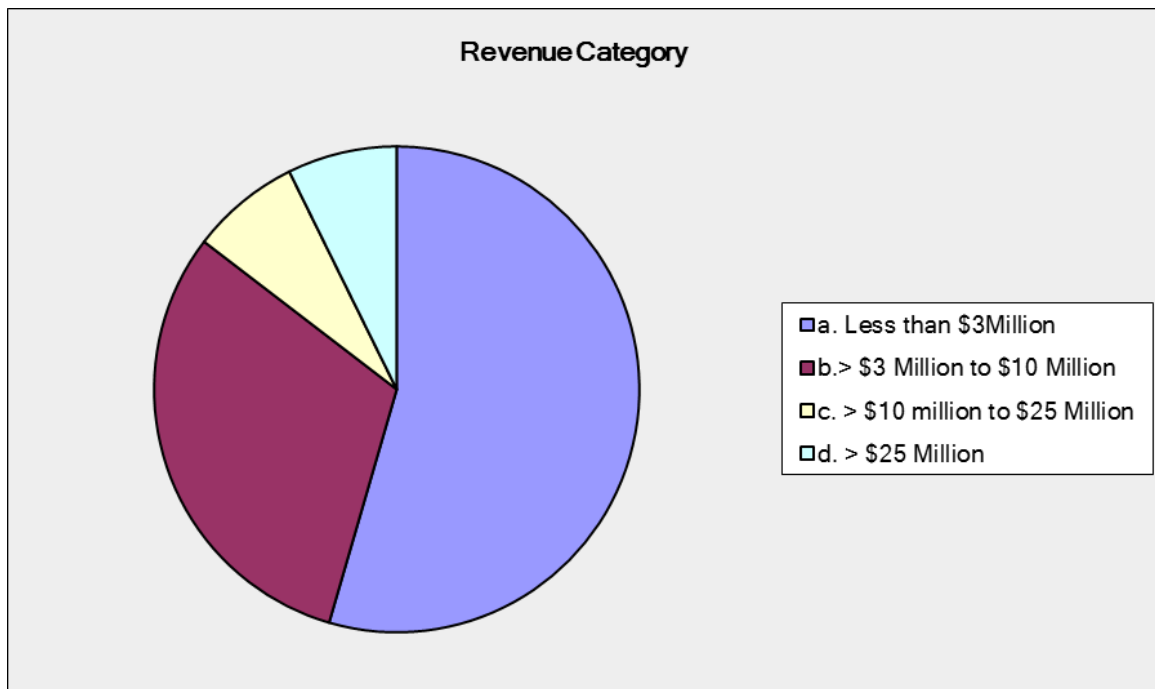


What PR Agencies Require of New-Hire Junior AEs

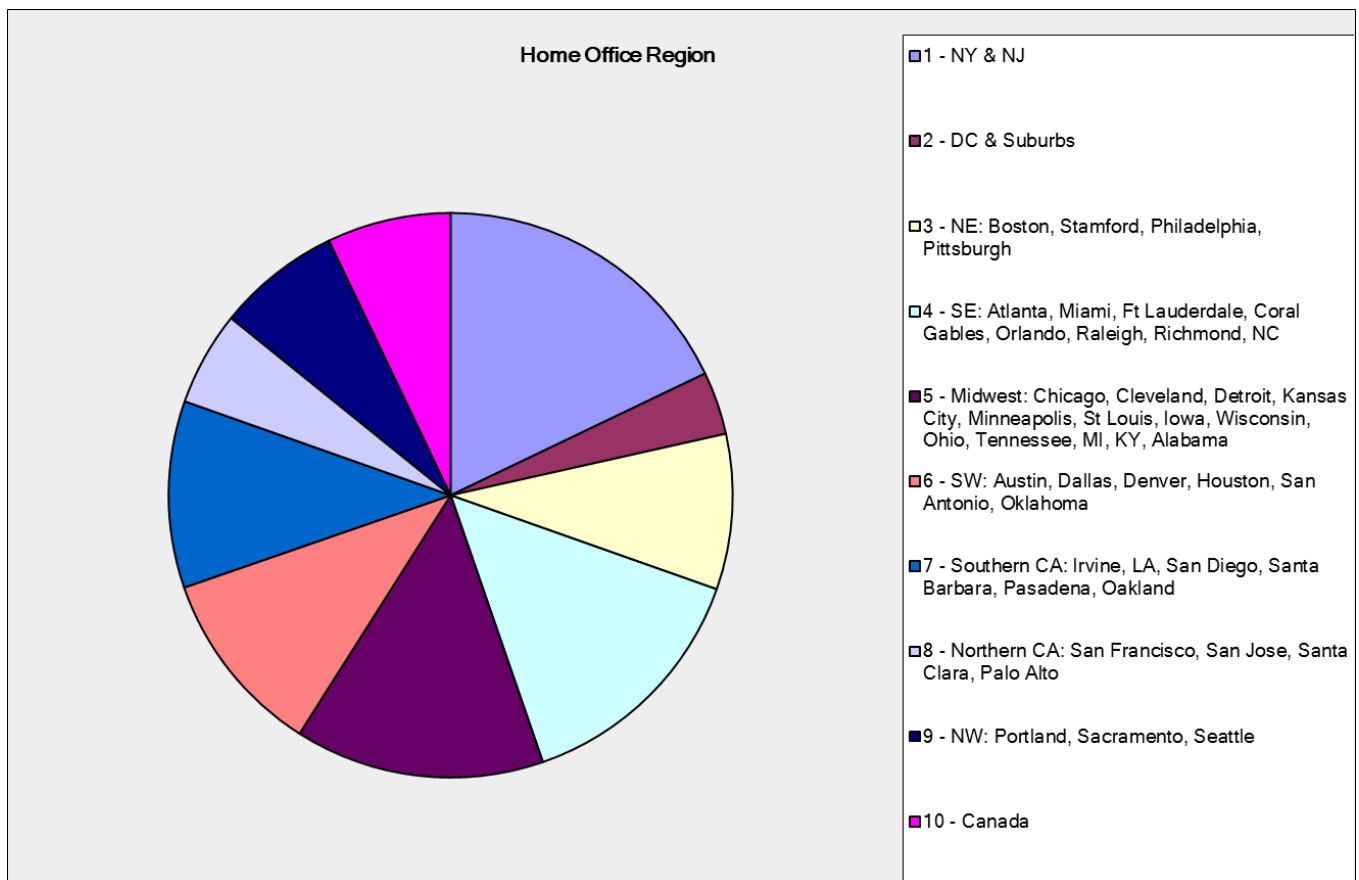
Revenue Category

Answer Options	Response Percent	Response Count
a. Less than \$3Million	54.5%	30
b. > \$3 Million to \$10 Million	30.9%	17
c. > \$10 million to \$25 Million	7.3%	4
d. > \$25 Million	7.3%	4
<i>answered question</i>		55



