing/Editing | 5 | 6.4 |
| Print production | 4 | 5.1 |
| Audio visual production (e.g. corporate video) | 6 | 7.7 |
| Multimedia production (e.g. company website) | 3 | 3.8 |
| Strategic planning & counselling (e.g. crisis/issue management) | 8 | 10.3 |
| Event organisation and management/promotions | 10 | 12.8 |
| Providing PR training | 8 | 10.3 |
| Advertising | 4 | 5.1 |
| Branding | 4 | 5.1 |

14 respondents (18%) had an annual PR budget of \$100,000 to \$500,000. 7 respondents had an annual PR budget of \$10,000 to \$50,000. While 5 had more than \$1 million annual PR budget, another 5 had \$10,000 or less a year for their PR programmes.

Figure 3.2: In percentage (based on 78 respondents)

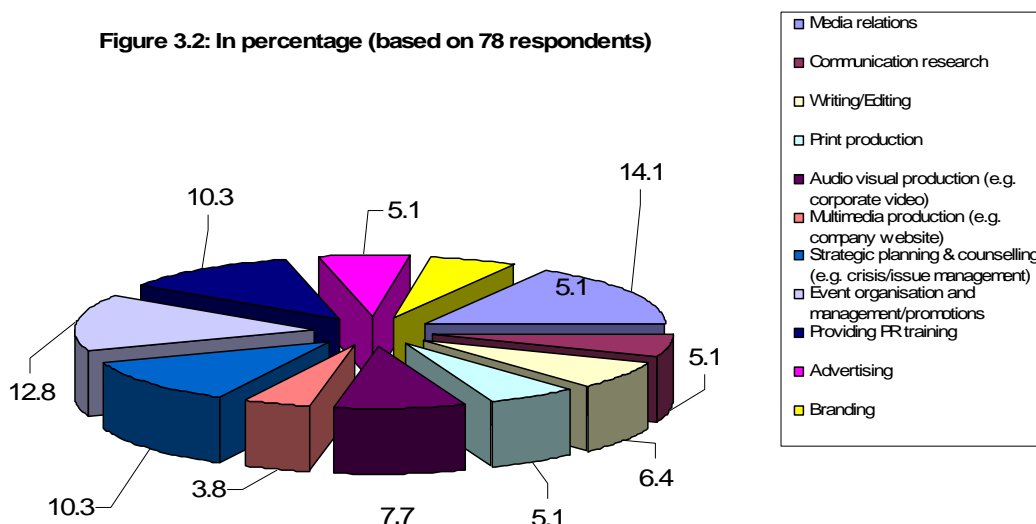
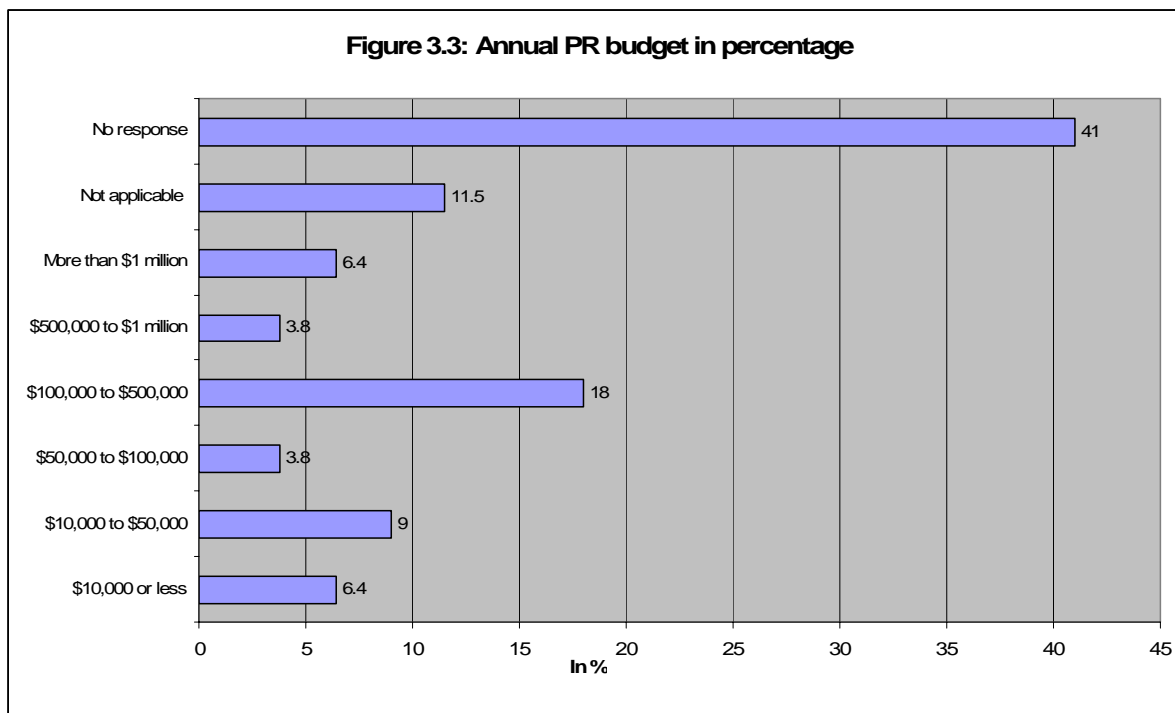


Figure 3.3: Annual PR budget

| Annual Budget | Count | Percent |
|--------------------------|-----------|--------------|
| \$10,000 or less | 5 | 6.4 |
| \$10,000 to \$50,000 | 7 | 9.0 |
| \$50,000 to \$100,000 | 3 | 3.8 |
| \$100,000 to \$500,000 | 14 | 18.0 |
| \$500,000 to \$1 million | 3 | 3.8 |
| More than \$1 million | 5 | 6.4 |
| Not applicable | 9 | 11.5 |
| No response | 32 | 41.0 |
| TOTAL | 78 | 100.0 |



PR Consultancies

21 respondents indicated that they were from PR consultancies.

Out of the 21, 10 respondents stated that they had a good balance of retainer and project-based clients; followed by 8 who had more retainer than project-based clients. 2 indicated that they had more project-based clients.

Figure 3.4: Type of clients

| Client Type | Count | Percent |
|--|-----------|--------------|
| More retainer than project-based clients | 8 | 38.1 |
| More project-based clients than retainer clients | 2 | 9.5 |
| A good balance of retainer and project-based clients | 10 | 47.6 |
| No response | 1 | 4.8 |
| TOTAL | 21 | 100.0 |

These 21 respondents were asked to indicate all the relevant ways in which they managed to secure their clients.

16 respondents (76.2%) indicated that their clients engaged their services as a result of referral.

