

25th ANNUAL SURVEY OF THE PROFESSION, PART I: SALARIES & DEMOGRAPHICS

U.S. MEDIAN SALARY RISES \$1,000 -- TO \$46,000

The rise in US median salary for public relations professionals overcomes last year's flat performance -- when it remained unchanged from 1987 -- and reverses the drop from the previous year. When looking at increases for individual practitioners, however, 4.5% is the average. Certain industries show dramatic differences. PR salaries at banks, insurance, and consumer product companies are over \$10,000 more than last year. But pr firms and trade & professional associations are significantly down.

Canadian salaries rose for the first time in 3 years -- probably because of a stronger economy, thinks CPRS immediate past pres T.A.G. Watson. Current pres John Francis adds that a new breed of practitioners is taking charge, accelerating faster than those before them. "These people are coming of age and taking responsibility," he told pr. (In our sample, which shows an increase to \$50,000, there may be an overstatement based on the particular individuals in the sample -- but everyone agrees median is up.)

The male/female ratio is about even (50.7% men, 49.3% women), but respective salaries are not. Women's median salary of \$39,000 is \$16,000 below that of male practitioners. A difference occurs in all age groups, and, while slight at younger levels, rises to \$22,750 in the 50-59 age bracket. (cont'd on page 3)

TABLE 1: MEDIAN SALARIES BY AGE & GENDER

Age Groups	% of Total	% of		Median Salary		
		Men	Women	Total	Men	Women
All Respondents		50.7	49.3	\$46,000	\$55,000	\$39,000
24 & under	0.9	25.0	75.0	-----*	-----*	-----*
25-29	8.3	14.1	85.9	30,000	31,500	29,850
30-34	15.9	35.3	64.7	38,000	39,500	37,000
35-39	19.7	40.2	59.8	45,000	50,000	41,200
40-49	28.9	57.7	42.3	52,000	58,000	44,500
50-59	18.9	74.7	25.3	57,000	65,750	43,000
60-64	3.8	75.8	24.2	65,000	65,000	55,000
65 & over	2.8	70.8	29.2	51,000	68,000	45,250
No response	0.8	14.3	85.7			

* Sample size too small to compute median.



TABLE 2: COMPARISON OF 1989 & 1988 MEDIAN SALARIES OF TOP LEVEL PUBLIC RELATIONS/PUBLIC AFFAIRS PRACTITIONERS IN US AND CANADA; BY TYPE OF ORGANIZATION

<u>Type of Organization</u>	<u>Median Salary</u>		<u>Salary Range</u>	<u>Median Salary Increase*</u>
	<u>1989</u>	<u>1988</u>		
All US Org'ns	46,000	45,000	16,000 - 265,000	3,000
All Canadian Org'ns#	50,000	38,700	20,000 -150,000	700
PR Firms	50,000	56,000	17,500 - 200,000	2,500
Ad Agencies, PR section	47,250	42,500	24,000 - 90,000	5,250
Other Consulting	-----**	57,000	35,000 - 160,000	11,500
Banks	46,000	34,500	25,000 - 95,000	4,000
Insurance Companies	53,850	42,000	23,000 -179,000	2,950
Other Fin Svcs Org'ns	42,000	43,000	25,000 - 95,000	2,000
Consumer Product Cos	55,000	43,000	30,000 -174,000	4,500
Industrials	58,000	59,500	26,000 -150,000	4,000
Travel/Tourism	31,675	33,000	19,950 - 43,000	2,675
Transportation	53,500	50,000	25,000 - 95,000	5,500
Utilities	52,000	50,100	25,500 -130,000	2,800
Healthcare-Hosp	38,500	38,750	20,000 -100,000	2,550
Healthcare-Other	49,500	45,000	16,000 -265,000	4,500
Education-Admin	40,000	41,700	17,900 -120,000	2,000
Education-Academic	40,000	36,000	20,000 - 74,800	4,000
Trade/Prof'l Ass'ns	43,000	51,000	22,000 -150,000	3,000
Social/Nonprofit	31,000	31,500	17,000 - 96,000	- 500
Government: Federal	42,175	42,000	20,000 - 75,000	- 325
State	40,000	39,400	22,750 - 74,000	4,000
Local	42,225	35,000	26,000 - 66,750	3,325

* Calculated on the difference between 1989 median salaries and median "last year salary."