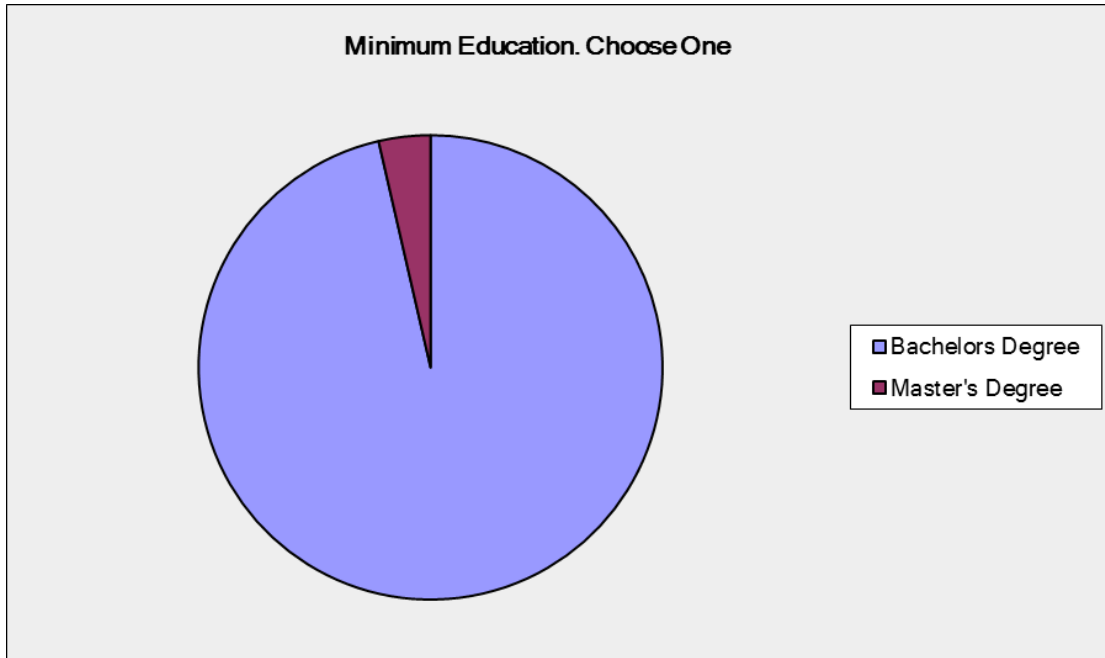
Home Office by Region

Answer Options	Response Percent	Response Count
1 - NY & NJ	17.9%	10
2 - DC & Suburbs	3.6%	2
3 - NE: Boston, Stamford, Philadelphia, Pittsburgh	8.9%	5
4 - SE: Atlanta, Miami, Ft Lauderdale, Coral Gables,	14.3%	8
5 - Midwest: Chicago, Cleveland, Detroit, Kansas City,	14.3%	8
6 - SW: Austin, Dallas, Denver, Houston, San Antonio,	10.7%	6
7 - Southern CA: Irvine, LA, San Diego, Santa Barbara,	10.7%	6
8 - Northern CA: San Francisco, San Jose, Santa	5.4%	3
9 - NW: Portland, Sacramento, Seattle	7.1%	4
10 - Canada	7.1%	4
<i>answered question</i>		56



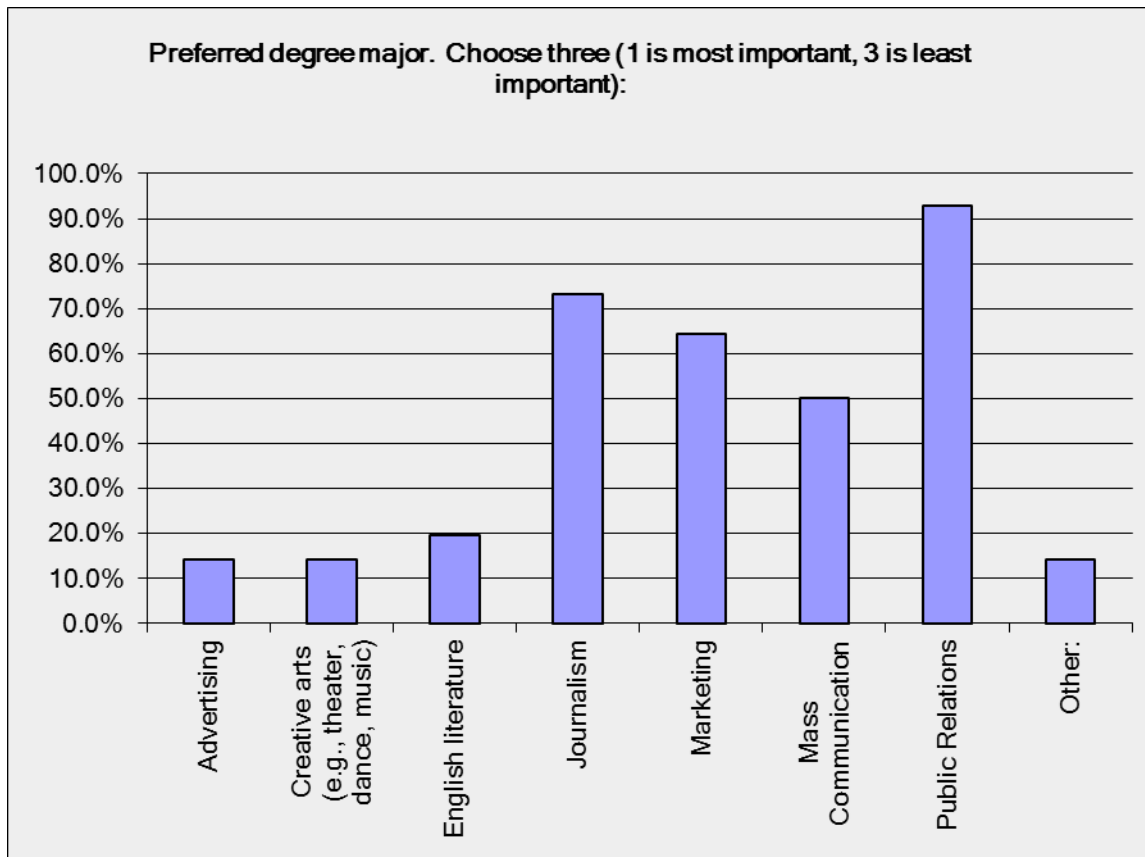
Q1: Minimum education:

