

## PRSA SALARY SURVEY FINDS LITTLE CHANGED IN 5 YRS.

The median pr salary is \$49,070. pr's '91 survey placed it at \$50,000 -- but that's for US & Canada, and no entry level were included. Also, pr's non-PRSA mbr list is arguably superior to the one from Dunhill list brokers PRSA used. Perhaps PRSA's move toward serving newer practitioners including entry level pulls the number down -- particularly in a self-selecting mail survey.

For men it's \$59,460 (60,000); for women, \$41,110 (42,000). Part of the reasoning given for this 45% difference is "women working in public relations are younger & have less experience than their male counterparts." The difference is a) less when the median salaries of men & women under 40 are compared: men (320 in number) \$43,244; women (655) \$37,601; b) greater for those over 40: men (869) \$65,948, women (546) \$46,027. Other interesting findings:

- Median salaries by job level: acct execs (\$32,580); supvrs (\$52,860); sr mgmt (\$76,790). Median salary for entry level is \$23,030.
- Median salaries in the Northeast are the highest (\$54,520), followed closely by the West (\$54,330), South (\$46,910), Midwest (\$45,450).
- Gov't/healthcare/NPOs have the largest percentage of practitioners with median salaries below \$45,000 (53%) & the smallest percentage of people earning more than \$75,000 (12%).

### SOME QUESTIONABLE STATISTICS

Survey reports pr firms & corp's have the same percentage of salaries under \$45,000 (39%). Possible. Then it adds that a larger percentage of salaries are in the higher range (\$75,000+) at firms than at corp's (29% vs. 21%). This fails the "feels right" test, as firms which must compete with corporations in hiring can attest -- or firm staffers who compare their pay with their corporate counterparts find.

Study also reports median salary in firms is higher (\$51,340) than corp's (\$50,770). These data suggest respondents do not reflect the field.

Reflecting PRSA's current tilt toward advertising approaches, the survey was conducted by Simmons Market Research Bureau. Of 5,900 net questionnaires mailed to PRSA mbrs & nonmbrs, 2,405 (42.1%) were tabulated -- 606 APR-accredited mbrs, 1,286 non-accredited PRSA mbrs, & 513 nonmbrs. (Copy from Maria Delgado at PRSA, 212/460-1468; \$50 mbrs; \$75 for nonmbrs.)

### WHO'S WHO IN PUBLIC RELATIONS

**ELECTED.** NSPRA ofc's for coming year are Burnadine Moss Anderson, ASPR, pres (Shreveport); Dorian Martin, pres-elect (Austin); vp at large, Samuella Nesbitt (Birmingham). New regional vps are Jim Dunn (Liberty, Mo), Brian Hale (Lincoln, Neb) &

Chevon Baccus, ASPR, reinstated (Fort Pierce, Fla).

**HONORS.** Learning & Liberty Award for contribution to education posthumously to Bob Grossman, former NSPRA pres & longtime school pr leader.

## BEST PRACTICE CASE: FORGING TRULY SUPPORTIVE RELATIONSHIPS

Building community relationships takes time, needs to be ongoing to be effective. "Many organizations think their cause is right, that right will win out. They realize too late they need help," Tom Tomlin of Carl Terzian Assocs (Los Angeles), told pr. His firm built & maintains a 5,000 member organization called Friends of Fox -- which helped 20th Century Fox Studio gain permission to renovate & expand despite strong opposition.

### BACKGROUND

In 1990, Fox Studio began its fight to continue operating at its 63-yr old site in LA. To renovate existing buildings & add studio facilities within its 53-acres, it needed city approvals. But Fox was confronted with a) an unresponsive City Council, b) active opposition from a no-growth community, c) unfavorable press coverage.

"Economic studies showed Fox impacts 25-30,000 jobs & brings over \$3 billion trickle down dollars into the community." LA was in the middle of a recession -- & hit severely with the Rodney King riots & economic upheaval. "Fox was looking at leaving because LA was making it so difficult for them. Unfortunately that's the political climate here."

### STRATEGY...

to build a community-based organization that supports Fox's expansion & shows elected officials that the community -- both business & homeowners -- supports the project 10 to 1 over the opposition.

- Key to its success was "we had a full year to organize this before approaching the planning commission."

"I had a person call me who is building 2,300 homes on a site. He heard what we did for Fox & wanted us to help him. I asked him when his first hearing is. He said in 2 weeks. I asked him how long this project has been alive. He said 14 years. I said I'm really sorry & hung up. He's typical. I felt like saying if you'd called me 14 years ago you'd have your 2,300 homes built with families in them."