** Sample size too small to compute median.

Canadian respondents were asked to state salaries in US dollars.

Note: 1) top level positions include all supervisory positions; excluded are professional specialists, account execs; 2) "median salary" & "median increase" is the point on the scale at which -- or below which -- 50% of the respondents fall; 3) salaries by type of org'n include US salaries only; 4) total sample size is 831.

TABLE 3: MEDIAN SALARIES OF MEN & WOMEN BY YEARS IN PR

Years in PR	% of Total	% within age group		Total	Median Salary	
		Men	Women		Men	Women
1 yr or less	1.3%	27.3%	72.7%	24,200	-----*	-----*
2-3 years	4.0	20.6	79.4	31,175	-----*	30,000
4-5 years	8.9	26.3	73.7	30,000	34,850	30,000
6-9 years	17.4	34.9	65.1	37,575	43,500	36,100
10-14 years	22.6	43.3	56.7	45,000	50,000	40,000
15-19 years	17.2	55.4	44.6	53,500	58,000	49,800
20-29 years	20.5	74.4	25.6	60,000	61,000	55,000
30-39 years	5.8	82.0	18.0	68,000	75,000	-----*
40 or more	1.6	83.3	16.7	87,400	-----*	-----*
No response	0.9					

* Sample too small for valid figure.

In older age categories, women's salaries are explained by the likelihood senior women have fewer collective years of experience than men (See Table 3) and/or were not initially given equal job assignments. The only possible reason for discrepancy in younger categories -- short of persistent discrimination -- is, with the exception of fin'l services org'ns (in which 60% are female), women tend to work in fields such as healthcare, social work & gov't, which pay below the overall median of \$46,000. Lowest salaries are in social/nonprofit org'ns (\$31,000) where 57.3% of respondents are female.

The stereotype that women prevail in nonprofits, men, in corporate jobs -- is weakening. Women still substantially outnumber men in healthcare, as they do in educational administration. They also outnumber men in travel/tourism and other financial svcs organizations. Men continue to dominate utilities, insurance & industrials, also academics, federal & state gov't.

But women have made significant advances in at least one corporate field -- industrials. Altho the percentage of males is still among the highest (61.2), influx of women has resulted in a 12.9% gain (from 25.9% in '87 to 38.8% in 89). Similar increases: federal gov't, where women now hold 28.6% of the jobs, up from 17.9% in '87. Other industries where women have gained substantially are local gov't (now 72.7% from 46.2% in '87), consumer product cos (55.9% from 43.8%), and ad agencies (52% from 42.1% in '87).

TABLE 4: INDUSTRY RANKINGS EMPLOYMENT OF MEN AND WOMEN

<u>Employing 60% or more women</u>	1987	1989
	%	%
Healthcare-Hosp	67.2	77.3
Government-Local	46.2	72.7
Travel/Tourism	66.7	70.6
Other Fin Svs Org'ns	52.4	63.5
Education-Admin	58.7	60.8
Healthcare-Other	57.1	60.0
<u>Employing 60% or more men</u>		
Education-Academic	55.0	73.7
Government-Federal	82.1	71.4
Utilities	72.1	69.1
Government-State	30.0	65.2
Insurance Companies	56.7	62.5
Industrials	72.3	61.2