Minimum Education. Choose One		
Answer Options	Response Percent	Response Count
Bachelors Degree	96.4%	53
Master's Degree	3.6%	2
<i>answered question</i>		55



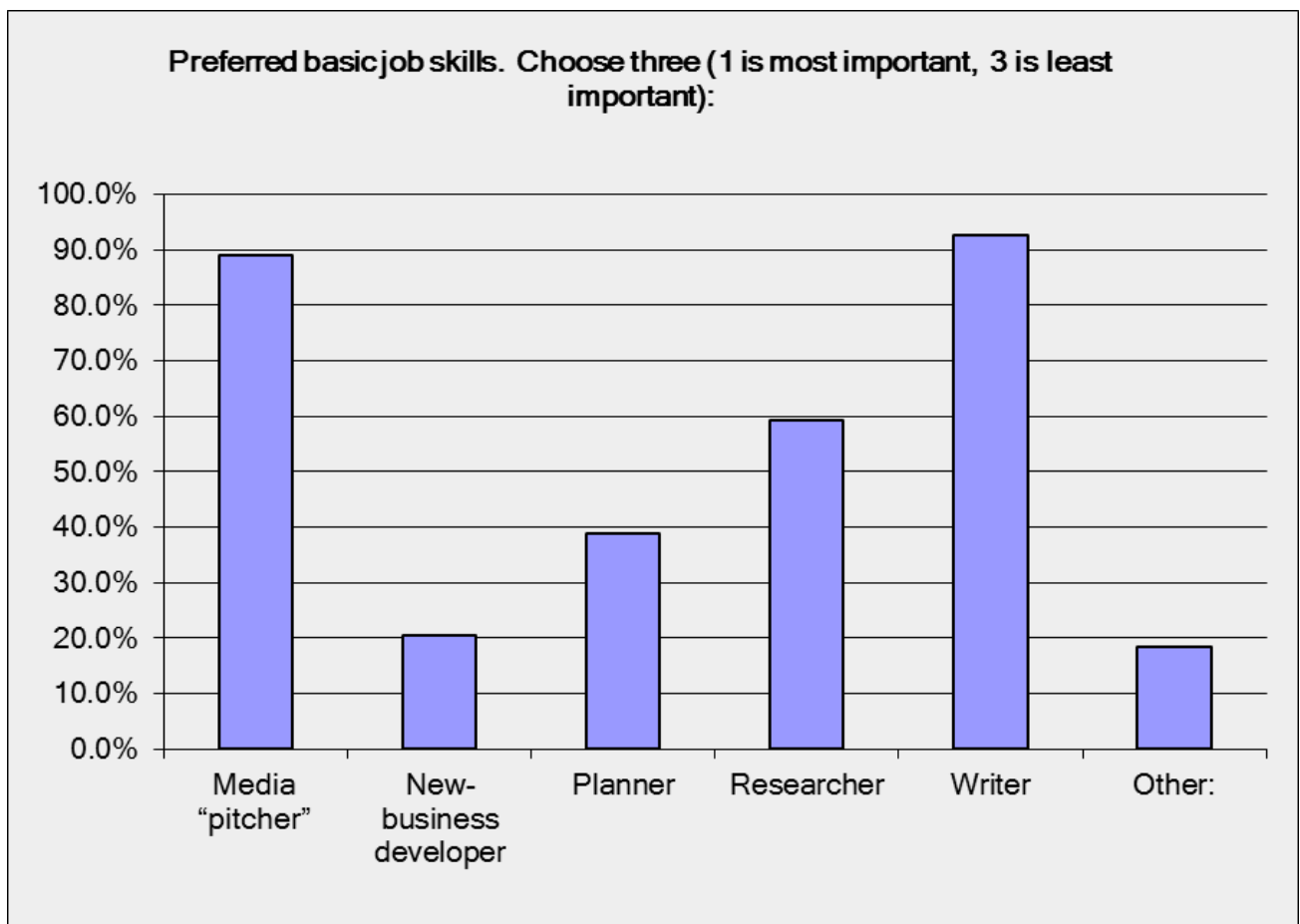
Q2: Preferred degree major

Answer Options	Response Percent	Response Count
Advertising	14.3%	8
Creative arts (e.g., theater, dance, music)	14.3%	8
English literature	19.6%	11
Journalism	73.2%	41
Marketing	64.3%	36
Mass Communication	50.0%	28
Public Relations	92.9%	52
Other:	14.3%	8
<i>answered question</i>		56



