

WHO'S WHO IN PUBLIC RELATIONS

**ELECTED.** William D. Askin (corp. mpr, Texasgulf, Stamford Conn.) pres, Fairfield County Public Relations Assn for 1979-80.

**PEOPLE.** Claire Segal named to new post of dir, pub affrs, Performing Arts Council of L.A. Music Ctr (L.A.)...David G. Daly joins Holiday Inns (Memphis) as dir corp pr...Sanford H. Winston joins Nat'l Assn of Mfrs (D.C.) as acting vp comms...Harvey S. Ekenstierna becomes corp vp, continues as dir pr & adv, Walter Kidde & Co (Clifton, N.J.)...Grant Jeffery joins YMCA of Greater NY (NYC) as dpr.

Mary Jo Keating becomes dir corp rels Kaman Corp (Bloomfield, Conn.)...John Q. Hill becomes vp-planning & business development, D. Parke Gibson Int'l (NYC)...Rose Eufinger joins Tymshare (Cupertino, Calif.) as corp info speclst...Teresa M. Yancey joins Howard Chase Enterprises (Stamford, Conn.) as counsel...William R. (Bill) Hunter becomes mgr internal comms, Celanese Corp (NYC)...Cornelia Perry joins Communispond (NYC) as an associate; and Lee Bodine joins their Chicago prof'l staff...Noelle Smith Baker named mktg mgr, First Federal Savings (Phoenix).

Barry R. Nemcoff named asst. dean of School of Comms, Temple Univ (Phila.)...Hugh K. Rickenbaker Jr., vp-corp affrs, to head new dep't, Life Insurance Co of Georgia (Atlanta); and Mary James Atkinson, becomes dir internal comms...Joyce Hergenhan named sr vp-pub affrs, Con Edison (NYC)...Charles E. Fitzgibbon, dir state & local gov't rels, Kodak (Rochester) on leave to take appointment by NY Gov. Carey as 1st Dir of NY State's Office of Business Permits...Richard F. Bregstein named dir, public and prof'l rels, Joint Commission on Accreditation of Hospitals (Chi.)...Timothy A. Paulson joins Marsh & McLennan (NYC) as mpr...William B. O'Connell, sr pub affrs advisor U.S. League of Savings Assn, becomes exec vp effective Jan. 1.

Raymond A. Boyce becomes dir corp comms, Columbia Pictures Ind. (NYC)...James E. Donahue III promoted to asst mpr, Alexander & Alexander (NYC).

Stephen R. Kane joins Bozell & Jacobs/ Public Rels (Mpls) as pr counselor...John C. von Koschembahr becomes dir, nat'l media rels, The Financial Relations Board (NYC)...Carole Suzanne Sorell joins Adams & Rinehart (NYC)...Frank L. Pollare named sr assoc, Stone Public Relations Assocs (L.A.)...David Frei becomes acct mgr, Cole & Weber, pr div., (Seattle)...Ronald G. Kalb joins Lowry Russom & Leeper (S.F.)...Dale L. Chrisman named vp & gen'l mgr, Harshe-Rotman & Druck (Houston)...Michael Whitlow promoted to mpr, Public Relations Institute (Richmond, Va.)...Ben Barkin, Barkin, Herman, Solocheck & Paulsen (Milwaukee) named chmn; Norman Paulsen Jr. becomes pres; Joseph T. Weinfurter becomes sr vp & mbr, bd of dirs; and Robert J. Ruggieri promoted to sr ae and coordinator of fin'l & shareholder svcs...Diane Chaby named dir media rels, Peter Rothholz Assocs (NYC).