TABLE 5: REGIONAL DIFFERENCES IN MEDIAN SALARIES		TABLE 6: SALARIES BY EDUC'L LEVEL				
Region	Median Salary	Level	% of Total	Median Salary Total	Men	Women
West	50,000	HS degree	.6	-----*	-----*	-----*
Northeast	52,000	Some coll	6.4	51,500	65,000	40,000
South	45,000	BS/BA	61.4	44,000	53,700	37,000
North Central	43,800	MS/MA	27.6	50,000	58,250	41,000
		Ph.D.	3.6	48,000	48,750	44,000

* Sample too small for computation

REGIONAL DIFFERENCES After several years of narrowing distinctions by region, they now reappear. Interesting, since last year they disappeared altogether. The extremes: Northeast @ \$52,000 and North Central @ \$43,800. One explanation -- downsizing efforts to become more competitive have been more prevalent in the industrial base of the North Central & Southern regions. Also, there has been a tight job market for hi-tech pr, a large industry in the West.

ROLE OF EDUCATION Trend since '87 continues -- master's degree holders earn substantially more than bachelor's degree holders, as illustrated by Table 6. But the salary difference has narrowed to \$6,000 this year from \$7,000 last year. Also, percentage of master's degree holders is shrinking slightly, from 30.4% in '86 to 28.7% in '87, and to the current 27.6%.

Practitioners holding only high school diplomas are few. What is notable about them in this sample is all are presidents of their own firms. The same holds for 2/3rds of those who have attended only some college; the balance are either partners in firms or vps of org'ns. This raises the myth that those with less education often have more drive. But -- of the 6 Ph.Ds in our sample, 4 are presidents.

TABLE 7: MAJORS OF THOSE HOLDING MASTER'S DEGREES	
Business Administration	21.9%
Communications	20.6%
Journalism	19.8%
Social Science	11.3%
Public Relations	8.9%
English/Humanities/Language	7.1%
Education	3.4%
Other	7.0%

Public relations continues to recognize the importance of mgmt orientation and the job qualification that exec recruiters call "a sense of business." This is reflected by fact that 21.9% of master's degree holders have majors in business administration. On the other hand, technical competence in writing and interpersonal skills gets more recognition, as reflected in a continuing high percentage of those majoring in communications & a sharp increase in journalism majors (19.8% from 13.8% in 86). It is encouraging that behavioral/policy

science foundations of pr are becoming more important as evidenced in rise in employment of social science majors -- to 11.3% of masters holders from 7.5% in '86.

SIZE OF PR STAFF AND BUDGETS

Employment conditions are slightly worse

than last year, with 61.1% of respondents reporting that staffs are "about same" (vs. 64.8% last year). And more are reporting that the number of professionals is "less" -- 13.1% vs. 10.3% last year. Still, almost a quarter report having larger staffs, a slight increase over last year's 23.1%.

TABLE 8: CHANGES SINCE LAST YEAR IN # OF PROF'LS & BUDGETS

	<u>More</u>	<u>Less</u>	<u>@ Same</u>
No. of Prof'ls	24.4%	13.1%	61.1%
Total PR Budget/ Billings	41.5%	12.1%	37.8%

TABLE 9: SIZE OF ORG'N BUDGETS AND COUNSELING FIRM BILLINGS

<u>Size of Budget</u>	<u>% of Org'ns in Budget Category</u>	<u>% of Counseling Firms in Billing Category</u>
Under \$50,000	5.0	3.0
50,000 - 99,999	8.2	8.9
100,000 - 249,999	15.4	11.8
250,000 - 499,99	11.9	12.8
500,000 - 749,999	11.6	4.4
750,999 - 999,999	4.7	6.9
\$1 million or more	20.0	37.9
No response	23.1	14.3

Industries with greatest growth -- over 30% -- in prof'l staffs include: other consulting, 46.2%; healthcare-other, 40%; ad agencies, 36%; gov't-state, 30.4%. But some also report a cutback: utilities, 29.1%; banks, 23.5%; other fin'l svcs, 18.2%; industrials, 16.5%.