Figure 3.5: Methods of securing clients

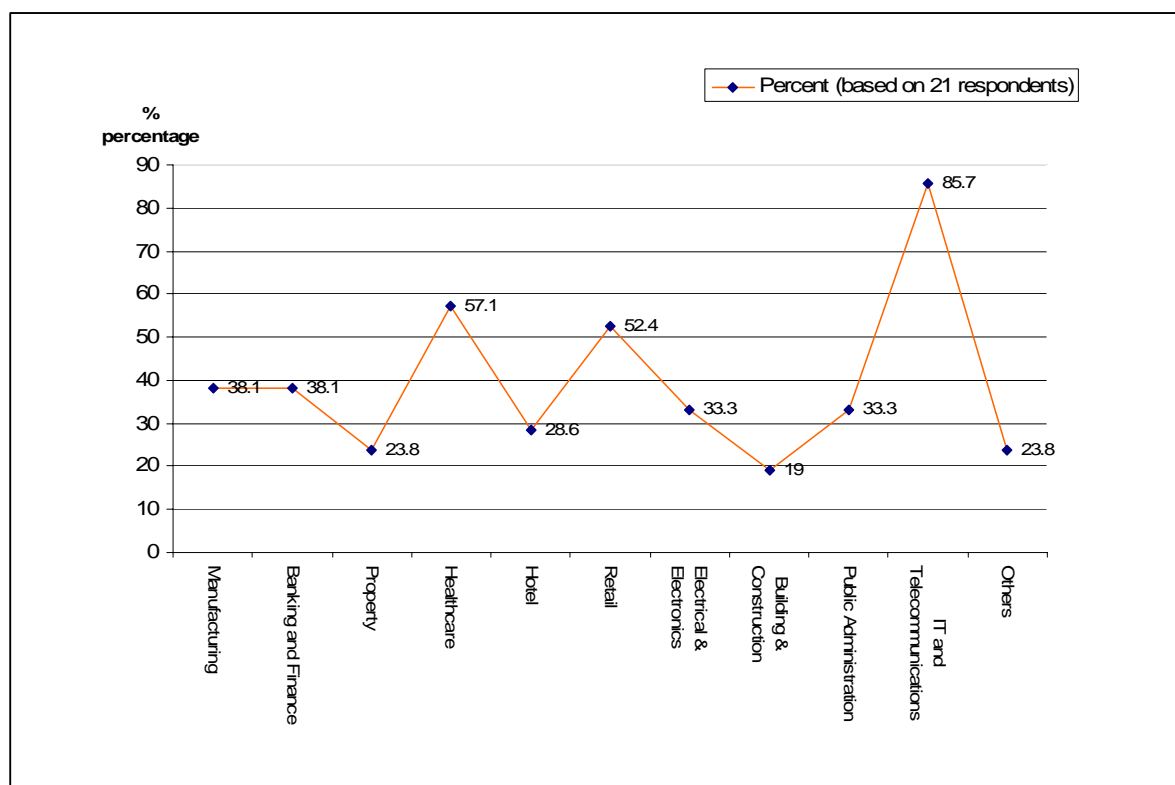
| Methods of securing clients | Count | Percent (based on 21 respondents) |
|-----------------------------|-------|-----------------------------------|
| Referral | 16 | 76.2 |
| Tender system | 3 | 14.3 |
| Global alignment | 5 | 23.8 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

A majority of the respondents (18) indicated that they had clients in the IT and Telecommunications sector. 12 had clients in the Healthcare sector while the clients of 11 other respondents were in the retail sector.

Figure 3.6: Client & Industry

| Industry | Count | Percent (based on 21 respondents) |
|---------------------------|-------|-----------------------------------|
| Manufacturing | 8 | 38.1 |
| Banking and Finance | 8 | 38.1 |
| Property | 5 | 23.8 |
| Healthcare | 12 | 57.1 |
| Hotel | 6 | 28.6 |
| Retail | 11 | 52.4 |
| Electrical & Electronics | 7 | 33.3 |
| Building & Construction | 4 | 19.0 |
| Public Administration | 7 | 33.3 |
| IT and Telecommunications | 18 | 85.7 |
| Others | 5 | 23.8 |



13 respondents stated that the larger proportion of their consultancy income came from monthly retainer fees while 7 indicated project fees. The remaining 4 indicated a mix of retainer and project fees.

Figure 3.7: Source of income

| Income Source | Count | Percent |
|-----------------------|-----------|--------------|
| Monthly retainer fees | 13 | 61.9 |
| Project fees | 4 | 19.0 |
| Others | 4 | 19.0 |
| TOTAL | 21 | 100.0 |

4 Recruitment and remuneration policy

More than half (53.5%) of the respondents indicated that their organisations would not be hiring any PR person on a full-time basis in the next 6 to 12 months, while 36.4% said that they would be hiring on a full-time basis.

Figure 4.1: Recruitment on full-time basis

| Recruitment | Count | Percent |
|----------------|-------|---------|
| Yes | 36 | 36.4 |
| No | 53 | 53.5 |
| Not applicable | 7 | 7.1 |
| No response | 3 | 3.0 |
| TOTAL | 99 | 100.0 |

22 respondents indicated that they would be hiring between 1 to 2 persons on a full-time basis in the next 6 to 12 months, while 11 indicated that they would be hiring more than 2 full-time PR staff. These respondents were looking for staff ranging from entry level executives to senior consultants to managers.

The respondents were asked to choose all the relevant ways in which they recruited their PR staff.

A majority of the respondents (53.5%) recruited their staff through referrals. 41 respondents said that they advertised in The Straits Times while another 31 said that they advertised on the Internet.

Figure 4.2: Recruitment method

| Recruitment method | Count | Percent (based on 99 respondents) |
|-------------------------------------|-------|--------------------------------------|
| Advertise in The Straits Times | 41 | 41.4 |
| Advertise on the Internet | 31 | 31.3 |
| Based on referrals | 53 | 53.5 |
| Agency/Executive Search Co. | 10 | 10.1 |
| External email services (e.g. IPRS) | 5 | 5.1 |

The respondents were asked to rank the following three factors influencing recruitment and remuneration on a scale of 1 to 5, with 1 being the least important and 5 being the most important:

1. Qualifications
2. Training
3. Experience

“Experience” seemed to be the most important factor influencing recruitment with 74.8% of the respondents rating it as important or most important. “Qualifications” was second with 56.6%. 50.5% rated “Training” as important or most important.

When asked about the influence of the above-mentioned three factors on remuneration, the respondents also placed emphasis on “Experience” (80.8%), followed by “Qualifications” (53.5%) and “Training” (47.5%).

Figure 4.3: Factors influencing recruitment and remuneration

| Factors rated important or most important | Recruitment % | Remuneration % |
|--|----------------------|-----------------------|
| Experience | 74.8 | 80.8 |
| Qualifications | 56.6 | 53.5 |
| Training | 50.5 | 47.5 |

44 respondents (44.4%) said that they would hire an accredited PR professional over one who has not been accredited.

Figure 4.4: Hiring an accredited PR professional

| Hiring an accredited PR professional | Count | Percent |
|---|--------------|----------------|
| Yes | 44 | 44.4 |
| No | 37 | 37.4 |
| No response | 18 | 18.2 |
| TOTAL | 99 | 100.0 |

Of the 37 respondents (37.4%) who said that they would not hire an accredited PR professional over one who had not been accredited, 16 indicated that accreditation was not the most important criteria as compared to experience, for example. Another 11 felt that there was no difference or that a fair chance should be given to all. 3 respondents felt that it had not been proven that accredited practitioners were better and 2 said that there was a small pool of accredited professionals to select from.

Figure 4.5: Reasons for not hiring accredited PR professionals

| Reasons | Count | Percent |
|--|--------------|----------------|
| Accreditation not most important criteria | 16 | 43.2 |
| No difference/fair chance | 11 | 29.7 |
| Not proven accredited practitioners are better | 3 | 8.1 |
| Small pool to select from | 2 | 5.4 |
| No response | 5 | 13.5 |
| TOTAL | 37 | 100.0 |

5 Training

60.6% of the respondents provided in-house training for their staff. 81.8% of the respondents said that they would send their staff to training/workshops/courses organised by the IPRS.

