

## The 2000 Episcopal Communicator survey

Survey: Approved by the Episcopal Communicators Board in the fall; mailed in late fall/early winter to members/potential members. 77 responses.

Purpose: to take a statistical snapshot of the membership, asking about our work status, employer, job benefits, media responsibilities and duties, and job satisfaction.

The data was reviewed as a whole and broken down based on (1) employer and (2) employment classification.

### **EMPLOYMENT:**

Most of us work for a diocese (51, or 66%), and most work full time (48, or 62%), but these don't dominate as strongly as they did in years past within the organization.

### **Where we work**

Besides the 66% who work for a diocese, 9% of respondents work for a parish (7); 3% work for an Episcopal-related seminary (2); 12% work for an agency/organization/publisher (9); 3% work for the Episcopal Church Center (2); and 8% work for "Other" (6). The "other" includes Episcopal schools, a seminary consortium, a religious order, and General Convention.

### **Employment classification**

Of the 62% who work full time, 40% work full time exclusively in communication (31), while 22% work full time and have other responsibilities (17). These "other responsibilities" include: secretary of diocesan convention; congregational support; deployment officer; diocesan program coordinator; bishop's secretary (or assistant); parish rector; executive coordinator; network administrator; archivist; development (financial); liturgist; buildings and grounds oversight. For this group of people, communication work took up between 10% to 95% of their time.

16% work part time in communications only (12), and 4% work part time with other responsibilities (3). The "other responsibilities" included administrative work for a bishop, and archivist/historiographer. 15% to 90% of the part-timers' work was in communications.

One volunteer responded to the survey.

17% were self-classified as independent contractors (13) with most working for a diocese.

### **Salary**

Overall, the annual salary/pay ranged from \$500 to \$90,000. Looking exclusively at the employer, the highest pay comes from a parish/cathedral, followed by an agency and an "other." Looking at job classification, full time work exclusively in communication has the highest average pay.

#### *By employer:*

- Diocese: range \$4200 to \$60,000, average \$28,687
- Parish/cathedral: range \$19,000 to \$60,000, average \$45,167
- Seminary: range \$28,000 to \$42,350, average \$35,175
- Agency/org/publisher: range \$500 to \$89,000, average \$42,581
- Episcopal Church Center (2): range \$10,000 to \$60,000; average \$35,000
- "Other" employer range: \$4,300 to \$90,000, average \$42,710

#### *By job classification:*

- Full time communication: \$4,200 to \$90,000, average \$46,173
- Part time communication: \$8,500 to \$28,825, average \$17,965
- Full time with other responsibilities: \$20,000 to \$60,000, average \$38,668
- Part time with other responsibilities: \$13,200 to \$15,000, average \$14,100
- Volunteer: (none)
- Independent contractors: \$500 to \$22,581, average \$11,065. Newspaper editors-receive pay per issue or per month. These range from \$800-\$1500/issue. One produces 9 issues per year and receives annual pay of \$22,581; another produces a newspaper 10 times a year and receives an annual pay of \$8,200.

## **Benefits**

Overall, the most prevalent employment benefits included the annual communicator's conference (65%); retirement (64%); paid vacation (64%); health insurance (61%, with 13% of respondents asked to pay a portion of that insurance); and life insurance (57%). 43% are provided continuing education; 35% get compensatory time; 14% get some tuition assistance. 19% receive other types of benefits including dental insurance, flex time, other conferences, and a refectory food allowance.

All of those working for a parish/cathedral (7 respondents) receive health insurance, retirement benefits, paid vacation. Three quarters of them receive continuing education, and over half receive life insurance.

Only a third of those working at agencies/orgs/publishers (9) receive the communicator conference as a benefit.

Among those working full time in communications, 94% receive paid vacation, and 92% receive the communicators' conference as a benefit. 88% receive health insurance (with 12% asked to pay a portion) and 88% receive retirement benefits. 82% receive life insurance. Those working full time with other responsibilities are less likely to receive tuition assistance or communicator conference (about 50% less), and more likely to have continuing education expenses paid (about 25% less).

