

CAREER RELATED PERCEPTIONS OF WOMEN 35-YEARS-OF-AGE
AND OLDER ENTERING OR RE-ENTERING THE WORKFORCE
IN THE FIELD OF PUBLIC RELATIONS AND RELATED
PERCEPTIONS OF THEIR EMPLOYERS

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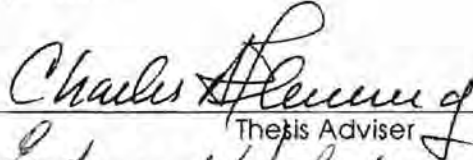
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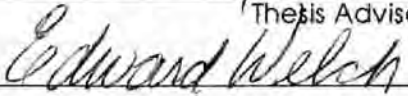
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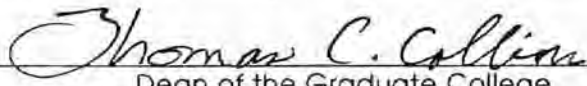
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As a woman age 35+ re-entering the workforce in the field of public relations, I want to take this opportunity to recognize both the people who hung with me...as well as those who chose not to through a period of great change in my life. Each of you contributed in unique ways to the very heart of this project.

Unplanned-for changes occurred suddenly and bringing a topic that had interested me for years, into a reality. Working for years, side-by-side with countless wonderful and capable women who were, like me, traditional housewives and stay-home moms, volunteering in the schools and community, I often wondered what we would do if we HAD to get a "real job" with a resume filled with years of experience through volunteerism, yet for our age, not much if any, as a paid-professional. It is my hope that the result of this project will make a difference in the lives of others, not simply my own.

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Thanks to my parents, Barbara and Winfrey Houston, for your constant love.

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TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
Background	2
The Age Issue	2
The Education Issue	3
Re-Entry Women	3
The Public Relations Issue	6
Statement of the Problem	7
Purpose	7
Objectives	8
Methodology	9
Significance of the Study	9
Limitations	10
Assumption	10
Organization of the Study	11
II. REVIEW OF THE LITERATURE	12
Introduction	12
Workforce Research Studies	15
The Projected Age-Switch in the Workforce	15
Gender Issues	17
Marital and Family Status of Working Women	20
The Combination of Volunteerism, Family/Marital, Gender, Job Satisfaction of Women in the Workforce	22
The Re-Entry Woman	24
Trends in the Field of Public Relations	28
Education	28
Employer Preferences for Practitioners	32
Women in Public Relations	34
Volunteerism and the Workforce	38
Trends in Volunteerism	42
Motivation of Volunteers	43
Transferability of Volunteer Skills	45
The Future of Volunteerism	47
III. METHODOLOGY.	48
Overview of the Study	48
Research Design	48
Variables	49
Method I. Mail Surveys	49
Method II. Interviews	49

Chapter	Page
Research Questions	50
Pilot Studies	51
Method I. Survey Focus Group and Pretests	51
Method II. Interview Pretests	51
Selection of Subjects	52
Method I. Mail Surveys	52
Method II. Interviews	52
Research Instruments	53
Method I. Mail Surveys	53
Sections 1 - 3.	53
Method II. Interviews	54
Data Collection Plan	54
Method I. Mail Surveys	54
Method II. Interviews	55
Data Analysis	55
Method I. Mail Surveys	55
Method II. Interviews	56
Methodological Assumptions and Limitations	56
Summary	57
IV. FINDINGS AND ANALYSIS OF DATA	58
Introduction	58
Method I. Findings From Mail Surveys	58
Part I. Practitioner and Employer Perceptions and Attitudes About the Age of Practitioners	60
Part II. Practitioner and Employer Perceptions of Education	74
Part III. The Perception of Women 35+ by Employer's Years Hiring; Practitioner's Years of Professional Practice	87
Part IV. Practitioner and Employer Perceptions and Attitudes Concerning Gender Issues.	100
Part V. Practitioner's Marital and Family Status	107
Part VI. Practitioner and Employer Perceptions and Attitudes Concerning the Value of Volunteerism for Public Relations..	112
Part VII. Practitioner and Employer's Perception of Management's Attitude Toward Women 35+ Entering or Re-Entering Public Relations1.	123
Method II. Findings From Interviews	135
Professional Categories and Places of Business of Interviewed Practitioners	135
Practitioner's Profile	136
Practitioner's Information	138
Entry and Re-Entry	140
The Age Issue	141
Practitioner's Perception of Management's Attitude and Job Satisfaction	141
Gender Differences Between Men and Women 35+ in PR	142
Volunteerism	142
Education.	142
V. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	144
Summary	144
Method I. Mail Surveys	145

