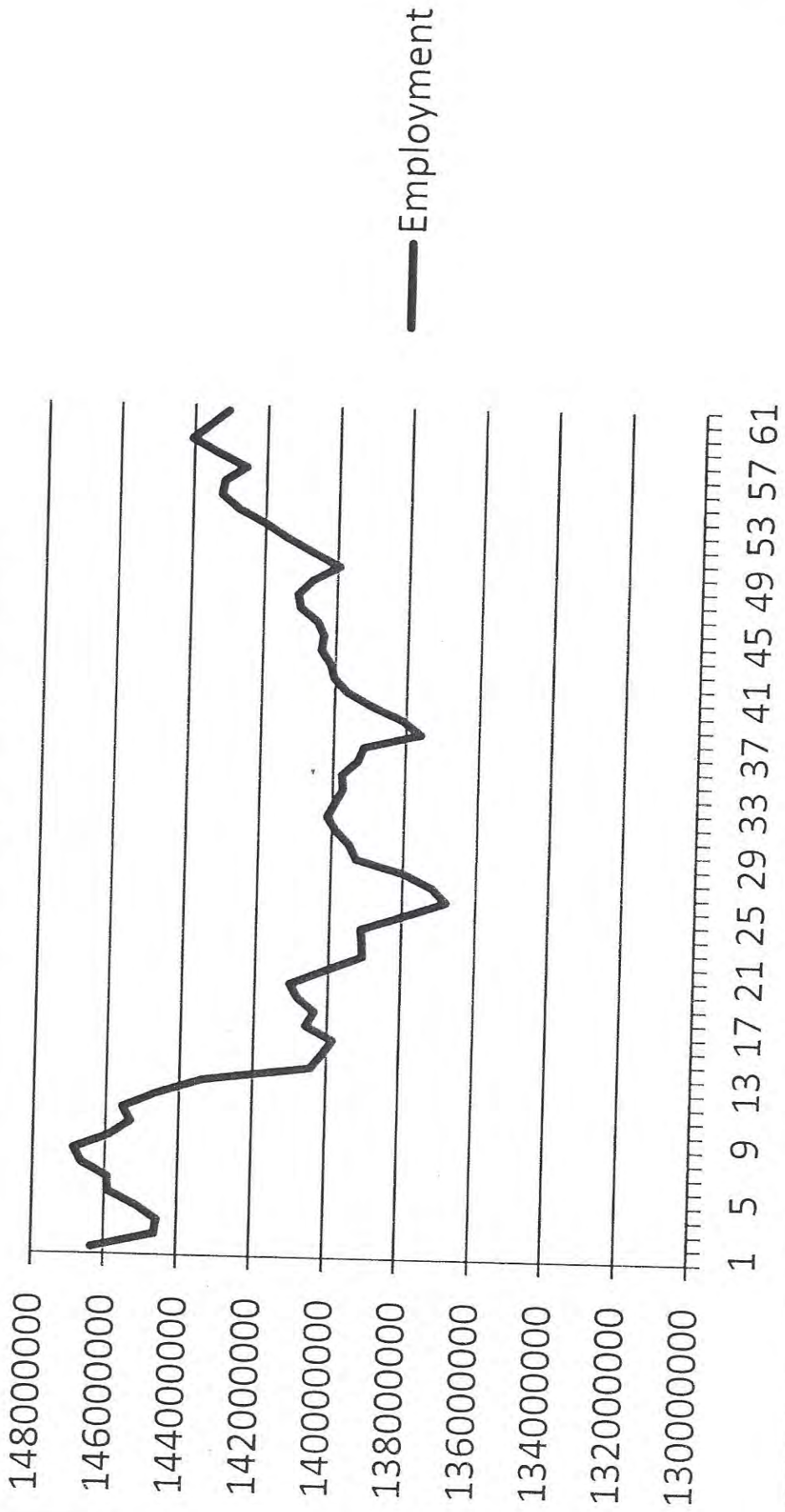