Fewer counseling firms report billings of \$1 million or more (37.9% this year vs. 40.4% last year). But as a group, they're more willing to report billing figures than their organizational peers are budgets -- 14.3% of the former vs. 23.1% of the latter did not provide an answer. Of all organizations, 1 in 5 has a budget of \$1 million or more, and almost 3 out of 10 have budgets between a quarter million and just under a million.

Most pr practitioners must be generalists -- close to 2/3rds of all staffs (Table 10) have 5 or less prof'ls, thus omitting much specialization. But on the other end of the scale, staffs numbering 50 or more prof'ls have grown -- to 4.7% from 3.3% in '87. The merger & acquisitions movement is one reason.

TABLE 10: PROF'L STAFF SIZE

<u>Number</u>	<u>Percent</u>
1	18.4
2-5	44.1
6-9	12.5
10-14	6.8
15-19	4.1
20-29	4.5
30-49	2.7
50-99	2.0
100 or over	2.7
No Response	1.6

TABLE 11: MEDIAN SALARY OF MEN & WOMEN BY TITLE

<u>Title/Level</u>	<u>% of Total</u>	<u>% in each title</u>		<u>Median Salary</u>	
		<u>Men</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>
Pres (of counseling firm)	9.0	66.2	33.8	69,000	40,000
Exec Dir (of NPO)	1.2	70.0	30.0	60,000	55,000
Owner	1.9	37.5	62.5	52,000	50,000
Consultant/Counsel	1.4	41.7	58.3	57,000	35,000
Exec or Senior VP	2.0	58.8	41.2	90,000	66,000
VP	9.9	72.9	27.1	70,000	60,000
2nd or Asst VP	1.4	41.7	58.3	49,700	41,000
Dir or Mgr	44.4	48.0	52.0	55,000	40,000
Asst Dir/Mgr, etc.	2.3	50.0	50.0	43,750	30,500
Coordinator/Supervisor	6.2	32.1	67.9	46,000	30,000
Professional Specialist	2.1	27.8	72.2	45,000	57,000
Officer	3.5	40.0	60.0	40,000	39,500
Editor	0.7	33.3	66.7	51,000	26,000
Professor	1.6	78.6	21.4	42,000	25,000
Account Exec	2.1	50.0	50.0	26,000	30,000
Other	9.4	44.4	55.6	52,000	39,050

The lower status of women in organizations and counseling firms is shown in Table 11. All the positions with 60% or more women are at lower levels, e.g., 72.2% of professional specialists are women & 66.7% of editors. In contrast, 66.2% of counseling firm presidents are men, 58.8% of exec/sr vps and 72.9% of vps are men. The main encouraging sign for women is that they are moving up the ladder: they account for 52% of dirs/mgrs and 67.9% of coordinators/supervisors.

Salaries for women at all but 2 titles are uniformly lower than those of men. The exceptions are the position of prof'l specialist -- women earned a median of \$57,000, men \$45,000 -- and account exec, a position at which women have a median salary of \$4,000 more than men.

FLATTENING OF MGMT HITS HOME A smaller percentage of practitioners are now vps (9.9%) than 2 years ago (12.8%); same is true for exec/sr vp (2% vs. 3.5%). This suggests a slip in status of pr positions -- more are subordinate to other or broader titles. Decline is reflected in smaller proportion of practitioners reporting to the CEO -- 33.3% vs. 35.7% last year, and 38.3% in '86 (see Table 12). Instead, more pr people report to a sr/exec vp (14.7% vs. 14.3% last year, 12.9% in '86) and to a vp (19% vs 17.7% last year, 14.8% in '86).

TABLE 12: TITLES TO WHICH PRACTITIONERS REPORT

<u>Title</u>	<u>%</u>
CEO	33.3
Sr/Exec VP	14.7
VP	19.0
Dir/Mgr	20.1
Supv/Mgr	4.9
Other	7.9