

**MORE ON PR SALARIES:
WOMEN'S MEDIAN SALARY \$15,000 LESS
THAN MEN'S -- SOME EXPLANATIONS**

With the 1983 median salary for men at \$45,000 and women's at \$30,000, there's a lot of explaining to do. Our sample of 1,060 comprises 70% men & 30% women. The women are

younger than the men, have spent fewer years in pr and hold fewer top level positions. These factors provide some answers to the salary differential.

Percentage of women below the 35-yr age level is greater than that of men, as the table on the right shows. In higher age levels, men predominate. Median salaries rise with age levels up to the 50 - 59 level. At this age bracket, where the median salary is highest, 25.6% are men & only 12.6% are women.

Starting with 15 - 19 yrs in pr, percentage of men outstrips that of women (see table below). Percentage of women in lower age brackets is substantial.

| Age | Total % | %Women | %Men | Median Salary |
|------------|---------|--------|------|---------------|
| 24 or less | 0.7 | 1.5 | 0.3 | \$19,500 |
| 25 - 29 | 7.7 | 16.2 | 3.7 | 26,050 |
| 30 - 34 | 15.8 | 23.8 | 12.4 | 34,000 |
| 35 - 39 | 18.1 | 17.6 | 18.7 | 41,000 |
| 40 - 49 | 27.6 | 24.7 | 29.8 | 43,900 |
| 50 - 59 | 21.6 | 12.6 | 25.6 | 50,000 |
| 60 - 64 | 4.9 | 2.9 | 6.0 | 48,500 |
| 65 & over | 3.6 | 0.7 | 3.5 | 40,000 |

YEARS IN PR

| Yrs in PR | Total % | %Women | %Men | Median Salary |
|-----------|---------|--------|------|---------------|
| 1 or less | 0.8 | 1.7 | 0.4 | \$24,000 |
| 2 - 3 | 4.1 | 7.3 | 2.4 | 24,000 |
| 4 - 5 | 9.1 | 14.5 | 6.6 | 29,500 |
| 6 - 9 | 18.0 | 25.9 | 14.5 | 33,000 |
| 10 - 14 | 22.6 | 25.6 | 21.7 | 40,000 |
| 15 - 19 | 15.3 | 11.9 | 17.0 | 44,000 |
| 20 - 29 | 20.8 | 9.9 | 26.1 | 50,000 |
| 30 - 39 | 7.3 | 3.2 | 9.3 | 54,200 |
| 40+ | 2.0 | 0.0 | 2.0 | 48,700 |

DISTRIBUTION BY TITLE

| Title* | Total % | %Women | %Men | Median Salary |
|--------------|---------|--------|------|---------------|
| President | 11.3 | 8.3 | 13.0 | \$50,200 |
| Exec/Sr VP | 2.8 | 1.7 | 3.4 | 55,125 |
| VP | 10.7 | 7.5 | 12.0 | 55,000 |
| 2nd/Ass't VP | 1.4 | 1.2 | 1.6 | 39,900 |
| Dir/Mgr | 45.8 | 47.0 | 45.4 | 41,000 |
| Coord/Supvr | 6.7 | 7.8 | 6.1 | 40,000 |
| Top Div PR | 6.9 | 6.6 | 7.0 | 35,000 |
| Prof'l Spec | 7.5 | 11.2 | 5.6 | 30,000 |
| Acct Exec | 1.9 | 3.5 | 1.1 | 23,400 |
| Other | 5.0 | 5.2 | 4.8 | ----- |

(*See prr 8/29, pg.4, for full title descriptions.)

Finally, fewer women are CEOs or vice presidents. However, women catch up with men in their percentage of representation at the level with the greatest number of practitioners in our sample -- directors & managers. On the lowest level of professional specialists the percentage of women is twice that of men.

ERRATA

2 corrections from Part I of prr's 19th Annual Survey of the Profession:

1. 1983 Salary Range for Local Government: \$22,100 - \$55,000; incorrectly printed as \$22,100 - \$22,100.
2. Description of Table 2 (pg.2) should read: "The percentage reporting budget increases in 1983 is about half -- same as in 1982 -- while those reporting smaller budgets is slightly lower"; thru an error, higher was used.

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NINETEENTH ANNUAL SURVEY OF THE PROFESSION -- PART II

REAGAN SUCCEEDS IN RETURNING NATION'S FOCUS TO THE MARKETPLACE;
DEREGULATION MORE IMPORTANT TO SOME INDUSTRIES THAN REGULATION

Marketplace factors have edged out government & economy as the top concern of public relations practitioners. These include foreign competition as well as intensified domestic competition -- not just among business enterprises but hospitals & non-profits. Industry boundaries are crossed as banks compete with money market institutions and insurance companies offer brokerage & other financial services. Increasing attention given to the marketing function by public relations practitioners confirms the prominence of marketplace factors. Part of the greater business orientation is pressure to measure the results of public relations activities & programs.

While 18.2% of comments refer to marketplace factors, government received 14.8% -- the second highest. Banks & insurance companies are most concerned about government. Banks recognize that their scope of operations is defined by government action. They feel the effects of deregulation most, while insurance companies fear government's "increased emphasis on 'external' control of industry."

Economy receded from first place last year to third place this year with 13.5% of comments. Many consulting firms & ad agencies are still smarting from the receding recession, even though some report the upturn was evident last spring. Industrial companies in particular suffer from lagging demand, depressed price levels & insufficient capital formation.