Figure 5.1: In-house training

| In-house training | Count | Percent |
|-------------------|-----------|--------------|
| Yes | 60 | 60.6 |
| No | 25 | 25.3 |
| No response | 14 | 14.1 |
| TOTAL | 99 | 100.0 |

Figure 5.2: IPRS Training/Workshops/Courses

| IPRS Training | Count | Percent |
|---------------|-----------|--------------|
| Yes | 81 | 81.8 |
| No | 4 | 4.0 |
| No response | 14 | 14.1 |
| TOTAL | 99 | 100.0 |

One of the respondent explained that the decision to send staff to IPRS training/workshops/courses would depend on requirements. Another respondent commented that their training needs were met internally.

6 Profile of the PR Practitioner

The majority of the respondents were females (73.7%) and Singaporeans or Permanent Residents (91.9%). 72.7% of the respondents were more than 30 years old while the remaining were mostly between the ages of 25 and 30 (26.3%).

Figure 6.1: Gender of respondents

| Gender | Count | Percent |
|--------------|-----------|--------------|
| Female | 73 | 73.7 |
| Male | 25 | 25.3 |
| No response | 1 | 1.0 |
| TOTAL | 99 | 100.0 |

Figure 6.1: Gender of respondents

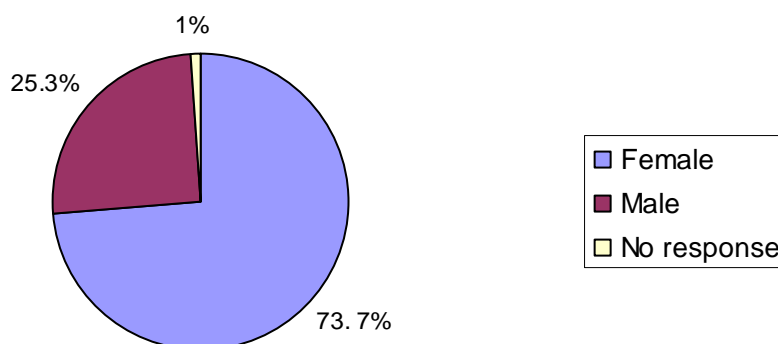


Figure 6.2: Age

| Age | Count | Percent |
|--------------|-----------|--------------|
| Less than 25 | 1 | 1.0 |
| 25-30 | 26 | 26.3 |
| 31-40 | 41 | 41.4 |
| 41-50 | 22 | 22.2 |
| More than 50 | 8 | 8.1 |
| No response | 1 | 1.0 |
| TOTAL | 99 | 100.0 |

Figure 6.2: Age (in percentage)

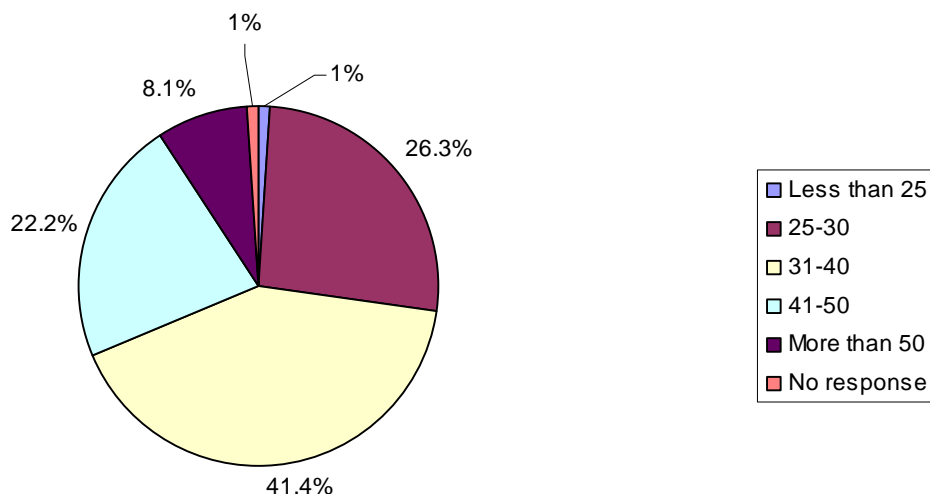


Figure 6.3: Nationality

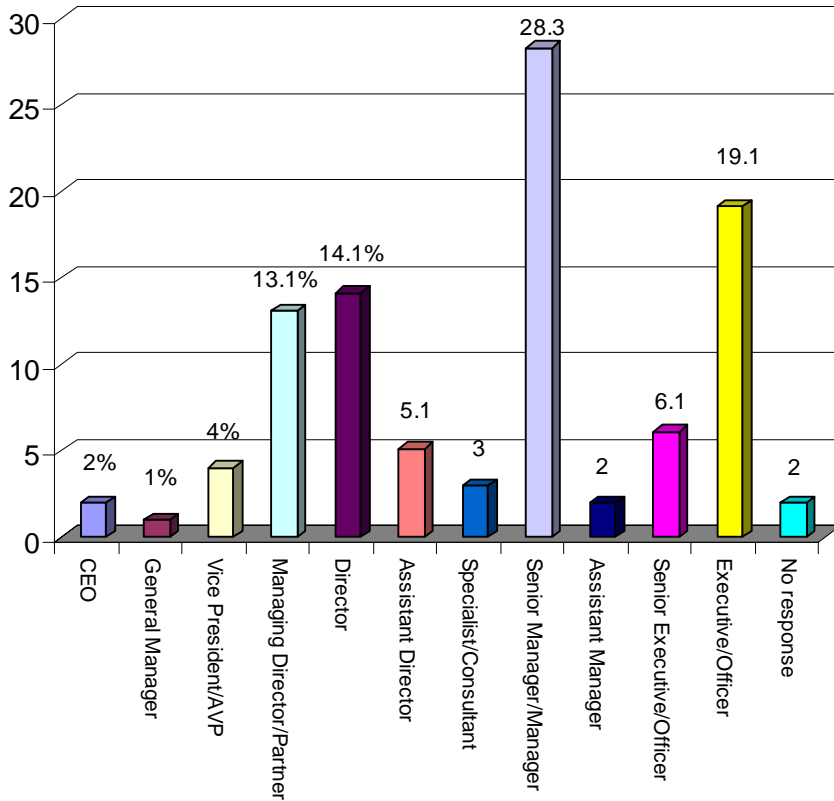
| Nationality | Count | Percent |
|-----------------|-----------|--------------|
| Singaporean/PR | 91 | 91.9 |
| Non-Singaporean | 5 | 5.1 |
| No response | 3 | 3.0 |
| TOTAL | 99 | 100.0 |

Figure 6.4 below is a list of job titles of the respondents:

Figure 6.4: Job titles

| Job titles | Count | Percent |
|---------------------------|-----------|--------------|
| CEO | 2 | 2.0 |
| General Manager | 1 | 1.0 |
| Vice President/AVP | 4 | 4.0 |
| Managing Director/Partner | 13 | 13.1 |
| Director | 14 | 14.1 |
| Assistant Director | 5 | 5.1 |
| Specialist/Consultant | 3 | 3.0 |
| Senior Manager/Manager | 28 | 28.3 |
| Assistant Manager | 2 | 2.0 |
| Senior Executive/Officer | 6 | 6.1 |
| Executive/Officer | 19 | 19.1 |
| No response | 2 | 2.0 |
| TOTAL | 99 | 100.0 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE



A third of the respondents (33.3%) had been in their respective positions for more than 2 to 5 years. Another one-third (33.3%) had been in their respective positions for one to two years.

