

# Law Firm Media Professionals (LFMP) / Hellerman Baretz Communications (HBC) Compensation Survey

2010

HELLERMAN BARETZ  
COMMUNICATIONS



# Executive Summary

The first annual Law Firm Media Professionals/Hellerman Baretz Communications Compensation Survey was conducted from February 3 to February 19, 2010. There were a total of 116 respondents. While not all respondents provided an answer to every question, no question received fewer than 73 responses. Zoomerang ([www.zoomerang.com](http://www.zoomerang.com)) collected the confidential data, and it was analyzed using Microsoft Excel and the Zoomerang software by a third party.

The most interesting findings of the survey included:

- The average salary among all respondents was **\$117,530.55**.
- **41%** did not receive a year-end bonus.
- **64%** believe their 2010 salary will be the same as 2009 salary.
- **\$113,863** is the average salary for a respondent whose firm does not budget for social media, while **\$128,657.14** is the average salary for a respondent whose firm does budget for social media.
- **\$116,324** is the average salary for a respondent whose firm does not use an outside PR/communications firm, while **\$121,180** is the average salary for a respondent whose firm does use an outside PR/communications firm.

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### About LFMP

Law Firm Media Professionals (LFMP) is a national association of in-house and outside media and marketing professionals dedicated to improving how they deliver public relations and communications services to the outstanding law firms they serve. Contact: Josh Peck, Duane Morris, 215-979-7300; [jpeck@duanemorris.com](mailto:jpeck@duanemorris.com).

### About Hellerman Baretz Communications

Working with the world’s leading law firms, consulting firms, and financial services companies, Hellerman Baretz Communications ([www.hellermanbaretz.com](http://www.hellermanbaretz.com)) creates PR-fueled business development campaigns that turn professionals’ expertise into new business opportunities. Contact: John Hellerman, 202-274-4762; [jhellerman@hellermanbaretz.com](mailto:jhellerman@hellermanbaretz.com).

# Where Do We Work?

**76 %** of us work in-house at law firms  
**10 %** of us work at outside PR/communications firms  
**14 %** of us work in some other capacity, like freelancing and independent consulting

## New York, New York

With LFMP's home base in New York, it's not surprising that **38%** of our firms have their largest offices in the city that never sleeps

Where else are LFMP members firms' largest offices?

- 18%** in DC
- 9%** in Philly
- 8%** in Chicago
- 7%** in San Francisco/Silicon Valley
- 20%** are elsewhere

## BigLaw Rules

**59%** of our firms are in the AmLaw 100  
**32%** of those are in the top 50  
**12%** of our firms are in the AmLaw 200  
**4%** of our firms defense law firms,  
**3%** work at plaintiff's firms  
**8%** worked outside the law

## PR Budgets

**47%** of firms budgeted for outside PR/communications agencies in 2009

Budgets ranged from **\$5,000** to **\$1,000,000**

On average, firms budgeted **\$110,176** on outside PR/communications agencies

On average, the amount spent on outside PR/communications consultancies represented **6.93%** of firms' overall marketing budgets

## Don't you wish you worked here?

### Perks and Compensation

- Profit sharing plan
- Pension plan
- Fitness center on site
- Working from home, flexible hours
- Telecommuting
- Commission for new business
- **70%** of firms contributed to 401K

### Vacation Time in '09

**79%** earned 11-25 days  
**18%** earned more than 25 days  
**3%** earned 1-10 days

# Who Are We?

## What's in a name?

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### Job Level

- 38%** are Managers
- 23%** are Directors
- 13%** are Specialists
- 12%** are Chiefs
- 8%** are Coordinators

### Titles

- 31%** include "Public Relations"
- 24%** include "Communications"
- 16%** include "Media Relations"

## Education Snapshot

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### Degrees

**39%** of respondents had a bachelor's degree

**61%** of respondents had a graduate degree

### Graduate Work

- 44%** have a JD
- 41%** have a Master's Degree
- 16%** have an MBA
- 3 %** have a PhD

## In a Past Life

**43 respondents** previously worked at PR agencies for an average of **6.03 years**

**24 respondents** previously worked as journalists for an average of **9.2 years**

**8 respondents** previously worked as attorneys for an average of **6.1 years**

LFMP members have diverse backgrounds, including:

- Lobbying firms
- Political press offices
- Media relations offices for major universities
- Accounting firms
- Corporate communications offices
- Publishing companies
- Fortune 500 companies

## Law Firm Experience

- 34%** of us have 3-6 years
- 30%** of us have 7-10 years
- 20%** of us have 11-20 years
- 16%** have 0-2 years

# How Much Do We Make?

## It's all about the Benjamins

The average salary among all respondents was **\$117,530.55**. The median salary among all respondents was **\$107,000**. Salaries ranged from **\$50,000** to **\$375,000**.