**VICE PRESIDENTS.** Carol Brady Blades, exec vp, The Softness Group (NYC) and Wendy P. Kotler, vp...Virginia R. Stuart, vp-broadcasting & cons affrs, Creamer Dickson Basford (Providence)...Ronald L. Reid and C. Joseph Bride, Public Relations Institute (Norfolk, Va.)...Robert J. Wick, vp & gen'l mgr, Bozell & Jacobs/ Public Relations (NYC)...Alexander Stanton, Dorf/MJH Public Relations (NYC) ...Ronald R. Conarroe, Walden Public Relations (Westport, Conn.)...Vernette Schultz, The Public Relations Board (Chi.)...Dick Cooper, Woodward & Schaefer (Valley Forge, Pa.)...Barry R. Landon, vp & dir mktg rels, Churchill Group (Houston).

Vol.22 No.37  
October 1, 1979

FIFTEENTH ANNUAL SURVEY OF THE PROFESSION, PART II

ONLY MODEST RISE IN MEDIAN SALARIES;  
CONGLOMERATES & INDUSTRIALS AFFECTED BY TALLER REPORTING LINES

U.S. median salary rose by only \$1,000 to \$31,000 in 1979. The Canadian median is not far behind at \$30,000, a jump of \$2,500 from the 1978 level. U.S. and Canadian salaries are equalizing.

TABLE I: COMPARISON OF 1979 AND 1978 MEDIAN SALARIES OF TOP LEVEL PUBLIC RELATIONS/PUBLIC AFFAIRS PRACTITIONERS IN U.S. AND CANADA, AND BY INDUSTRY GROUPS

	Median Salary		Change	1979 Salary Range
	1979	1978		
All U.S. Organizations	\$31,000	\$30,000	+\$1,000	\$10,400 - 350,000
All Canadian Organizations	30,000	27,500	+ 2,500	15,500 - 50,000
<u>Industry Groups</u>				
PR Firms	41,000	36,000	+ 5,000	18,000 - 350,000
Advertising Agencies	*	31,000	X	20,500 - 35,000
Banks & Insurance	27,800	27,300	+ 500	13,200 - 46,000
Conglomerates & Industrials	35,000	40,000	- 5,000	19,200 - 110,000
Consumer Product Companies	35,100	35,000	+ 100	15,000 - 88,500
Utilities	38,000	35,500	+ 2,500	22,000 - 62,000
Educational Organizations	25,500	25,000	+ 500	14,000 - 57,000
Hospitals	22,300	22,000	+ 300	12,600 - 45,000
Trade & Professional Associations	30,000	27,000	+ 3,000	23,000 - 66,000
Other Nonprofit Organizations	25,000	20,700	+ 4,300	10,400 - 40,000
Government: Federal	*	31,200	X	23,900 - 40,000
State	*	24,000	X	20,000 - 50,000
Local	25,100	22,700	+ 2,400	19,500 - 35,000

\*Insufficient number of responses



PR firms record the highest median salary: \$41,000, up from an abnormal 1978 low of \$36,000. As pointed out in Part I, pr firms now have to keep an eye on how the sagging economy will affect their clients and, therefore, themselves.

Cost-conscious educational institutions and hospitals show the smallest increases in median salary, \$500 and \$300 respectively. Not conforming to this pattern are other nonprofits, mainly nat'l health & service agencies. They record a large increase of \$4,300, bringing their median to \$25,000. Trade & prof'l assns. also record a substantial increase: \$3,000 to a median of \$30,000.

Among business firms, utilities enjoy the highest median salary: an increase of \$2,500 brings them to \$38,000. Conglomerates, industrials and consumer companies outperform utilities, however, in reaching a higher upper limit on the salary range. Banks & insurance cos. gained by only \$500 to a median of \$27,800. Most surprising is the poor showing of conglomerates & industrials.

DOES LOWER ORGANIZATIONAL STATUS  
ACCOUNT FOR \$5,000 DROP IN  
CONGLOMERATE, INDUSTRIAL MEDIAN SALARIES?

Median salary for conglomerates & industrials dropped from \$40,000 to \$35,000 in 1979. A skew in this year's industry sample may be the reason.