Figure 6.5: Number of years in present position

| Years | Count | Percent |
|------------------|-----------|--------------|
| Less than 1 year | 8 | 8.1 |
| 1-2 years | 33 | 33.3 |
| >2 to 5 years | 33 | 33.3 |
| >5 to 8 years | 9 | 9.1 |
| >8 to 15 years | 9 | 9.1 |
| >15 years | 1 | 1.0 |
| Not applicable | 1 | 1.0 |
| No response | 5 | 5.1 |
| TOTAL | 99 | 100.0 |

Almost two-thirds of them (60.6%) had 6 or more years of experience in PR. Another 30 respondents indicated that they had 2 to 5 years of PR experience.

Figure 6.6: Number of years of experience in PR

| Years | Count | Percent |
|--------------------|-----------|--------------|
| Less than 2 years | 7 | 7.1 |
| 2 to 5 years | 30 | 30.3 |
| 6 to 10 years | 23 | 23.2 |
| More than 10 years | 37 | 37.4 |
| No response | 2 | 2.0 |
| TOTAL | 99 | 100.0 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

Fifty-seven respondents (57.6%) had university qualifications while another 27 had post-graduate or higher qualifications. Nine respondents had a diploma.

Figure 6.7: Educational qualifications

| Educational Qualifications | Count | Percent |
|-----------------------------------|--------------|----------------|
| GCE 'A' level or lower | 2 | 2.0 |
| Diploma | 9 | 9.1 |
| University | 57 | 57.6 |
| Post-graduate or higher | 27 | 27.3 |
| No response | 4 | 4.0 |
| TOTAL | 99 | 100.0 |

More than half of the respondents (52.5%) had PR or mass communication-related qualifications.

Figure 6.8: PR/Mass Comm-related qualifications

| PR/Mass Comm-related qualifications | Count | Percent |
|--|--------------|----------------|
| Yes | 52 | 52.5 |
| No | 45 | 45.5 |
| No response | 2 | 2.0 |
| TOTAL | 99 | 100.0 |

Slightly more than one-third of the respondents (36.4%) had a monthly income of \$2,501 to \$5,000 while another 22.2% earned more than \$10,000 a month.

Figure 6.9: Monthly income

| Monthly income | Count | Percent |
|-----------------------|--------------|----------------|
| S\$2,500 and below | 8 | 8.1 |
| S\$2,501 to \$5,000 | 36 | 36.4 |
| S\$5,001 to \$7,500 | 15 | 15.2 |
| S\$7,501 to \$10,000 | 7 | 7.1 |
| Above \$10,000 | 22 | 22.2 |
| No response | 11 | 11.1 |
| TOTAL | 99 | 100.0 |

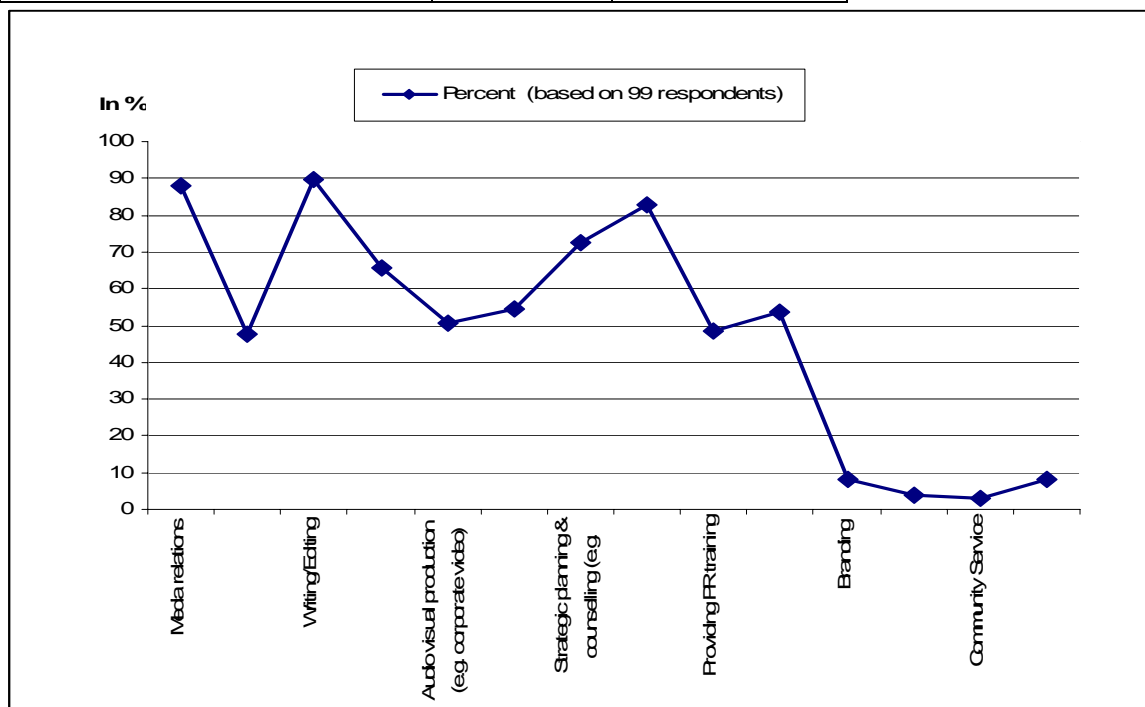
The most common PR work assignments handled by the respondents included writing/editing, media relations, and event organisation and management/promotions. Work assignments in the "Others" category included quality service management, sponsorship and employee relations.

Figure 6.10: Common Public Relations work assignments

| PR work assignments | Count | Percent (based on 99 respondents) |
|---|--------------|--|
| Media relations | 87 | 87.9 |
| Communication research | 47 | 47.5 |
| Writing/Editing | 89 | 89.9 |
| Print production | 65 | 65.7 |
| Audio visual production (e.g. corporate video) | 50 | 50.5 |
| Multimedia production (e.g. company website) | 54 | 54.5 |
| Strategic planning & counselling (e.g. crisis/issue management) | 72 | 72.7 |
| Event organisation and management/promotions | 82 | 82.8 |
| Providing PR training | 48 | 48.5 |

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

| | | |
|-------------------|----|------|
| Advertising | 53 | 53.5 |
| Branding | 8 | 8.1 |
| Marketing | 4 | 4.0 |
| Community Service | 3 | 3.0 |
| Others | 8 | 8.1 |



Respondents were asked to identify from the list of work assignments the three that they spent the most time on.

33 respondents (33.3%) listed media relations as the work assignment area that they spent the most time on. This was followed by Strategic planning and counselling with 22 respondents (22.2%).

Figure 6.11: Most involved work assignment area

| Work assignment area | Count | Percent |
|---|-----------|--------------|
| Media relations | 33 | 33.3 |
| Communication research | 1 | 1.0 |
| Writing/Editing | 12 | 12.1 |
| Print production | 0 | 0 |
| Audio visual production (e.g. corporate video) | 0 | 0 |
| Multimedia production (e.g. company website) | 1 | 1.0 |
| Strategic planning & counselling (e.g. crisis/issue management) | 22 | 22.2 |
| Event organisation and management/promotions | 11 | 11.1 |
| Providing PR training | 3 | 3.0 |
| Advertising | 6 | 6.1 |
| Others | 3 | 3.0 |
| No responses | 7 | 7.1 |
| TOTAL | 99 | 100.0 |

23 respondents (23.2%) listed Writing/Editing as the second most involved work assignment area. This was followed by media relations with 16 respondents (16.2%).