Chapter	Page
Method II. Interviews	145
Research Questions	145
Conclusion	151
Recommendations	155
Students	155
Employers	155
Women	156
Women in Public Relations	156
Recommendations For Further Research	156
A Final Thought	157
 BIBLIOGRAPHY	 158
 APPENDIXES	 163
APPENDIX A - PILOT STUDIES FOR QUESTIONNAIRES: FOCUS GROUP, PRETESTS	 164
APPENDIX B - RESEARCH INSTRUMENTS: MAIL SURVEYS, COVER LETTERS, INTERVIEW QUESTIONS.	 170
APPENDIX C - ADDITIONAL COMMENTS OF SURVEYED PRACTITIONERS EMPLOYERS	 190
APPENDIX D - ORGANIZATIONS AND TYPES OF VOLUNTEER DUTIES OF INTERVIEWED PRACTITIONERS	 199
APPENDIX E - ADVICE FROM INTERVIEWED PRACTITIONERS TO WOMEN 35+ ENTERING OR RE-ENTERING THE WORKFORCE IN THE FIELD OF PUBLIC RELATIONS	 201
APPENDIX F - OKLAHOMA STATE UNIVERSITY INSTITUTIONAL REVIEW BOARD; HUMAN SUBJECTS REVIEW APPROVAL	 205

LIST OF TABLES

Table	Page
I. Practitioner Ages	60
II. Employer's Ages	60
III. Employer's Age Preferences When Hiring	61
IV. Practitioner's Age and Whether Community Volunteer Networking is Useful in Public Relations	61
V. Practitioner's Age and Perceptions of Age Effects on Public Relations Careers	63
VI. Practitioner's Age and Perception of Past Experience in Public Relations for the Current PR Position	64
VII. Practitioner's Age and Perception of the Importance of Past Volunteer Work for the Current Public Relations Position	65
VIII. Practitioner's Age and Perception of the Importance of a Degree in Public Relations	66
IX. Practitioner's Years of Practice and Perception of Age Effects on Public Relations Careers	68
X. Practitioner's Age and Extent of Agreement with Statements Concerning the Role of Women 35+ in Public Relations	70
XI. Employer's Age and Extent of Agreement with Statements . Concerning the Role of Women 35+ in Public Relations	72
XII. Practitioner Educational Levels	74
XIII. Practitioner Age and Educational Level	75
XIV. Employer Educational Level Preferences When Hiring	76
XV. Practitioner Educational Level and Perception of the Effects of Age on Careers in Public Relations	77
XVI. Practitioner Educational Level and Perception Importance of High School, College, and Public Relations Degree	78
XVII. Preferred Practitioner's Educational Level and Employer Gender	81
XVIII. Employer Age and Educational Preference of Practitioners	83