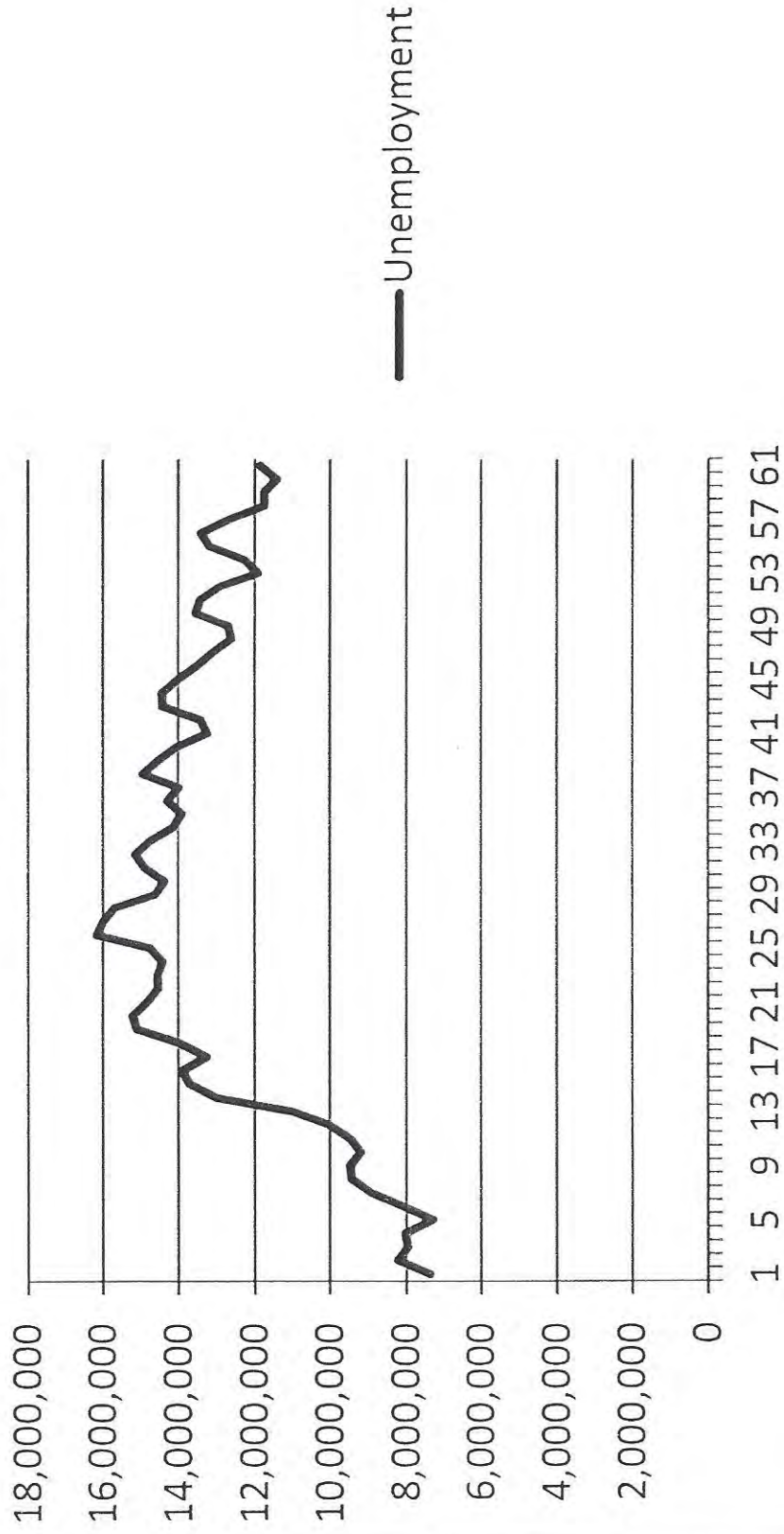
# Is Public Relations Recession Proof?