THE STATE OF PUBLIC RELATIONS IN SINGAPORE

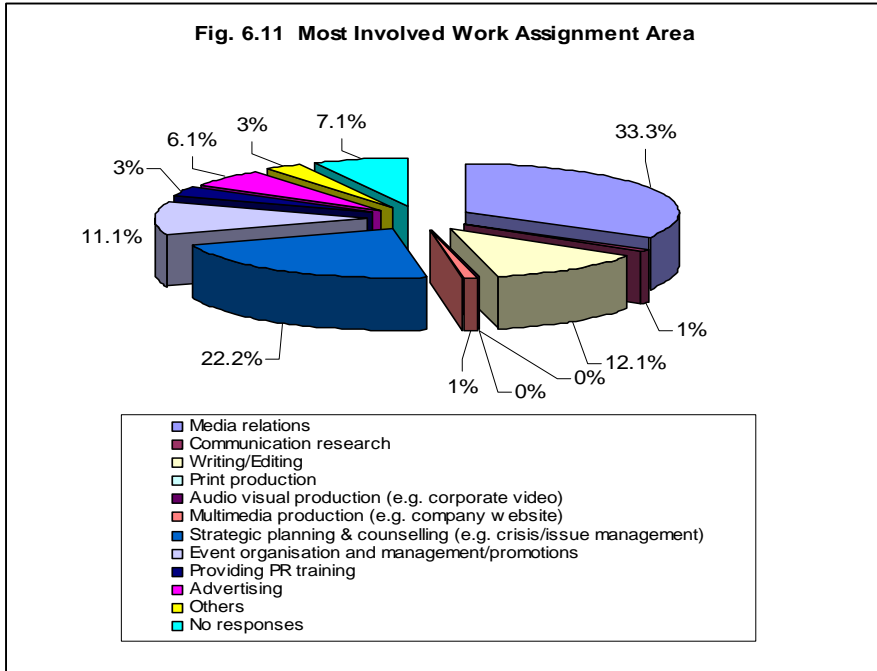
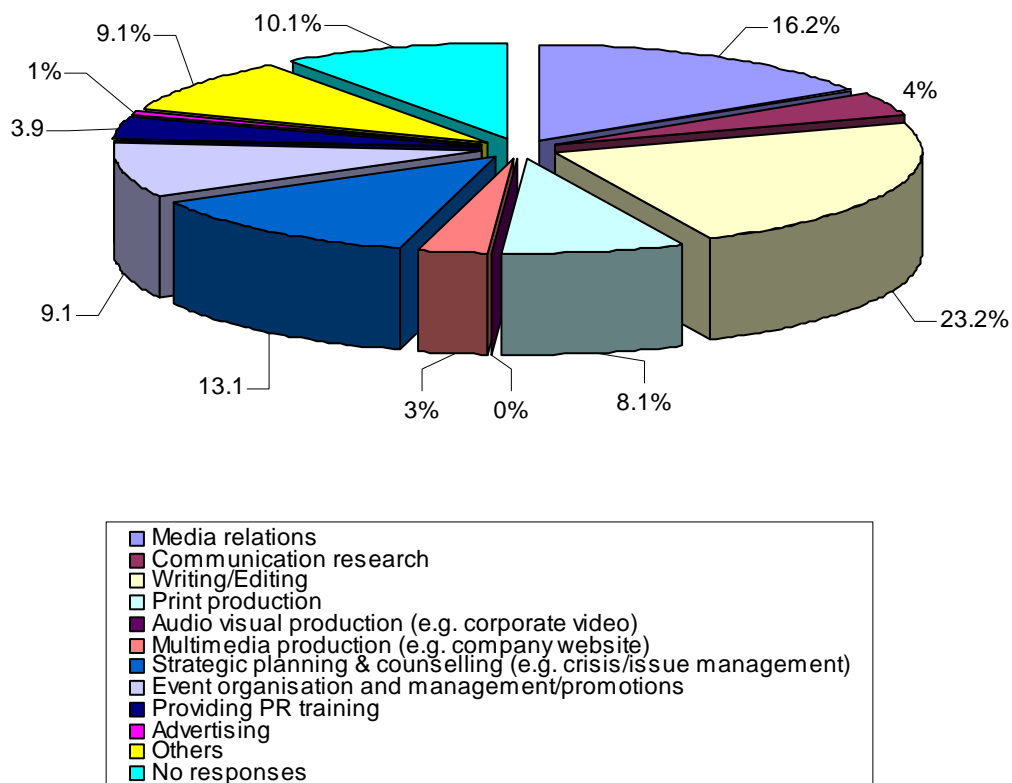


Figure 6.12: Second most involved work assignment area

| Work assignment area | Count | Percent |
|---|-----------|--------------|
| Media relations | 16 | 16.2 |
| Communication research | 4 | 4.0 |
| Writing/Editing | 23 | 23.2 |
| Print production | 8 | 8.1 |
| Audio visual production (e.g. corporate video) | 0 | 0 |
| Multimedia production (e.g. company website) | 3 | 3.0 |
| Strategic planning & counselling (e.g. crisis/issue management) | 13 | 13.1 |
| Event organisation and management/promotions | 9 | 9.1 |
| Providing PR training | 3 | 3.9 |
| Advertising | 1 | 1.0 |
| Others | 9 | 9.1 |
| No responses | 10 | 10.1 |
| TOTAL | 99 | 100.0 |

Figure 6.12: Second most involved work assignment area



18 respondents (18.2%) listed media relations as the third most involved work assignment area. This was followed by writing/editing with 15 respondents (15.2%).

Figure 6.13: Third most involved work assignment area

| Work assignment area | Count | Percent |
|---|-----------|--------------|
| Media relations | 18 | 18.2 |
| Communication research | 1 | 1.0 |
| Writing/Editing | 15 | 15.2 |
| Print production | 5 | 5.1 |
| Audio visual production (e.g. corporate video) | 2 | 2.0 |
| Multimedia production (e.g. company website) | 3 | 3.0 |
| Strategic planning & counselling (e.g. crisis/issue management) | 13 | 13.1 |
| Event organisation and management/promotions | 14 | 14.1 |
| Providing PR training | 3 | 3.0 |
| Advertising | 5 | 5.1 |
| Others | 4 | 4.0 |
| No responses | 16 | 16.2 |
| TOTAL | 99 | 100.0 |

37 respondents were IPRS members, of which 10 had accredited membership. There were however, 37 respondents who did indicate an interest in becoming an accredited member.