Table	Page
XIX. Practitioner Educational Level and Extent of Agreement with Statements About Women 35+ in Public Relations	85
XX. Years Practitioner's Have Been in Employed in Public Relations	87
XXI. Employer's Years in the Hiring Position	87
XXII. Practitioner Age and Years of Professional Public Relations Practice	88
XXIII. Practitioner Educational Level and Years of Professional Practice	90
XXIV. Employer's Years Hiring and Age Preference for Practitioners	92
XXV. Practitioner Years in Public Relations and Extent of Agreement with Statements About Women 35+ in PR	94
XXVI. Employer's Years Hiring and Extent of Agreement with Statements About Women 35+ in Public Relations	97
XXVII. Gender of Employers	100
XXVIII. Age and Gender of Employers	100
XXIX. Employer's Gender and Extent of Agreement with Statements About Women 35+ in Public Relations	102
XXX. Employer's Gender and Attributes for Practitioners During the Hiring Process	104
XXXI. Practitioner's Marital Status	107
XXXII. Educational Level and Marital Status of Practitioners	108
XXXIII. Practitioner's Marital Status and Years of Professional Practice	110
XXXIV. Practitioner's Number of Children	111
XXXV. Practitioner's Years of Volunteer Experience	112
XXXVI. Practitioner's Educational Level and Perception of the Informal Training From Volunteer Work on Public Relations Careers	113
XXXVII. Employer's Age and Perception of the Influence of Practitioner-Applicant's Informal Training Through Volunteer Work on Hireability	115
XXXVIII. Practitioner's Years of Practice and Perception of the Influence of Informal Training of Volunteerism on Hireability	116
XXXIX. Practitioner's Years of Practice and Perception of Networking Through Community Volunteer Work	118
XL. Practitioner's Years of Practice and Whether Asked About Volunteer Work During the Hiring Process	120

Table	Page
XLI. Practitioner's Perception That Training is Provided for New Employees In Within the Organization of Current Employment	121
XLII. Employer's Gender and Perception That Training is Provided for New Employees in Their Organization	122
XLIII. Practitioner's Age and Perception of Management's Attitude Toward Women 35+ in Public Relations	123
XLIV. Mean Scores of Practitioner's Age and Perception of Management's Attitude Toward Women 35+ in Public Relations	124
XLV. Practitioner's Educational Level and Perception of Management's Attitude Toward Women 35+ in Public Relations	125
XLVI. Mean Scores of Practitioner's Educational Level and Perception of Management's Attitude Toward Women 35+ in Public Relations	127
XLVII. Employer's Years Hiring and Perception of Management's Attitude Toward Women 35+ in Public Relations	128
XLVIII. Means Scores of Employer's Years Hiring and Perception of Management's Attitude Toward Women 35+ in Public Relations	130
XLIX. Employer's Gender and Perception of Management's Attitude Toward Women 35+ in Public Relations	131
L. Means Scores of Employer's Gender and Perception of Management's Attitude Toward Women 35+ in Public Relations	132
LI. Employer's Age and Perception of Management's Attitude Toward Women 35+ in Public Relations.	133
LII. Means Scores of Employer's Age and Perception of Management's Attitude Toward Women 35+ in Public Relations	134
LIII. Professional Categories and Places of Business of Interviewed Practitioners by Reference Number	135
LIV. Profile of Interviewed Public Relations Participants	136
LV. Professional Information About Interviewed Participant	138
LVI. Interviewed Women 35+ Entering and Re-Entering the Workforce in the Field of Public Relations.	140

CHAPTER I

INTRODUCTION

What a circus act we women perform every day of our lives...it puts the trapeze artist to shame. This is not the life of simplicity but the life of multiplicity that the wise men warn us of....it is the life of millions of women in America...because today the American woman more than any other has the privilege of choosing such a life....
(Lindbergh 1955, 26,27)

General

As the 21st century mark nears, many factors are affecting the job market. Among the trends is the positioning of older women in the workforce. The youngest in the "baby-boomer" era, which according to the U.S. Census Bureau is defined as the generation consisting of individuals born between 1946 and 1964, will reach the age of 30 in 1994.

The median age of persons in the labor force will rise from 36.6 years in 1990 to a projected 40.6 years in 2005 when nearly seven-out of -ten workers will be in this age group. (U.S. Dept. of Labor, Women's Bureau 1992, 1) The oldest baby-boomer will reach age 62 in 2009.(Select Committee on Aging 1991, 1)

What role will women play in the labor force of the 21st century? According to the U.S. Department of Labor Women's Bureau, of the 26 million net increase in the civilian labor force between 1990 and 2005, women will account for 15 million or 62 percent of the net growth. In 1990 women represented 45 percent of the labor force and will become 47 percent in 2005. (U.S. Dept. of Labor 1992,1)

The students in higher education are also changing.