According to the U.S. National Bureau of Economic Research (the official arbiter of U.S. recessions) the US recession began in December 2007 and ended in June 2009, and thus spanned over 18 months

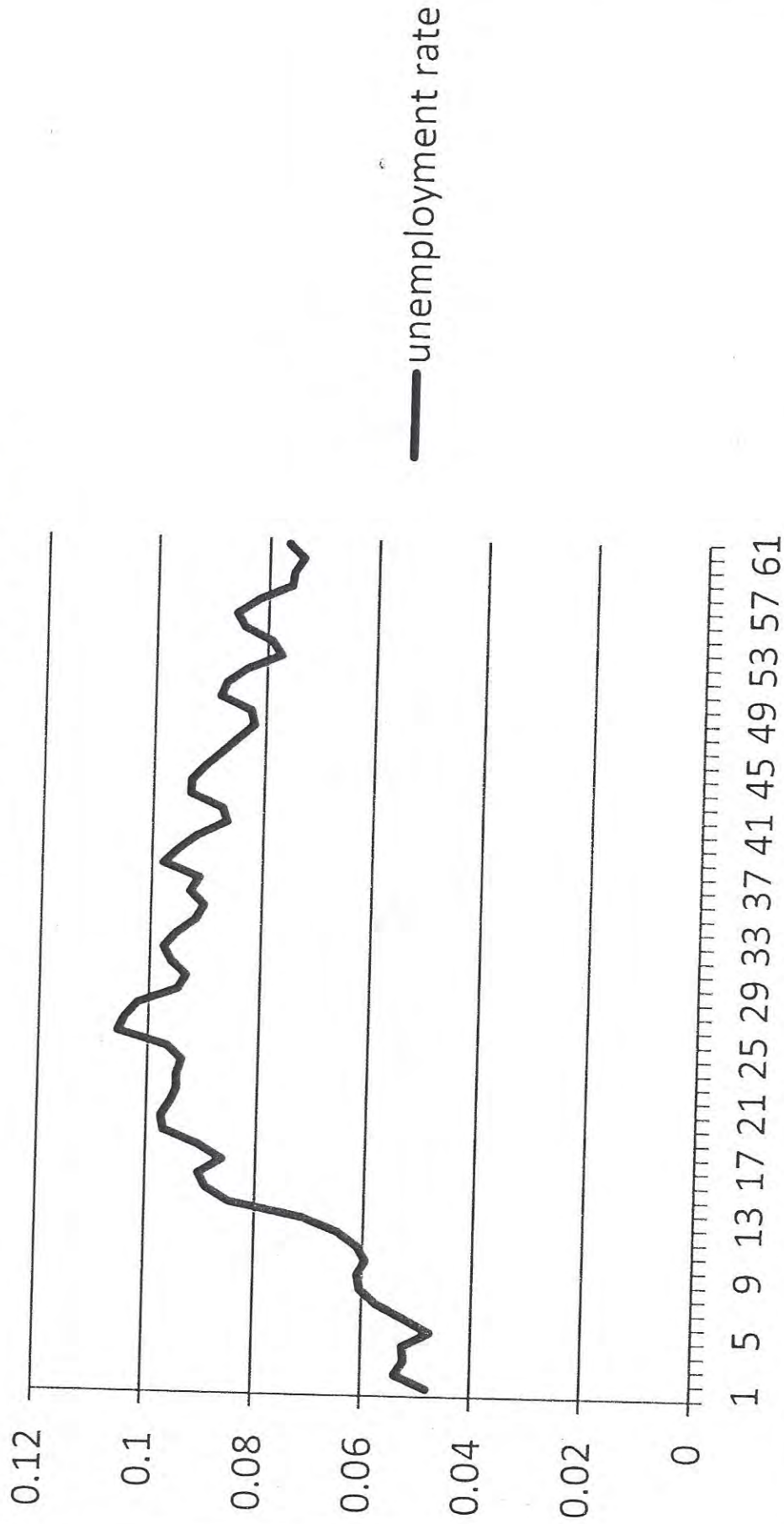
# Employment



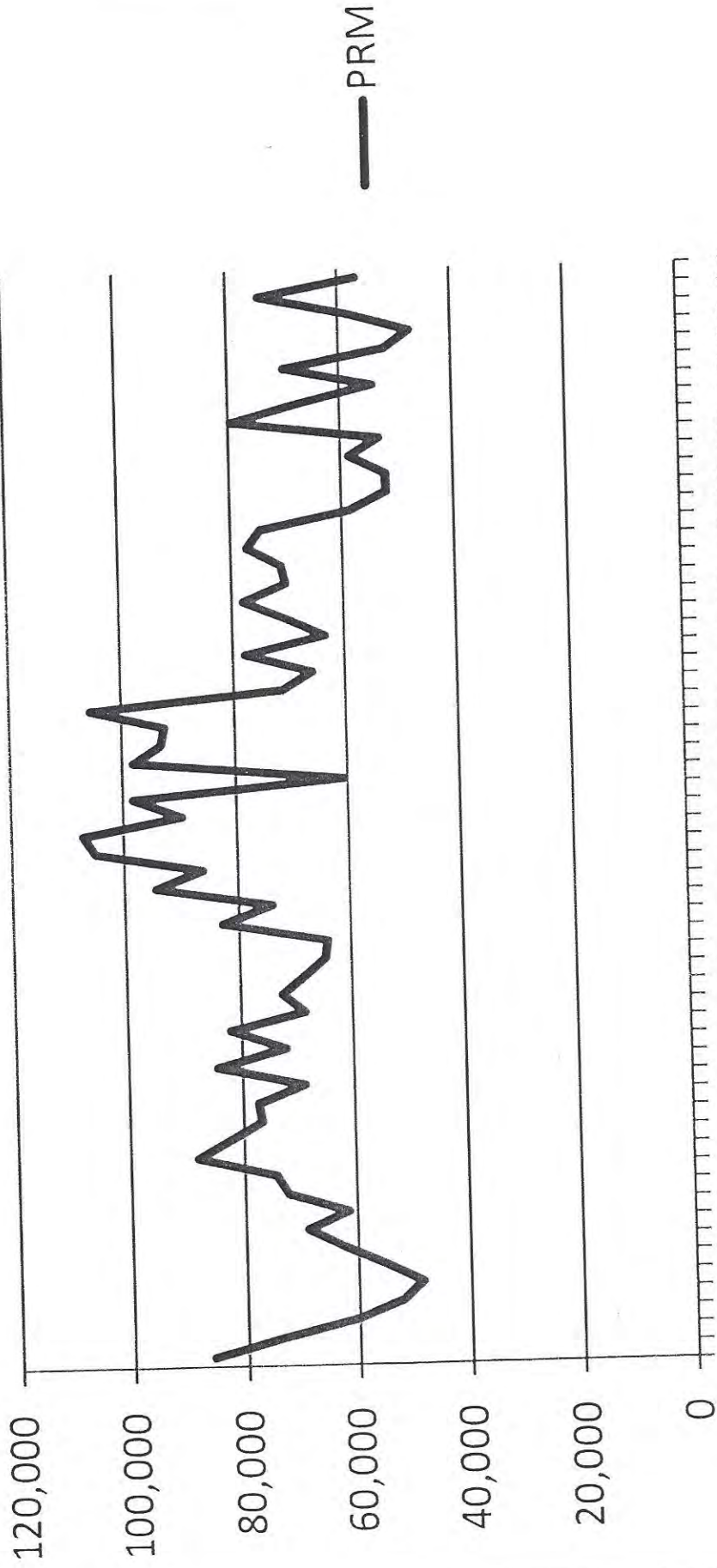