Chiefs made **\$195,000** on average

Directors made **\$138,529** on average

Managers made **\$112,417.86** on average

Respondents with "Other" titles made **\$99,000**

Specialists made **\$86,944** on average

Coordinators made **\$58,167** on average

Assistants made **\$50,000** on average

## What Will Your Salary Look like in 2010?

**64%** 2010 salary = 2009 salary

**32%** 2010 salary > 2009 salary

**4%** 2010 salary < 2009 salary

**38%**

believe their 2010 bonus will be bigger than their 2009 bonus

**7%**

believe it will be smaller than their 2009 bonus

## Bonuses

**41%** did not receive a year-end bonus

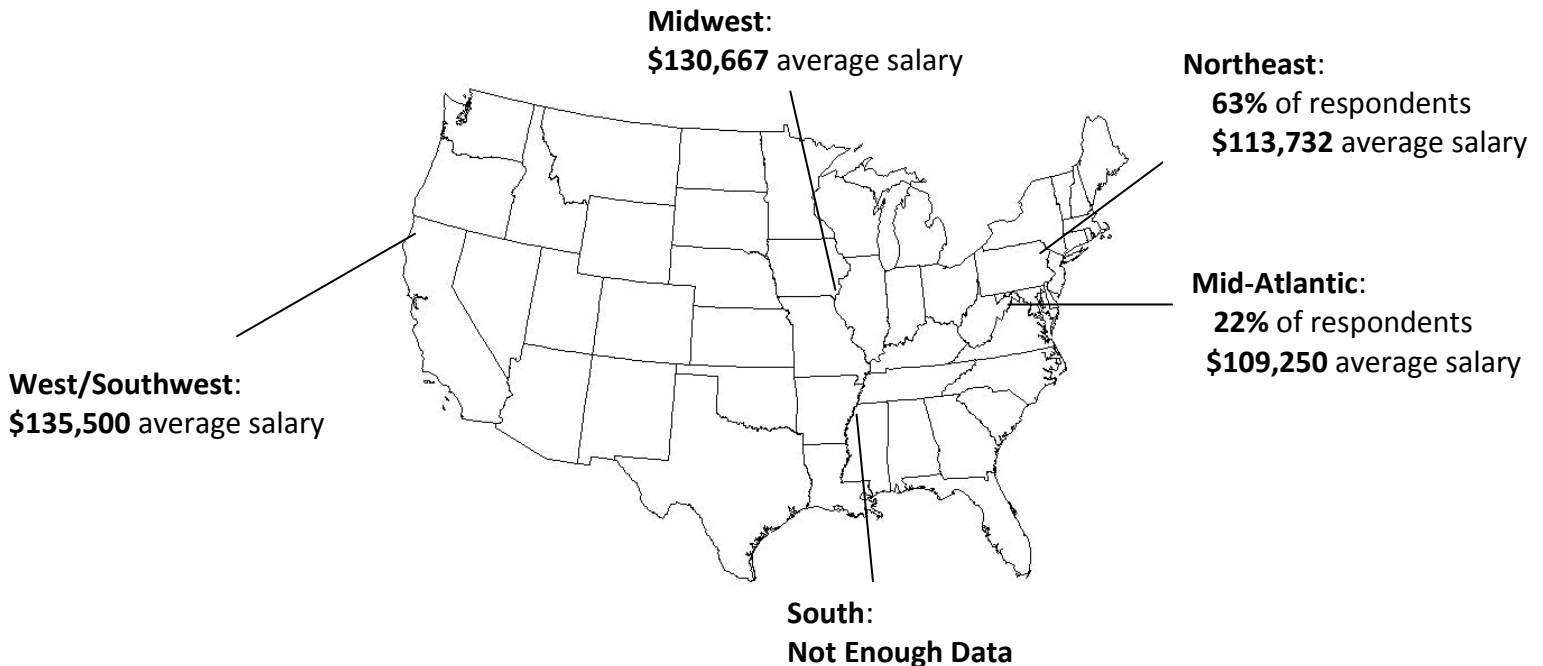
**17%** bonus was 6-8% of base salary

**16%** bonus was 3-5% of base salary

**13%** bonus was 1-2% of base salary

**12%** bonus was 9%+ of base salary

## Average Salaries by Geographic Region



# Social Media Usage

**65%** think social media is somewhat or very important for law firms

**34%** think it is somewhat or very unimportant

## Make More Money in 2010

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### Social Media Works

**\$113,863** Average salary for a respondent whose firm doesn't budget for social media

**\$128,657.14** Average salary for a respondent whose firm does budget for social media

### Get a PR Firm

**\$116,324** Average salary for a respondent whose firm doesn't use an outside PR/communications firm

**\$121,180** Average salary for a respondent whose firm uses an outside PR/communications firm

## Blogging by the numbers

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**42 %** have blogs