In 1973, the older college-aged students, 35-55 years-of-age, made up 7.3 percent of the total student population of those attending up to three years of

college, while older students attending four-or-more years of college comprised 5.7 percent of the total student population. (U.S. Census Bureau 1973, 116)

In 1960, 1.5 percent of total college enrollment consisted of women between the ages of 25-34, which was the oldest category shown. In 1970, 3.8 percent fell into this category and in 1972, 4.5 percent of total enrollment were women 35-years-and-older. (Bureau of Census, 1973) The 1990 status of women 30-years-of-age and over makes up 15.4 percent of the total enrollment. (Current Population Reports 1990, Table 1)

The indication is that older women are preparing themselves for the future. Perhaps more indirect means of preparation have been taking place to qualify older women entering for the first time or re-entering the work force after time spent away.

Background

Societal and workforce changes are closely connected. In the past 30 years, the definition of a traditional family has been altered. One significant alteration impacting the job market directly is that the breadwinner of the family is no longer predominantly male. In many cases, the female is a single parent or has never married and assumes the role of breadwinner.

In other instances, 'bringng home the bacon' is a shared responsibility creating a two-headed household. The feminist influences of society evolving most rapidly since the 1960s has contributed to the changes both at home and in the workforce.

The Age Issue

In the aging of America, the older worker is influencing the workforce more strongly. Their numbers are increasing as baby boomers reach middle-age.

Faced with a shrinking teenage population, employers are scrambling to find other sources of labor. Older Americans have been singled out for a major recruiting effort, in part because public opinion polls indicate they are interested in working part-time. Opportunities for part-time employment are expected to increase because such work is concentrated in the expanding retail trade and services industries, according to

Nardone, with the Division of Labor Force Statistics, Bureau of Labor and Statistics.
(Nardone 1988, 58)

The 1991 Select Committee of Aging report projected that the population of the United States will mirror the aging of the baby boom generation over the next 60 years. The first increase in the percentage of the population that is middle aged (35-53), will peak around the turn of the century. (Committee on Aging 1991, 1)

The Education Issue

Education is one of the best predictors of older women's labor force patterns, according to Diane Herz, an economist in the Division of Labor Force Statistics, Bureau of Labor and Statistics. In general, women age 55 or older have completed fewer years of education than their younger counterparts. Today, older women are enrolling and graduating at the college level in larger numbers than ever before. In 1987, 4-of-10 women 55 years or older had completed less than four years of high school, compared with about 1- of -10 women between the ages of 25 and 34.

Those in the younger group were more than twice as likely as older women to have completed 4 years or more of college. Women who have completed the most years of education are substantially more likely to work than are their less-educated counterparts. Education both increases the likelihood of finding work as it expands opportunities for jobs requiring minimal physical demands and providing high levels of satisfaction (Herz 1988, 3,7)

Re-Entry Women.

Today, a majority of women work regardless of marital status, according to Herz. The participation rates of never-married and married women ages 25 to 34 in 1957 differed by more than 50 percentage points. By 1987, that gap had narrowed to only 15 points. (Herz 1988, 10)

A majority of women, both older and younger, worked in stereotyped occupations. In 1987, for example, nearly two-thirds of working women age 55 and

over, and more than half between the ages of 25 and 34 were employed in three traditionally female job categories--sales, administrative support (including clerical), and service. (Herz 1988,5)

Today, according to "A Report to the Nation" by the Women's Bureau, for which a survey of more than 250 million women in America was conducted, women are working for pay in greater numbers, in more occupations, and for more years of their lives than ever before making up nearly half of our nation's workforce.