# Unemployment



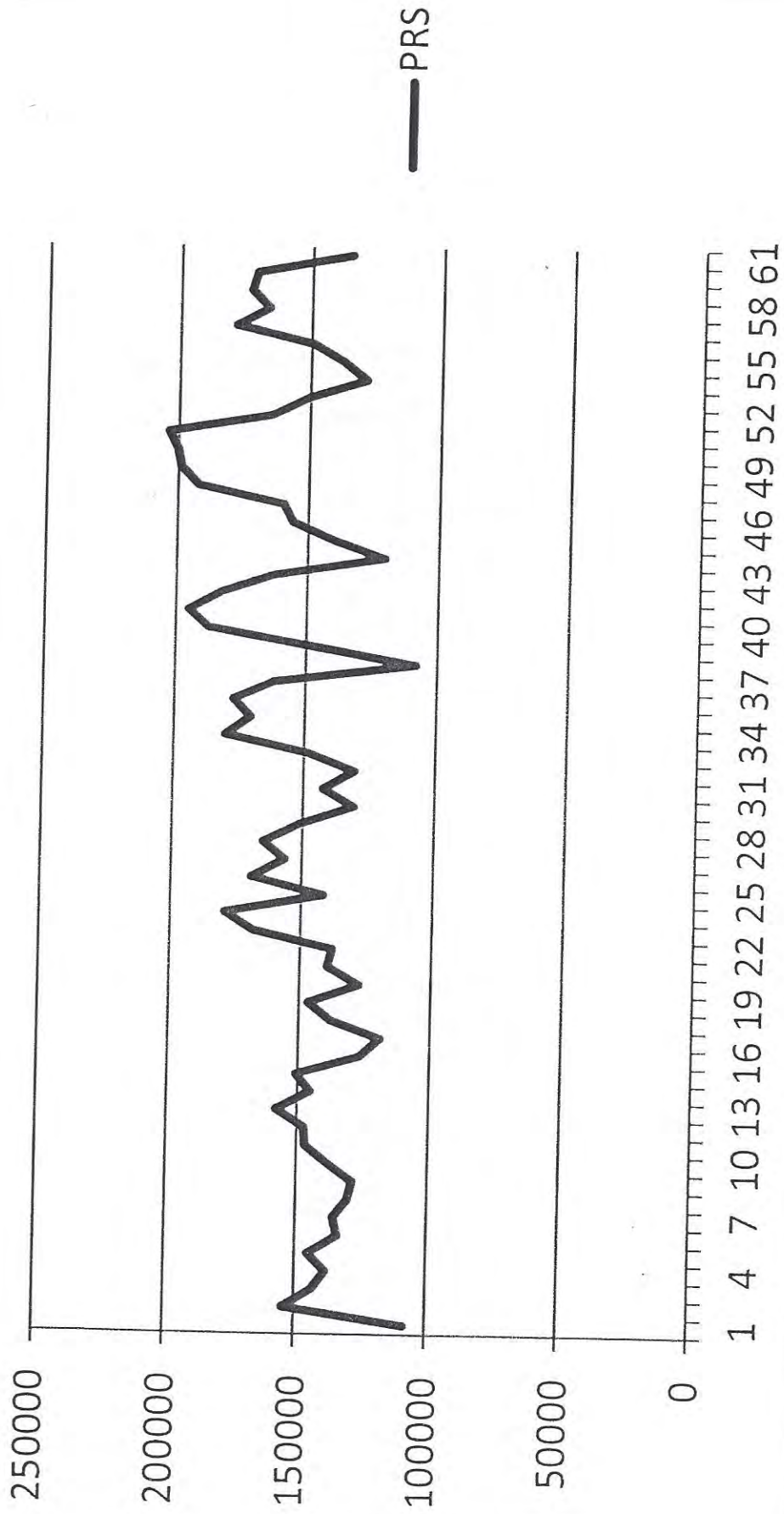
# unemployment rate



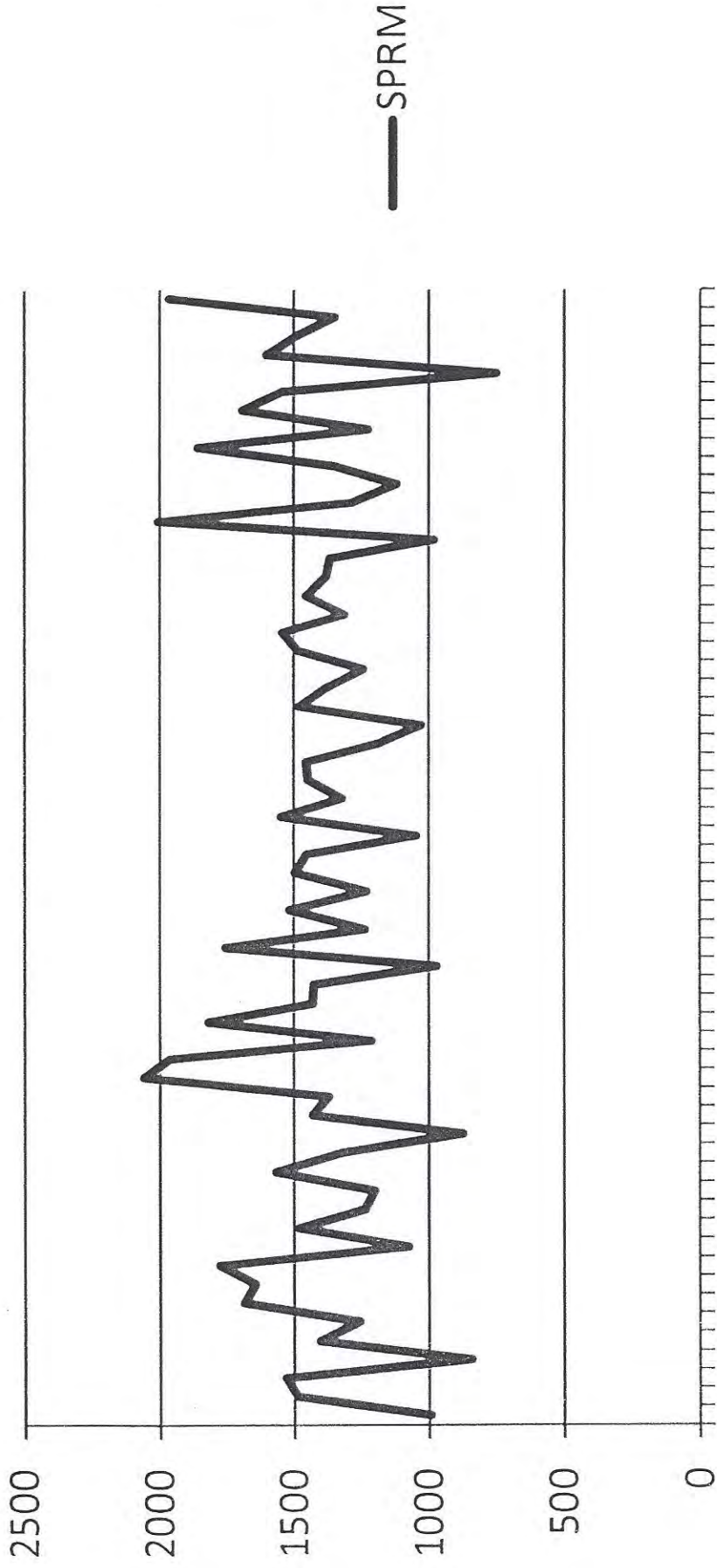
# PRM



# PRS

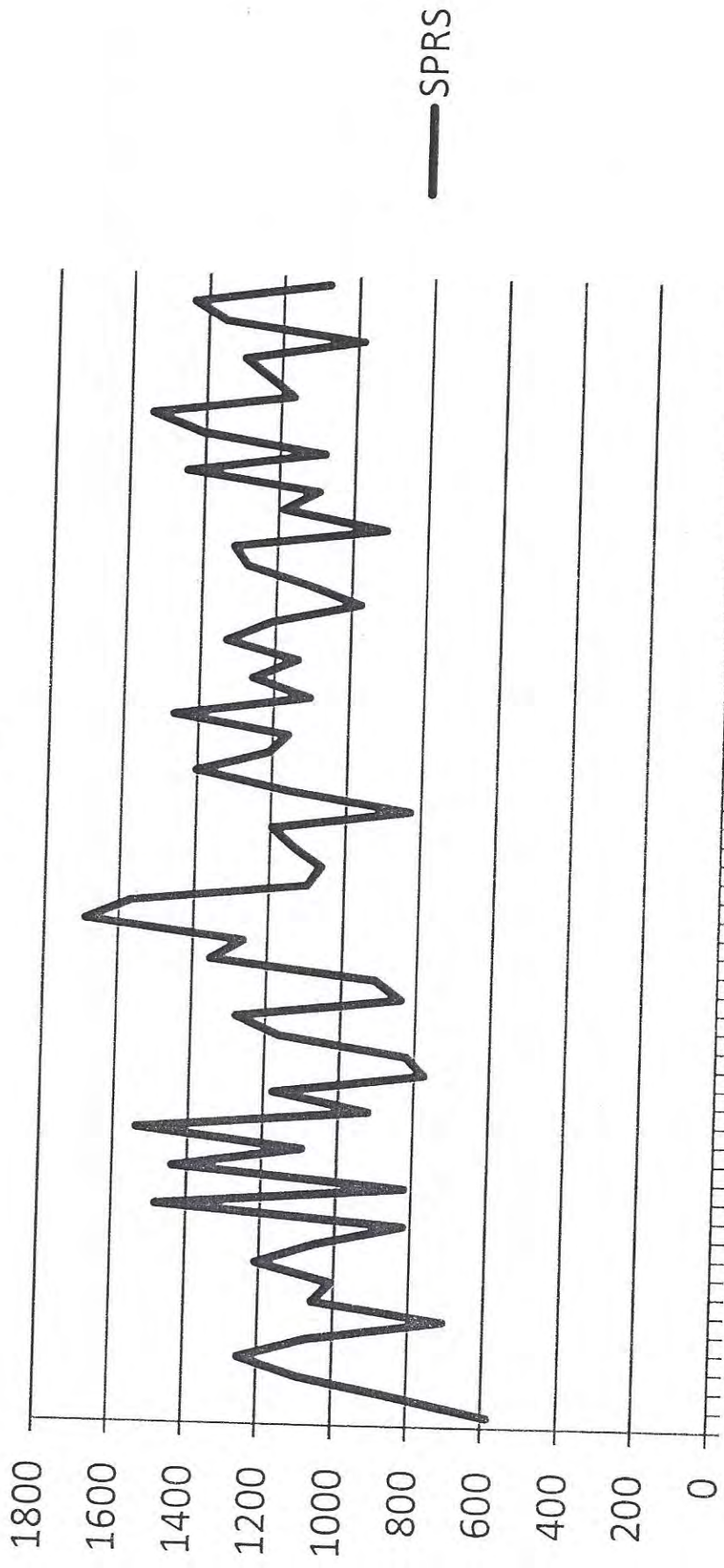


# SPRM





# SPRS



1 4 7 10 13 16 19 22 25 28 31 34 37 40 43 46 49 52 55 58 61

# Findings for Public Relations Managers

- Employment of public relations managers increased as total employment decreased ( $r = -.382^{**}$ ) and unemployment ( $r = .364^{**}$ ) and the unemployment rate ( $r = .369^{**}$ ) increased.
- There were no statistically significant relationships between the weekly wages of public relations managers and total employment ( $r = .038$ ), unemployment ( $r = .086$ ), and the unemployment rate ( $r = .075$ )

# Findings for Public Relations Specialists

- Employment of public relations specialists increased significantly as total employment decreased ( $r = -.282^*$ ).
- While the relationships were positive with unemployment ( $r = .210$ ) and the unemployment rate ( $r = .218$ ) neither was statistically significant.
- Weekly wages of PR specialists increased significantly as total employment ( $r = -.341^{**}$ ) decreased and unemployment ( $r = .310^*$ ) and the unemployment rate ( $r = .316^*$ ) increased.

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