There wasn't much data for those working part time, particularly for those working part time with other responsibilities. However, among those responding, 92% of those working part time in communications and 67% of part timers with other responsibilities get the conference as a benefit. 50% of those in communication receive life insurance and 42% receive retirement benefits, but fewer than 40% received other benefits.

The volunteer received reimbursements for some expenses.

The 13 independent contractors, by definition, shouldn't receive benefits from their contract employer, but one received retirement benefits, and 3 received the conference benefit.

### *Travel allowance*

36% respondents have a separate travel allowance, ranging from \$500 to \$14,000. In addition, a number of respondents mentioned some form of travel reimbursement as a separate "other" benefit. A person working full time with communications and other responsibilities, and working for an "other," had the highest travel allowance; the second highest average travel allowance belonged to a person who worked for an agency/organization/publisher.

## **MEDIA RESPONSIBILITIES**

Working on a newspaper is still the #1 media responsibility. It was interesting to note that independent contractors work in very few areas, whereas people who work for a diocese, in particular, are responsible for many different media. Of the 14 independent contractors, seven work only in one media. One independent contractor works for a diocese in six areas, but has been battling the job classification for years and noted that she was to become a full-time employee for a diocese this year. Independent contractors have clear boundaries about their areas of responsibility, while employees don't seem to have many limits or boundaries – something to consider for those who do diocesan newspapers on a contract basis but would like to do their work as an employee instead.

*All:* newspaper (86%); website (68%); press releases (62%); brochures (61%); media relations (55%); marketing (45%); email lists (36%); video (27%); worship booklets (25%); television (21); annual report (21%); radio (19%); convention journal (19%); audio (9%). 31% have other responsibilities, which include the diocesan directory, other newsletters; catalogs; journals; maintaining circulation/ mailing lists; posters; and "any event that arises."

Here's some of the highest and lowest areas for each group:

### *By employer:*

- Diocese: newspaper (94%); website (100%); press releases (100%); media relations (100%); brochures (53%).  
Lowest: audio (6%); annual report (6%)
- Parish/cathedral: 100% for newspaper; press releases; media relations; brochures; website (61%); Lowest: audio (14%); convention journal (0%)

- Seminary: 100% for brochures and annual report; 50% for website; email list; media relations; press releases; marketing. Zero for all other categories.
- Agency/org/publisher: 67% for websites; brochures, and marketing; 56% for newspaper and press releases. Lowest: audio (11%); convention journal (0%)
- Episcopal Church Center (2): web site (100%); 50% for newspaper, audio and marketing. Zero for all other categories.
- “Other”: 83% for newspaper, website, brochures, press releases, and marketing. Lowest: Convention journal (0%); audio (17%)

*By job classification:*

- Full time communication: website (90%); newspaper (84%) brochures (84%); media relations (81%); press releases (77%). Lowest: audio (13%); convention journal (23%).
- Part time communication: newspaper (83%); press releases (42%); website (42%); email list media relations, and brochures (33%). Lowest: 8% for video, television, radio, audio, worship book and annual report.
- Full time with other responsibilities: newspaper (94%); website (88%); brochures (82%); press releases (76%); marketing and email (59%). Lowest: television, radio and audio (12%)
- Part time with other responsibilities: newspaper (100%); press releases (67%); web, email, video, brochures, media relations, worship booklets, all 33%. Lowest: television, radio, audio, convention journal, annual report, marketing, all zero.
- Volunteer: Does the newspaper, website, email list, brochures, media relations, and press releases only.
- Independent contractors: newspaper (77%); press releases (23%); website and media relations (15%) email list and brochures (8%). All other categories zero.

## DUTIES

Our number one task is to edit (96%), followed closely by writer (88%); copyedit (81%); plan (79%); layout & design (78%), photos (73). 56% are web authors, 53% do public relations work. Only 4% narrate or act, 5% manage projects, 27% provide original art; 30% offer workshops; and 43% offer advice.

