

DAA Organization Types

In the DAA reporting tool, signatories self-identify their organization type except for agency sizes determined by revenue. In the DAA Benchmark and progress reporting, the DAA does not change this self-selection in the final report.

Association/Non-profit: Trade, industry, or membership organizations for professionals, employees, or industries within public relations or communication. Non-profits operate for the public, social, or collective benefit; excess revenue stays with the organization rather than being distributed to private parties.

College/University Non-Academic: The public relations or communications office that represents an entire college or university; it's typically considered a staff or administration function, led by a CCO or head/director/VP of communications.

College/University Academic: The public relations or communication academic department, school, or college within a college or university that services students and includes faculty and staff, usually led by a dean, director, or department head.

Government Organizations: a department, commission, unit, or agency within the local, state, or federal government.

Professional Services: B2B or other organizations that provide specialized services (e.g., executive recruiting firm, consulting, media, and listening services) to other organizations.

Boutique Agency: Public relations or strategic communications firms or agencies that generate less than \$9 million in annual revenue

Small Agency: Public relations or strategic communications firms or agencies that generate \$9 to \$19 million in annual revenue

Mid-Size Agency: Public relations or strategic communications firm or agencies that generate \$20 million to \$50 million in annual revenue

Large Agency: Public relations or strategic communications firms or agencies that generate more than \$50 million in annual revenue

Other: Organizations that do not fit in any other category (Note: For the published report, some of the "other" organizations include those whose confidentiality was protected by not releasing the organization type due to the small sample size).