But further analysis suggests another factor: the organizational level of managers, directors and vp's of pr. Only about 3 out of 10 in conglomerates and industrials report directly to the CEO. Almost 6 out of 10 report to an intermediate level. The remainder are separated from the CEO by two levels. Thus, as the organizational hierarchy above pr heads grows taller, they lose in relative status -- and salary levels attained.

To keep the CEO's span of control manageable as organizations grow in size and complexity, a commonplace practice is to insert an executive or senior vp level between the CEO and staff dep'ts. Unfortunately for pr practitioners, an increasing number of these exec. & sr vp's have broader backgrounds than public relations or represent other staff activities. For example, the vp's in conglomerates & industrials to whom pr practitioners report varied among these designations:

- 1) Corporate Communications -- or just plain Communications -- of which pr is only one of several functions.
- 2) Planning, e.g., Planning & Services, Planning & Marketing.
- 3) Public Affairs, e.g., Gov't Affrs, Communications & Gov't Affrs, Public & Gov't Affrs.
- 4) Marketing, e.g., Advertising & Public Relations, Market Planning.
- 5) Personnel, e.g., Personnel & Industrial Relations, Employee & Public Relations
- 6) Finance

) ) requires cooperation between pr and personnel. But conflict also emerges: members of International Association of Business Communicators (IABC) assigned to personnel sometimes seek control over employee communications. In such cases, lateral relations devolves into "office politics" and empire building maneuvers.

Marketing/Advertising This staff takes second place in frequency of weekly (55.6%) and monthly (an additional 12.0%) meetings with the dpr. As part of the "marketing mix," public relations has a long-established connection with the marketing communications function. Differences of opinion persist, however, over how close the relationship should be and whether advertising and pr should be organizationally integrated.

Corporate Planning Over half (56.9%) of dpr's meet at least monthly with corporate planners. One reason is that media are demanding a greater "perspective on the future." They're interested in new products and new directions. The best place for pr people to get this information is corporate planning. In a few companies the pr staff contributes to planning by monitoring the "socio-political environment."

Legal & Comptroller A little over 50% of dpr's meet weekly or monthly with the legal staff and comptroller's office. News releases with legal ramifications are cleared and, with increasing gov't regs, lobbying efforts are coordinated. PR involvement with financial communications and stockholder relations requires at least annual contact (reported by almost 90% of dpr's).

Engineering Although frequency of contact is lowest with engineering, even the 32% of dpr's who meet at least monthly and the 53.4% who meet at least several times annually with the engineering staff are impressive. Consumer companies are interested in checking out product deficiencies. Industrials concentrate on environmental problems.

ISSUES MANAGEMENT TAKES HOLD;  
PR/PA DEPT. USUALLY HANDLES About 7 out of 10 respondents say their organizations are engaged in "issues management." Trade & prof'l assns and pr firms are most active. Among transportation, consumer product cos., conglomerates and industrials, four out of five companies recognize the function. Least active are insurance and banks where 62.0% and 46.2% aren't involved.

) ) In 90% of the organizations engaged in issues management, the regular pr/pa dep't handles the function. The others widely distribute the function. For example, in some nonprofits the executive director and board of directors get involved; or a director of field services or urban services has responsibility.

) When pr directors, managers and even vp's become subordinate to broader or related staff functions their salary levels are depressed. Conglomerates & industrials appear to have been most affected.

INDIVIDUAL SALARY INCREASES ARE SLIGHT;  
PR FIRMS, BANKS, INSURANCE &  
NONPROFITS SCORE WORST

About 50% of respondents among educational institutions, hospitals & other nonprofits received no salary increases or nominal \$1,000-1,500 in 1979 (see Table II).

Worse, salaries of some hospital and other nonprofit dpr's were cut. PR firms reported the highest percent of "no change" salaries: 43.4. This confirms last year's concern over rising overhead. All levels of gov't also fared poorly.

Despite the drop in median salary level, those working for conglomerates recorded the highest individual salary increases: 27.2% received increases of over \$5,000; 60% in industrials received \$3,000 or more.

