

PR WEEK

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RESEARCH: The state of corporate blogging

CONDUCTED BY: Harris Interactive and Makovsky + Company, who put together the Makovsky 2006 State of Corporate Blogging Survey

SAMPLE: 150 senior executives at Fortune 1,000 companies

GOAL: To determine attitudes toward blogs in corporate America

KEY FINDINGS:

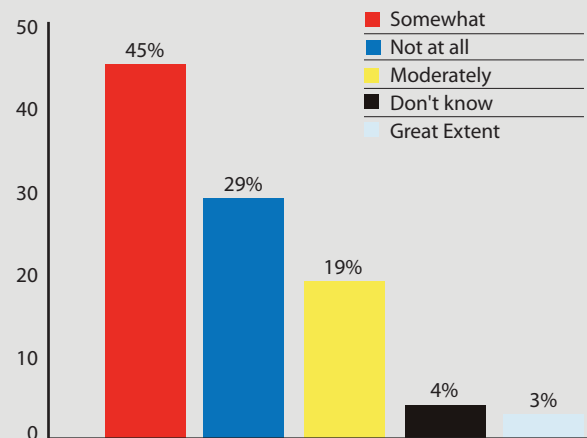
83% believe "citizen journalism" is an accurate definition of a blog

77% report that no one in their company is writing a blog

40% say they never read business-related blogs

30% are staffers at companies with a policy about sanctioned blogs

BLOG'S CREDIBILITY IN BRANDING EFFORTS



Note: Respondents were asked if they felt blogs have grown in credibility as a way to develop a company's brand. Respondents are those who have heard of the term "corporate blogging"