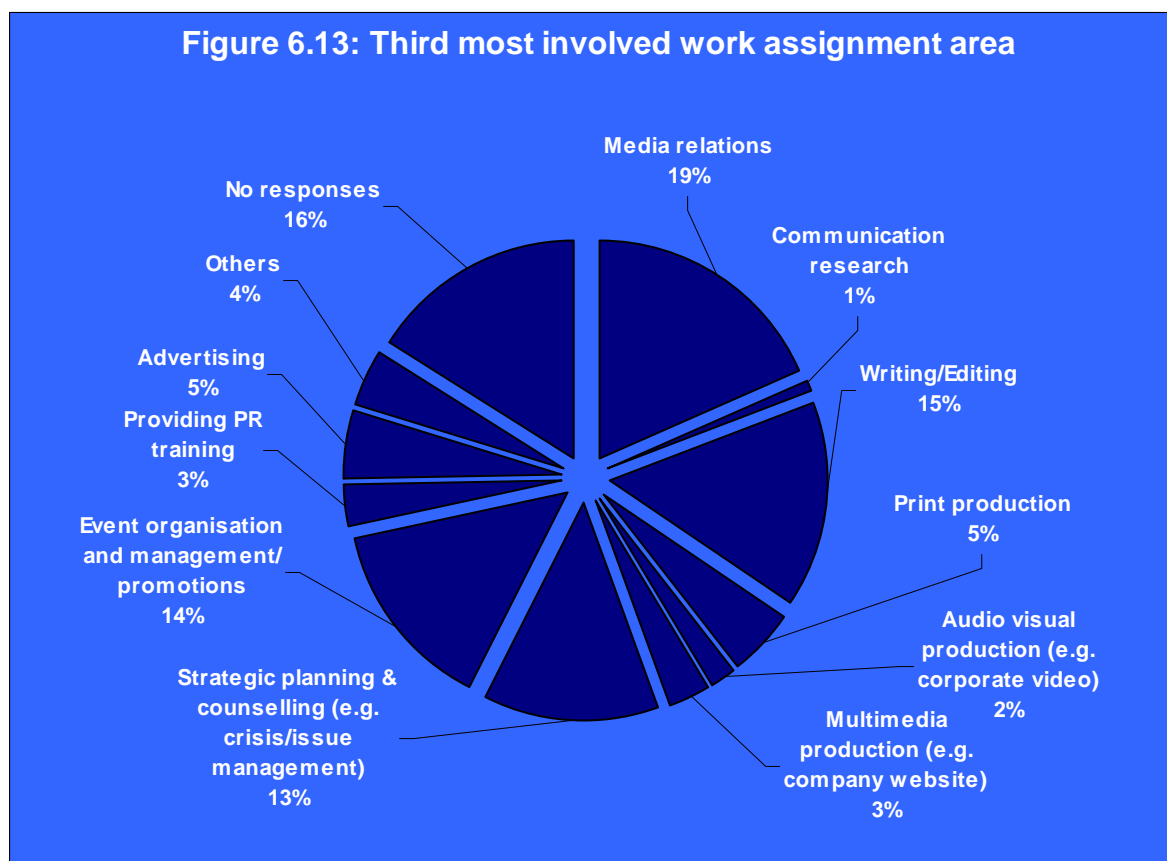


Figure 6.14: IPRS membership

| IPRS membership | Count | Percent |
|-----------------|-----------|--------------|
| Yes | 37 | 37.4 |
| No | 58 | 58.6 |
| No response | 4 | 4.0 |
| TOTAL | 99 | 100.0 |

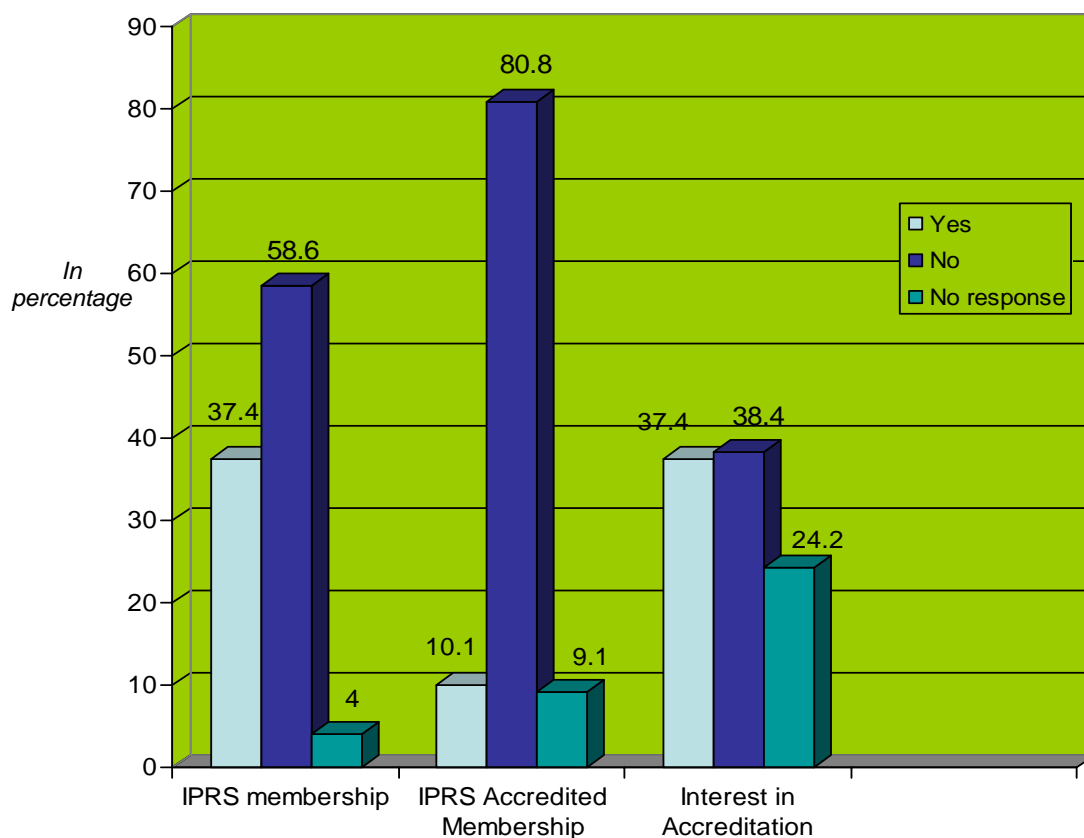
Figure 6.15: IPRS accredited membership

| Accreditation | Count | Percent |
|---------------|-----------|--------------|
| Yes | 10 | 10.1 |
| No | 80 | 80.8 |
| No response | 9 | 9.1 |
| TOTAL | 99 | 100.0 |

Figure 6.16: Interest in accreditation

| Interest | Count | Percent |
|--------------|-----------|--------------|
| Yes | 37 | 37.4 |
| No | 38 | 38.4 |
| No response | 24 | 24.2 |
| TOTAL | 99 | 100.0 |