Following the usual concern with public confidence in institutions, human resources factors have moved up in importance from last year -- 7.6%, up from 4.8% in 1982. Employee motivation, cooperation & productivity are particularly emphasized. This is another manifestation of competitive pressures and new focus on the marketplace. President Reagan has succeeded in returning the American economy to the symbol of the free enterprise system.

NEW COMPETITION & CONSUMER RESISTANCE
TO PRICE INCREASES
IS MAJOR CONCERN OF UTILITIES

Federal deregulation of the telecommunications industry, which threatens to cause dramatic increases in cost of service for customers and pricing changes, largely explains heightened concern about marketplace factors.

An ass't vp of advertising & public relations in a western state explains by listing 3 concerns: 1) "changing corporate culture and customer-driven competitiveness"; 2) "establishing identity of new company separate from AT&T"; and 3) "marketing services in new environment." One challenge is to "explain radical change and complex issues in an easily understandable, fast way."



Deregulation of natural gas and rising costs of generating electricity are leading to what one Calif-based pub afrs planning mgr calls "consumer anger over rising utility rates." One result is "declining sales growth." Another is "anti-utility rate pressure from consumers" and "pressure for public take-over." More confrontations with activist groups are reported as well as displeasure with "so-called public interest groups often not operating in the public interest."

Uncertainty about the future among energy-providing utilities is further illustrated by divergence of goals. A pub afrs officer of a Toronto utility talks about the need to "explain why the utility is switching from conservation ethic to marketing" while a Boston sr pub info officer speaks of "redirecting industry from a growth mode to conservation."

RECESSION'S EFFECTS NOT OVER YET
FOR CONSULTANTS; SEE NEED FOR
BETTER PR PROFESSIONALS

Consultants still focus on last year's major problem, the economy. They are aware of the recession's effect on their clients who have "low budgets," are "transient," or are unwilling to "maintain contracts" or "pay higher fees." These problems affect "cash flow" and raise the question of being able to "stay in business." PR firms face new competition from the rising number of ad agencies "opening pr shops."

As a result, pr must become more "marketing oriented" and learn to "serve existing clients professionally." Some complain of the "scarcity of top-rate pr professionals with true understanding of how business works and with ability to relate to management." As the chairman of a major pr group states: "The industry problem is and always has been that 70% of the people in it have very limited capability." Reference is also made to "incompetence of communications executives within client organizations."

Aware of the many issues facing their clients, pr firms speak of excessive gov't regulation & rising foreign competition. Also mentioned are 1) shrinking funds for nonprofits, 2) disposal of industrial waste, 3) consumer fear of chemicals, 4) moving from the industrial age to the information age.

INDUSTRIALS PLAGUED BY
RECESSION, ECONOMIC UNCERTAINTIES, REGS
AND LACK OF CLEARCUT GOV'T POLICIES

While marketplace factors are also the major concern of industrials & conglomerates, these factors are compounded by 1) lagging effects of the recession & 2) uncertainties about stability of commodity prices & foreign currencies. In fighting foreign competition, some companies refer to the difficulty of becoming recognized in international markets and in understanding marketing in Third World countries. Supplementary factors are lack of cost competitiveness and need for industry standards. Gov't regulation -- a chronic complaint of industrials -- also relates to foreign competition. As a Tucson pr officer puts it: "regulatory costs are a burden making the US noncompetitive in international trade...."

Other criticisms of gov't, besides regulation & interference in general, are lack of clearcut policies in areas of taxation, energy & agriculture. Nothing, however, is said about the current debate over the need for a US industrial policy.

Regarding these problems, pr people are advised to do a better job 1) relating to the bottom line and 2) demonstrating their worth through evaluation & accountability techniques. Management is advised to improve its leadership style, e.g., become more participative in development projects.

1983's MOST IMPORTANT ISSUES/PROBLEMS AS SEEN BY INDUSTRY GROUPS

| Issues | No. of Comments | % of Comments | Industry Group with Top & Next to Top % of Mentions for Issues | % of Mentions in Industry Group |
|--|-----------------|---------------|--|---------------------------------|
| MARKETPLACE: Competition, Foreign Trade, Changes in Products & Svcs, Product Quality, Consumer Demand/Sales | 422 | 18.2 | Hospitals Utilities | 31.0 26.6 |
| GOVERNMENT: Interference, Regulation, Deregulation, Taxation, Deficit | 344 | 14.8 | Banks Insurance | 41.1 23.1 |
| ECONOMY: Recession, High Interest Rates, Price Levels, Unemployment | 313 | 13.5 | Consulting Firms & Ad Agencies Industrials | 28.3 18.1 |
| PUBLIC CONFIDENCE IN INSTITUTIONS: Public Image, Public Understanding, Media Coverage/Fairness | 209 | 9.0 | Education Government | 13.4 11.9 |
| EMPLOYEE RELATIONS/HUMAN RESOURCES/LABOR: Employee Motivation/Cooperation/Productivity, Wages/Benefits, Worker Health & Safety | 176 | 7.6 | PR Firms Education | 14.1 11.2 |
| FUNDING/BUDGET CUTBACKS | 132 | 5.7 | Education Other Nonprofits | 28.5 21.7 |
| ENVIRONMENT/RESOURCES/LAND USE | 82 | 3.5 | Industrials Utilities | 10.6 5.3 |
| COST CONTAINMENT | 51 | 2.2 | Hospitals Insurance | 15.2 12.1 |
| ENERGY | 46 | 2.0 | Utilities Industrials | 10.7 2.6 |
| OTHER | 547 | 23.5 | | |
| TOTAL | 2322 | 100.0% | | |

Note: Results based on 1,060 responses to mail survey conducted in May 1983 from a sample of pr reporter subscribers and accredited or active PRSA & CPRS members.