*By employer*

*By employer:*

- Diocese: The order is the similar: edit, write, photos, layout, copyedit, play.
- Parish/cathedral: 100% develop concepts, plan, edit, and copyedit. 86% write, author the website, and do public relations.
- Seminary: With only two responses the results aren't very reliable.
- Agency/org/publisher: Conceptual development ties with editor (both at 89%), none provide narration; only 22% are producers or offer workshops regularly. 44% are web authors.
- Episcopal Church Center: with limited data, the results aren't reliable. For this sample, their work only includes planning, editing, layout, original art, and technical work.
- “Other”: This group is highly involved, except for narration and providing original art (17% each). 100% of the respondents plan, write, edit, copyedit, and do public relations work. 83% develop concepts; 67% produce, layout, and do technical work. Other task are done by 50% of the group.
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*By job classification:*

- Full time communication: Planning and editing come out on top, with 94% each, followed by writing (90%), concept development (87%), copyediting (84%). None in this group narrate and only 29% provide original art. 77% do layout and public relations; 71% author web pages.
- Part time communication: Only 25% of this group author web pages. 100% edit, and 83% develop concepts, plan, and write. 92% copyedit, and 75% take photos and do layout.
- Full time with other responsibilities: 100% serve as editors, and 94% write.
- Part time with other responsibilities: Writer and editor, 100%; web author, 33%.
- Volunteer: writer, editor, layout, copyedit, photograph, web author, and info maintenance.
- Independent contractors: 92% are editors; but more do layout and design (85%) than write (77%). 23% are web authors, 62% take photos.

## **OTHER STAFF**

77% of the respondents work with other communication staff, with 100% of the parish, church center, and seminary employees. Only 67% of part time employees work with other communication staff.

## **POLICY**

42% of respondents are involved either alone, or with a bishop and/or other people, in determining communication policy. This includes 42% of those who work for a diocese, 28% of those who work in a parish, 37% of those working in agency/organizations, and 60% of those working for an “other.” It includes 54% of those working full time in communication, 27% of those working part time, 46 of those working full time with other responsibilities, 33% of those working part time with other responsibilities, and 16% of independent contractors.

## **SATISFACTION INDICES**

Overall, most respondents are quite satisfied that their jobs are classified correctly, somewhat less satisfied with their work, and least satisfied with their pay, although fewer than half are dissatisfied. The overall scores, on a scale from 1 (satisfied) to 5 (not satisfied), were 1.46 for job classification; 2.17 for satisfaction with pay; and 2.0 for satisfaction with work.

Those working for a diocese – of all job classifications – are the least satisfied with their pay (2.26) and work (2.08) with those working for a parish most satisfied (1.71 with pay; 1.5 with work).

Among the various employment categories, the independent contractors were the least satisfied with their pay (2.6) and those working in agencies the most satisfied (1.6). Part time employees in communication are the least satisfied with their work (2.27) while the full time employees in communication independent contractors are more satisfied (1.9 and 1.85).

### *Independent contractor classification*

Most independent contractors are correctly classified: they are free to take other contracts, to make a profit (or loss); they are not instructed in HOW to work, and receive no benefits. Only 5, of 13, have a written contract, but 11 consider their work a “key aspect” of their employer’s regular business activity, and 9 believe their employer expects their work to continue indefinitely. These latter two characteristics are more indicative of an employee-employer relationship. And while overall their job satisfaction is closer to “1” than to “5,” one person is completely dissatisfied with their work, two are completely dissatisfied with their pay, and two are “mostly dissatisfied” with their pay.

## **DEMOGRAPHICS**

Most of the respondents are laity, Anglo, and in the 45-54 age category.

84% from the lay order of ministry; 2 are deacons and 10 (13%) are priests.

One self-identified as “Black” and one self-identified as “Hispanic.” The rest provided variations on white, Anglo, Caucasian, etc. 9% are between 25-34; 20% are between 35-45; 34% are age 44-54; 26% are 55-64, and 8% are 65 and over.

69 (90%) are Episcopalian with the most non-Episcopalians working for agencies/org/publishers or for “other.”