
Trends over 10 years:
Comparing what religion communicators do—2016, 2011 & 2006

<u>Primary role</u>	<u>2016</u>	<u>2011</u>	<u>2006</u>
Technician	57%	65%	60%
Manager*	43%	35%	40%
<u>Top 10 (12) tasks</u>			
Produce content for websites, email newsletters	73%	72%	59%
Edit writing for grammar, spelling	71%	62%	64%
*Involve management in communication decision-making	69%	59%	54%
Writing materials on important organizational issues	66%	58%	69%
Working with social media	63%	53%	NA
*Take responsibility for communication success, failure	62%	56%	57%
*Others hold me accountable for communication success, failure	62%	48%	47%
Use journalistic skills to identify, pitch stories	61%	57%	66%
*Plan, recommend actions to solve communication problems	59%	55%	60%
Do photography, graphics	58%	35%	43%
Produce brochures, other publications	58%	61%	59%
*Others consider me a communication expert	58%	55%	50%
<u>Bottom 10 tasks</u>			
Produce podcasts	7%	9.5%	8%
Do audio production	8%	16%	14%
*Conduct communication audits	10%	14%	14%
*Report public opinion results to management	25%	23%	26%
*Work with management to solve communication problems	33%	37%	34%
Involved in producing blogs	32%	28%	12%
*Do or commission audience research	30%	15%	20%
*Create opportunities to hear various views of publics	30%	25%	32%
Do video production	29%	29%	19%
*Act as catalyst for management decision-making	40%	42%	29%

Changing priorities for top tasks

<u>2016</u>	<u>2011</u>	<u>2006</u>
Produce content for web	Produce content for web	Write materials
Edit writing	Edit writing	Use journalistic skills to pitch
*Involve mgt. in decision-making	Produce brochures, publications	*Diagnose comm. problems
Write materials	*Advocate systematic planning	Edit writing
Working with social media	*Involve mgt. in decision-making	Maintain media contacts

In 2011, “working with social media” was No. 14 of 39 tasks. In 2006, no social media item was listed among 38 tasks.

See Page 2 for demographic information about survey participants.

Demographics	2016 (n=73)	2011 (n=151)	2006 (n=185)
Sex	Female 60% Male 40%	Female 65% Male 36%	Female 69% Male 31%
Age	21-85 Mean 53	21-77 Mean 52	23-92 Mean 49
Communication experience	1-65 years Mean 24.3	1-48 years Mean 23.5	1-50 years Mean 20
Religion communication experience	0.5-65 years Mean 16.5	1-41 years Mean 15.1	1-40 years Mean 10
<u>Titles</u>			
Director/VP/officer	54%	43%	54%
Manager/coordinator	15%	12%	15%
Specialist	NA	11%	7%
Editor	12%	12%	5%
<u>Education</u>			
Some college	100%	99%	99%
Bachelor's degree	99%	95%	94%
Graduate degree	59%	55%	47%
No formal communication training	15%	15%	23%
<u>Faith groups</u>			
Methodist	32%	27.5%	21%
Presbyterian	11%	11%	4%
Lutheran	9%	11%	16%
Roman Catholic	8%	4%	10%
Baha'i	6%	2%	5%
United Church of Christ	6%	5%	0.5%
Baptist	5%	11%	8.5%
Christian	3%	3.5%	NA
Disciples of Christ	3%	2%	2%
Episcopalians	3%	5%	6.5%
Other	14%	18%	26.5%