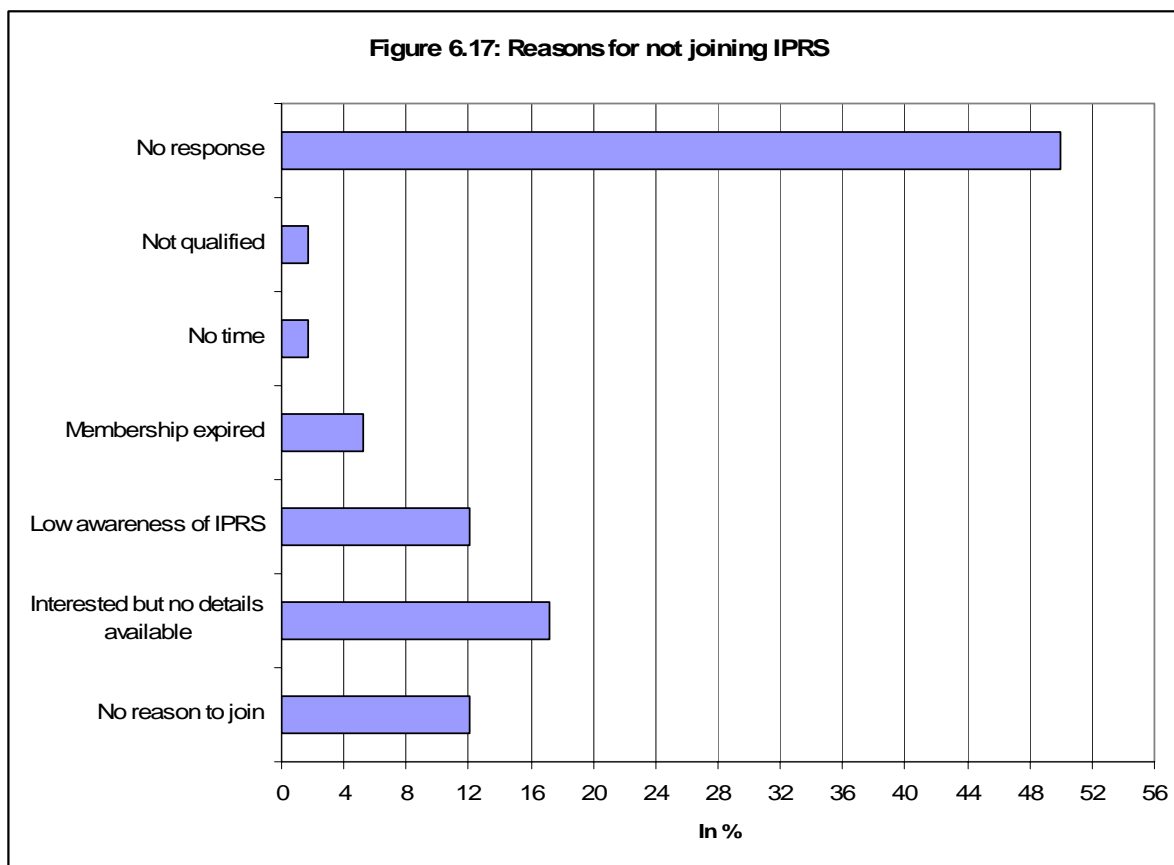
THE STATE OF PUBLIC RELATIONS IN SINGAPORE



For the 58 respondents who indicated that they were not IPRS members, the reasons given by them for not joining IPRS were as follows:

Figure 6.17: Reasons for not joining IPRS

| Reasons | Count | Percent |
|-------------------------------------|-----------|--------------|
| No reason to join | 7 | 12.1 |
| Interested but no details available | 10 | 17.2 |
| Low awareness of IPRS | 7 | 12.1 |
| Membership expired | 3 | 5.2 |
| No time | 1 | 1.7 |
| Not qualified | 1 | 1.7 |
| No response | 29 | 50.0 |
| Total | 58 | 100.0 |



Reasons given by respondents for becoming an IPRS accredited member and not becoming an accredited member are given in the two tables below.

The 10 respondents who were IPRS accredited members cited recognition and support for the accreditation scheme as reasons why they became an accredited member.

Figure 6.18: Reasons for becoming an IPRS accredited member

| Reasons | Count | Percent (based on 10 respondents) |
|-----------------------|-------|-----------------------------------|
| Recognition | 2 | 20.0 |
| To support the scheme | 3 | 30.0 |
| No response | 5 | 50.0 |
| TOTAL | 10 | 100.0 |

Out of the 80 respondents who are not IPRS accredited members, 17 of them (21.3%) did not see the need to become accredited members.

Figure 6.19: Reasons for not becoming an IPRS accredited member

| Reasons | Count | Percent |
|-----------------------------------|-------|---------|
| Do not see need to | 17 | 21.3 |
| Have not occurred to them to join | 3 | 3.8 |
| Not aware of the membership | 5 | 6.3 |
| New to the PR industry | 3 | 3.8 |
| No time | 6 | 7.5 |
| Costly | 1 | 1.3 |
| No response | 45 | 56.3 |
| TOTAL | 80 | 100.0 |

Reasons cited by the 37 respondents who would be interested in Accreditation in the near future were as follows:

Figure 6.20: Reasons for interest in Accreditation in the near future

| Reasons | Count | Percent |
|-----------------------|--------------|----------------|
| Recognition | 12 | 32.4 |
| To support the scheme | 4 | 10.8 |
| No response | 21 | 56.8 |
| TOTAL | 37 | 100.0 |

Reasons cited by the 38 respondents who would not be interested in Accreditation in the near future included:

Figure 6.21: Reasons for non-interest in Accreditation in the near future

| Reasons | Count | Percent (based on 38 respondents) |
|----------------|--------------|--|
| Not interested | 15 | 39.5 |
| Low awareness | 2 | 5.3 |
| No time | 5 | 13.2 |
| No response | 16 | 42.1 |
| TOTAL | 38 | 100.0 |

All respondents were asked to identify a critical skill that is essential for a PR practitioner to possess to help him/her master the dynamics of the Internet. The top two critical skills identified were the ability to understand and use internet applications as well as content management skills.

Figure 6.22: Critical skills for PR practitioners to possess

| Skills | Count | Percent |
|---|--------------|----------------|
| Ability to understand and use internet applications | 29 | 29.3 |
| Content management | 16 | 16.2 |
| Analytical skills | 5 | 5.1 |
| Positive attitude and mindset | 7 | 7.1 |
| Creativity | 8 | 8.1 |
| Internet Marketing | 3 | 3.0 |
| Media Relations | 2 | 2.0 |
| Not applicable | 1 | 1.0 |
| No responses | 28 | 28.3 |
| TOTAL | 99 | 100.0 |

The respondents were also asked to what extent they were equipped with the skill that they had identified, with 1 being not equipped at all and 5 being extremely well-equipped. 39 respondents (52%) gave themselves ratings of 4 and above while only 8 respondents (11%) rated themselves below 2. The mean rating for this question was 3.61, suggesting that the respondents saw themselves as being fairly equipped.

Respondents were asked to identify the greatest challenge for the local PR industry. 31 respondents cited the lack of acceptance of PR as a vital role while 25 respondents cited the lack of professionalism as the greatest challenge.

Figure 6.23: Greatest challenge for the local PR industry.

| Challenges | Count | Percent |
|--|--------------|----------------|
| Lack of acceptance of PR as a vital role | 31 | 31.3 |
| Lack of professionalism | 25 | 25.3 |
| Adaptability to changes | 9 | 9.1 |
| Strategic thinking skills | 9 | 9.1 |
| Cost cutting | 5 | 5.1 |
| Not applicable | 1 | 1.0 |
| No responses | 19 | 19.2 |
| TOTAL | 99 | 100.0 |

- End of Report -

IPRS-Singapore Poly Survey on The State of PR in Singapore

QUESTIONNAIRE

Instruction: Please circle the most appropriate answer unless otherwise indicated.