**16%** have more than 4 blogs

**57%** are updated at least once a week

## What's keeping law firms from using social media?

**44%** firm policy and risk management

**21%** time

**13%** resistant staff

**7%** lack of training

**6%** lack of ROI statistics

**1%** lack of technical support

Some respondents noted that social media is simply not part of their firm's culture.

## Social Media Snapshot

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**50/50** Half of firms had written policies regarding social media in place, while the other half did not

Only **26%** of firms had conducted formal social media training for members of their firm

**72%** of our firms regularly track social media to see what is being said about their firm

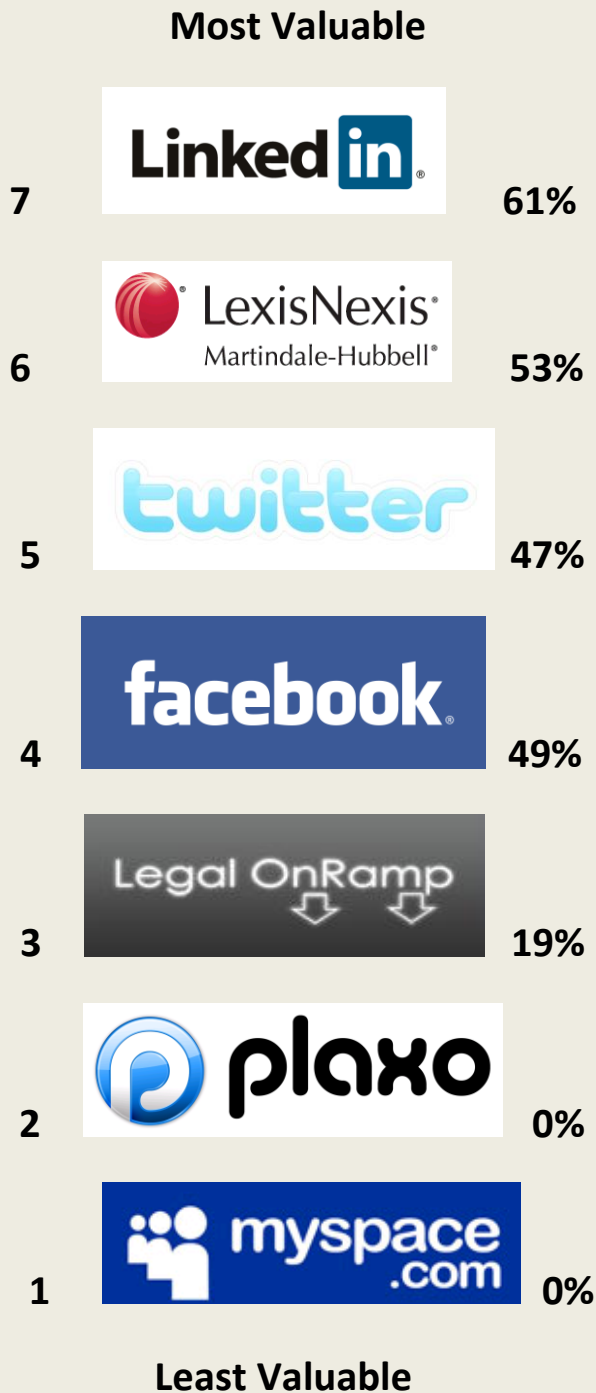
**17%** of firms block social networking sites

Only **40%** of firms budget for social media

## The Value of Social Media

Respondents were asked to rank which social media sites were most important for law firms, with 7 being the “most valuable” and 1 being the “least valuable.”

Percentages on the right indicate how many firms have a page on each site.



## What's the big deal?

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### Why are firms using social media?

- 43%** to raise firm's brand and visibility
- 17%** for attorney networking
- 12%** to gauge what is being said about the firm
- 9%** to engage with potential clients
- 3%** for damage control
- 2%** for testing new marketing initiatives

Recruiting was also noted as driving law firm activity on social media