TABLE II: INDIVIDUAL 1979 SALARY INCREASES BY INDUSTRY GROUP

	No Change	Size of Increase					
		\$1000/ 1500	\$2000/ 2500	\$3000/ 3500	\$4000	\$5000	Above \$5000
(Percent in Each Industry Group)							
PR Firms	43.4	4.5	4.5	8.8	8.8	13.0	17.0
Advertising Agencies	11.1	22.2	33.4	11.1	0	11.1	11.1
Banks	16.6	33.4	16.7	8.4	8.3	16.6	0
Insurance Companies	0	42.8	28.6	28.6	0	0	0
Conglomerates	0	18.2	27.3	27.3	0	0	27.2
Industrials	12.0	8.0	20.0	32.0	10.0	10.0	8.0
Consumer Product Cos.	8.0	12.0	24.0	28.0	12.0	4.0	12.0
Transportation	0	0	20.0	40.0	40.0	0	0
Utilities	11.2	16.7	38.9	11.1	0	5.5	16.6
Educational Institutions	7.7	38.5	26.9	19.3	0	7.6	0
Hospitals	3.7*	44.4	25.9	11.2	3.7	7.4	0
Trade & Prof'l Assns	9.0	13.7	45.5	13.7	9.1	4.5	4.5
Other Nonprofits	28.5**	23.9	14.3	19.1	4.8	4.7	0
Gov't - Federal	11.8	70.6	11.8	0	5.8	0	0
State	25.0	50.0	0	0	0	25.0	0
Local	10.0	30.0	50.0	0	0	0	10.0

) \*An additional 3.7% had salaries cut.

\*\*An additional 4.7% had salaries cut.

LATERAL RELATIONS:  
SURVEY STRESSES IMPORTANCE OF  
PR CONTACTS WITH OTHER STAFFS

Internal relationships between dpr's and members of other staffs at about the same level in the organizational hierarchy cover a wide range of functions -- see Table III. Survey asked how frequently meetings are held with members of six dep'ts. 80 to 97% of dpr's meet at least once a year with members of marketing/advertising, corporate planning, legal, comptroller and personnel/industrial relations dep'ts. Even with engineering, lowest on the list, annual meetings are reported by 57.3% of dpr's.

TABLE III: HOW OFTEN DPR'S MEET WITH MEMBERS OF OTHER STAFF DEPARTMENTS

	<u>Weekly</u>	<u>Monthly</u>	<u>Several Times Annually</u>	<u>At Least Once Annually</u>	<u>Total Who Meet with Staff</u>	<u>Never or No Answer</u>
Personnel/Industrial Relations	132 (56.4%)	44 (18.8%)	46 (19.7%)	4 (1.8%)	226 (96.6%)	8 (3.4%)
Comptroller	66 (28.2%)	55 (23.5%)	77 (32.9%)	11 (4.7%)	209 (89.3%)	25 (10.7%)
Legal	74 (31.6%)	48 (20.5%)	70 (29.9%)	14 (6.0%)	206 (88.0%)	28 (12.0%)
Corporate Planning	86 (36.8%)	47 (20.1%)	57 (3.0%)	13 (5.6%)	203 (86.8%)	31 (13.2%)
Marketing/Advertising	130 (55.6%)	28 (12.0%)	24 (10.3%)	5 (2.1%)	187 (79.9%)	47 (20.1%)
Engineering	47 (20.0%)	28 (12.0%)	50 (21.4%)	9 (3.8%)	134 (57.3%)	100 (42.7%)

Personnel Closest relationships, as measured by weekly meetings, are with personnel/industrial relations: 56.4% of dpr's meet weekly and 75.2% at least monthly with these staff members. Employee communications is one area of mutual interest. Many CEOs see candidly informed employees as a way to bolster public confidence in business (see prr 6/11). Another pr objective -- winning employee support on controversial public issues affecting employer and industry --