ABOUT YOUR ORGANISATION

Profile of organisation

Q1a) Your organisation is a:

- | | | | |
|----|------------------------------|----|-------------------------------|
| a. | Government Ministry | f. | Private Company |
| b. | Statutory Board | g. | Multinational Corporation |
| c. | Government-Linked Company | h. | Others, please specify: _____ |
| d. | Public Relations Consultancy | | |
| e. | Public Listed Company | | |

Q1b) The type of industry your organisation is in:

- | | | | |
|----|-----------------|----|-------------------------------|
| a. | Manufacturing | g. | Electrical & Electronics |
| b. | Banking/Finance | h. | Building & Construction |
| c. | Property | i. | Public Administration |
| d. | Healthcare | j. | IT and Telecommunications |
| e. | Hotel | k. | Others, please specify: _____ |
| f. | Retail | | |

Q2) Size of your organisation:

- | | | | |
|----|------------------------|----|--------------------------|
| a. | Less than 20 employees | d. | 101 – 500 employees |
| b. | 20 – 50 employees | e. | 501 – 1000 employees |
| c. | 51 – 100 employees | f. | More than 1000 employees |

Q3) Total number of PR or corporate communications staff:

- | | |
|----|--|
| a. | None (PR function is performed within another division e.g. Marketing) |
| b. | 1-3 |
| c. | 4-6 |
| d. | 7-10 |
| e. | More than 10 |

Q4) Organisation's annual turnover:

- | | | | |
|----|-----------------------------|----|------------------------------|
| a. | Less than S\$5 million | d. | Between S\$50-S\$100 million |
| b. | Between S\$5-S\$10 million | e. | Between S\$100-\$500 million |
| c. | Between S\$10-S\$50 million | f. | More than S\$500 million |

PR Role in the Organisation

Q5) The PR functions of your organisation are: **(You may circle more than one.)**

- | | | | |
|----|------------------------------|----|-----------------------------------|
| a. | Investor/financial relations | f. | Corporate communications/branding |
| b. | Media relations | g. | Customer/consumer relations |
| c. | Government relations | h. | All of the above |
| d. | Community relations | i. | Others, please specify: _____ |
| e. | Employee relations | | |

Q6) PR practitioners need to constantly ensure that their knowledge and skills are relevant to the specific needs of the organisation.

From the work areas listed in the box, please state the two most crucial training areas that will further help fulfill your company's current business needs.

- a) Most crucial area : _____
- b) Second most crucial area : _____

- | | |
|----|--|
| a. | Media relations |
| b. | Communication research |
| c. | Writing/Editing |
| d. | Print production |
| e. | Audio visual production (e.g. corporate video) |
| f. | Multimedia production (e.g. company website) |
| g. | Strategic planning & counseling (e.g. crisis / issue management) |
| h. | Event organisation and management/ Promotions |
| i. | Providing PR training |
| j. | Advertising |
| k. | Others, please specify : _____ |

IPRS-Singapore Poly Survey on The State of PR in Singapore

Questions 7 to 9: Please answer if you are **NOT** from a PR consultancy

Q7) Does your organisation engage the services of an external public relations consultancy?

- a. Yes
- b. No (Skip the next question, go to Question Q9)

Q8) For which of the areas(s) of work listed in Q5 does your organisation engage the consultancy's services?

Q9) Your organisation's annual public relations budget: S\$ _____(Approx) (Kindly proceed to Q14)

Questions 10 to 13: Please answer if you are from a PR consultancy

Q10) Does your organisation currently have

- a. More retainer than project-based clients
- b. More project-based clients than retainer clients
- c. A good balance of retainer and project-based clients
- d. Others, please specify: _____

Q11) Do your clients come to your organisation as a result of

- a. Referral
- b. Tender system
- c. Global alignment
- d. Others, please specify: _____

Q12) Your clients are mostly from the following industry:

- | | |
|--------------------|----------------------------------|
| a. Manufacturing | g. Electrical & Electronics |
| b. Banking/Finance | h. Building & Construction |
| c. Property | i. Public Administration |
| d. Healthcare | j. IT and Telecommunications |
| e. Hotel | k. Others, please specify: _____ |
| f. Retail | |

Q13) Does your organisation charge consultancy fees based on

- a. Monthly retainer
- b. Project fees
- c. Performance/results
- d. Others, please specify: _____

Recruitment and remuneration policy

Q14a) Is your organisation hiring any PR person in the next 6 to 12 months on a full-time basis?

- a. Yes
- b. No (Go to Question Q15)
- c. Not applicable (Go to Section P1)

Q14b) If the answer is "Yes", how many person(s) are you hiring, and for what type of jobs?

IPRS-Singapore Poly Survey on The State of PR in Singapore

Q15) How do you usually recruit PR people for your organisation?

- a. Advertise in The Straits Times
- b. Advertise on the Internet
- c. Based on referrals
- d. Others, please specify: _____

Q16) Do qualifications, training and experience influence the choice of recruit?

- a. Yes
- b. No

Q17) On a scale of 1 to 5, please rate the following factors influencing recruitment, with 1 being the least important and 5 being the most important.

| | least important | | | | most important |
|--------------------|-----------------|---|---|---|----------------|
| a. Qualifications: | 1 | 2 | 3 | 4 | 5 |
| b. Training: | 1 | 2 | 3 | 4 | 5 |
| c. Experience: | 1 | 2 | 3 | 4 | 5 |

Q18) Do qualifications, training and experience influence the amount of remuneration awarded?

- c. Yes
- d. No

Q19) On a scale of 1 to 5, please rate the following factors influencing remuneration, with 1 being the least important and 5 being the most important.

| | least important | | | | most important |
|--------------------|-----------------|---|---|---|----------------|
| a. Qualifications: | 1 | 2 | 3 | 4 | 5 |
| b. Training: | 1 | 2 | 3 | 4 | 5 |
| c. Experience: | 1 | 2 | 3 | 4 | 5 |

Q20) Are there any other factors affecting your organisation's

- a. Recruitment policy? _____
- b. Remuneration policy? _____

PERSONAL PARTICULARS OF RESPONDENT

P1) Sex

- a. Female
- b. Male

P2) Age

- a. Less than 25 years old
- b. 25-30 years old
- c. 31 – 40 years old
- d. 41 – 50 years old
- e. More than 50 years old

P3) Nationality

- a. Singaporean / Permanent Resident (please delete accordingly)
- b. Non-Singaporean, please specify: _____

P4) Your job title in the organisation : _____

P5) Number of years in present position: Approximately _____years(s).

IPRS-Singapore Poly Survey on The State of PR in Singapore

P6) Your public relations work assignments include: **(You may circle more than one.)**

- a. Media relations
- b. Communications research (pre/post program/campaign research)
- c. Writing/Editing (speeches, corporate literature)
- d. Print production
- e. Audio visual production (e.g. corporate video)
- f. Multimedia production (e.g. company website)
- g. Strategic planning & counseling (e.g. crisis/issue management)
- h. Event organisation and management/Promotions
- i. Providing PR training
- j. Advertising
- k. Others. please specify: _____

P7) From the work assignments listed in P6, list three that you spend the most time on.

- a) Most involved area : _____
- b) Second most involved area : _____
- c) Third most involved area : _____

P8) Total number of years of public relations experience:

- a. Less than 2 years
- b. 2 –5 years
- c. 6 – 10 years
- d. More than 10 years

P9) Your highest education qualification attained:

- a. GCE 'A' level or lower
- b. Diploma
- c. University
- d. Post graduate or higher

P10) Are any of your qualifications in PR or mass communication related areas?

- a. Yes
- b. No

P11) Monthly Income:

- a. S\$2,500 and below
- b. S\$2,501 to S\$5,000
- c. S\$5,001 to S\$7,500
- d. S\$7,501 to S\$10,000
- e. Above S\$10,000

P12) Are you a member of the IPRS?

- a. Yes

Reason(s): _____

- b. No

Reason(s): _____

P13) Are you an Accredited Member of IPRS?

- a. Yes

Reason(s): _____

- b. No

Reason(s): _____