### BUILDING THE ORGANIZATION WITH "SUPPORT CARDS"

1. **Determined Fox's strengths.** Parameters were anyone who lives &/or works within the sphere of influence of the studio -- approximately a 3-mile radius.
2. **Approached employees first.** Sent letter & postpaid support card asking for their home address, phone, fax & signature. Support card reads,

"Yes, I support Fox Studios & its expansion" & "Yes, you can count me as a member of Friends of Fox." Got back 400 -- which started the org'n.

• Support cards were used "so we could never be accused by the opposition of inflating the numbers. We now literally have 5,000 cards."

- 3. Asked for & got support of pres & exec dir of the 5 chambers of commerce in the area thru personal contacts. Then sent press releases with their endorsements. Next, sent letters & support cards to members, on each chamber's letterhead, over its leadership's signatures. Result: several hundred more cards.
- 4. Went to team members -- the architects, engineers, contractors. Many have their offices within the 3-mile radius. Asked them to sign cards along with their employees. "Suddenly we had 1000 members."
- 5. Started having regular meetings with the 1000 members -- open houses on the Fox lot, movie screenings, barbecues, "events where they could bring their families & friends. We had booths to sign up additional people. Held tours, continued educating people, giving out materials etc."

THE KEY TO ESTABLISHING & KEEPING AN ORGANIZATION

"is having 1) money, 2) a cause, 3) an enemy. Our enemy was the 100+ anti-growth activists who had fought every development for the past 15 years. They picketed Fox with bullhorns, put up anti-Fox lawn signs, wrote letters to the editor. They were small but very vocal. We positioned them as kind of kookie, anti-growth NIMBYs. They wound up reacting. Every time we did something they would follow. They were about 1 week behind us, always back on their heels & couldn't quite catch up."

- 6. After 6 months, formed a 50-person advisory board. Members were a mix of business & residents, with residents from each homeowners ass'n. Met every 5 weeks for breakfast at the Fox commissary. Top mgmt of Fox attended as well as architects, guest speakers. Presented info about what was going on, what was needed. "This was still 6 months away from our first meeting with the planning commissioner of the City Council."
- 7. Developed a newsletter for members plus VIPs -- mbrs of City Council, Planning Commission & other influentials -- "to let them know we have 1300 mbrs, officers & committees, a full blown program."

MEDIA RELATIONS

When project began, local papers including LATimes were writing negative articles about Fox. "Newspapers here hold a fairly slow-growth, no-growth position & they looked at Fox as 'here we go again, big corporation trying to expand within the city.'" 25 negative articles had already been printed.

Once Friends of Fox was formed, "we had editorial board meetings with all the papers. We kept them informed, gave tours of the lot, invited them to the advisory board meetings so they could see the numbers we had. They began to see there was another side rather than just this small group of activists. About a year before the final approval they turned around."

RESULTS

- 3 1/2 years later, June '93, Mayor Tom Bradley signed the ordinance saying Fox could expand its studio.
- 6 1/2 years later, Friends of Fox is still in place. Fox realizes "they need this organization as an insurance policy. The minute they start hauling dirt someone could call to say 'the truck took the wrong route & came by my house.' We know the minute something happens & can counter it with whatever is needed."
- Friends of Fox continues to
  - a) send out its newsletter;
  - b) gather for events -- currently screening Fox's big summer release, Independence Day.
  - c) 50-mbr advisory board meets every 3 months.
  - d) And members help each other. "We've published a business directory of the membership saying 'let's do business with the people who support Fox Studio.' And many are."

"I'm doing another project where there is no employee base like Fox has. So we started 1-on-1. We've been at this for 3 months & have 50 members. It's tough but that's how you do it -- 1 by 1 & keep growing."

THE TOP 15 U.S. SPEAKING FORUMS FOR '96-'97

- Chief Executives Club of Boston
- City Club of Cleveland
- Commonwealth Club of Calif (SF)
- Comstock Club (Sacramento)
- Dallas Friday Group
- Economic Club of Chicago
- Economic Club of Detroit
- Economic Club of NY
- Executives Club of Chicago
- Houston Forum
- Jonathan Breakfast Club (LA)
- National Press Club (DC)
- Town Hall of Cleveland
- Town Hall of Los Angeles
- World Affairs Council of Philadelphia

The Business Speaker's Resource features 700+ detailed profiles of influential & prestigious speaking platforms in 33 industry areas. Each profile includes meeting schedule, past speakers, contact person, leadership, description of org'n, issues of interest, general meeting background, audience demographics, criteria for speaking & promotion opportunities. (More info: 800/466-SPKR)

SURVEY: 411 PR PROS SAY HOW THEY VALUE ON-LINE SERVICES

Assessing news services	94%	Post new product notices on BBSs	62
Communicating with media	87	Conduct surveys on-line	60
Releasing info to the public	79	Target special user groups	56
Accessing marketing or competitive info	66	Create special interest groups	34
Monitoring the "buzz"	65	Locate experts or spokespeople	25
		Put games/fun activities on-line	23

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