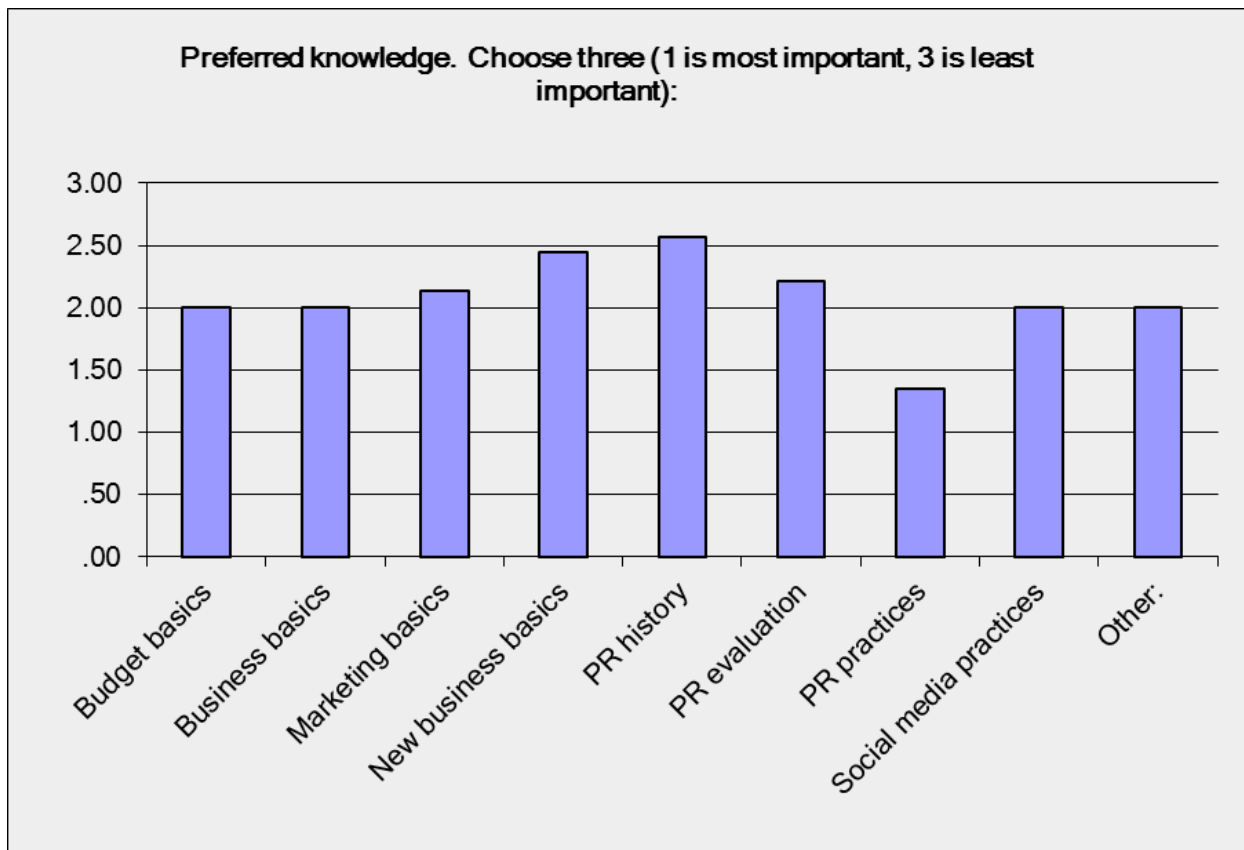
Q3: Preferred basic job skills

Answer Options	Response Percent	Response Count
Media "pitcher"	88.9%	48
New-business developer	20.4%	11
Planner	38.9%	21
Researcher	59.3%	32
Writer	92.6%	50
Other:	18.5%	10
<i>answered question</i>		54



Q4: Preferred knowledge.

Answer Options	Response Average	Response Total	Response Count
Budget basics	2.00	20	10
Business basics	2.00	58	29
Marketing basics	2.14	60	28
New business basics	2.45	27	11
PR history	2.57	18	7
PR evaluation	2.21	42	19
PR practices	1.35	69	51
Social media practices	2.00	88	44
Other:	2.00	8	4
<i>answered question</i>			56



Q5: Preferred personal attributes

Answer Options	Response Percent	Response Count
Articulate	83.9%	47
Assertive	42.9%	24
Budget conscious	23.2%	13
Client centric	51.8%	29
Cooperative	55.4%	31
Focused	48.2%	27
Motivated	82.1%	46
Strategic Thinking	69.6%	39
Other:	14.3%	8
<i>answered question</i>		56