(Dept. of Labor 1995, 2)

However, women find re-entry after years away from the workforce can be difficult. A typical example: A 40-year-old wife and mother with a high school or college degree and limited work experience is ready to re-enter the job market after a 15-year break as a housewife. She has been an active community volunteer. The skills she has to offer are valuable to employers faced with a labor shortage that promises to stretch into the turn of the century. But will these skills be a tangible asset when she decides to seek paid employment? Transferability of volunteer work into a paying career strays from the traditional hiring methods familiar to employers and applicants.

Volunteers themselves must recognize these skills as attributes to be able to explain how they would transfer into the workforce to a prospective employer during the hiring process. Initiating communication about skills acquired through volunteerism may fall to the applicant. Employers need this information to allow them to consider its value.

According to Brenda Dicken, a graduate student from St. Mary's College completing thesis work in human and health services administration, found women re-entering the labor force often have skills overlooked by employers. They are a good resource to tap. Categorized three ways, these women are 1) forced to work because of economic necessity, 2) those who choose to work, and 3) those who have not seriously considered working but could be recruited through aggressive or creative programs.(Dicken 1988, 94)

Specialized training may be needed, especially for volunteers who have worked

in loosely structured, independent or informal situations. Women re-entering the work force may need training to upgrade their technical skills, which are often less developed than interpersonal and managerial skills. (Dicken 1988, 99)

Juanita Fletcher found problems when she re-entered the workforce as a high school English teacher typical to women re-entering the workforce later in life. Mothers who opt to stay at home to raise a family as their "job," are not seen as "jobholders" by many employers. (Fletcher 1988, 8)

After staying home for a number of years, a strange thing happens when making the attempt to re-enter the job market. Women lose credit for previously held jobs and become simply women age 35 to 50 who, for all intents and purposes, never worked. Fletcher believes women should expect full credit for jobs held before motherhood, for professional activities, for education and for service to nonprofit organizations while at home.

An example: one master teacher needed to take some years off for her ill child. She was advised by her boss, when she quit teaching full time, to take a part-time job at a junior college to prove she was serious about maintaining her "professional credentials" or all her years of teaching and a couple of advanced degrees would be of no use when she was ready to re-enter the job market.

Fletcher encountered a similar experience. During an interview for a high school teaching position, Fletcher was told that although she had excellent credentials and work experience, after staying home with children the past ten years she had not "done anything in 10 years." She pointed out in a later interview, which was going the same way, that when nine children from six different families are playing video-games at your home and get into a fight, you learn things about patience and handling conflict that you simply cannot glean from a course in teaching methods. She got the job.

Most employers aren't as receptive as this, Fletcher said. They don't seem to understand that mothers attempting to return to the paid-job market are not asking for credit for things that they haven't done. What they do want is credit for the very real work that they do. (Fletcher 1988, 8)

Dicken suggested employers compare the cost of teaching technical skills to people with human relations experience to teaching interpersonal skills to technicians. (Dicken 1988, 96)

The Public Relations Issue

The workplace, professional organizations, academic institutions, and the field of public relations, are experiencing a gender switch according to De Anna DeRosa and Dennis Wilcox.

In 1988, a *PR Reporter* survey of the public relations field showed that almost 80 percent of the respondents in the 25-29 age group were female, while male respondents were not in the majority until the 40-49 age group. DeRosa's study concluded that gender differences are largely in the eyes of the beholder. Men and women are entering public relations for the same reason, and many of the stereotypes do not hold. Men and women are equally interested in managerial roles. (DeRosa & Wilcox 1989, 80)

Public Relations Society of America (PRSA) is the largest professional communication association. Historically, the field of public relations was predominantly male, yet the number of women members crept to nearly one half the total membership—49 percent as of January, 1988, according to Lynda Stewart, director of communications for Cox Enterprises, Inc. and former president of the IABC Foundation. (Stewart 1988, 20)

By September 1994, a phonecall to the PRSA Headquarters Conference Dept. in New York confirmed the female membership had risen to 53 percent. (PRSA Headquarters 1994)

The "U.S. Bureau of Labor and Statistics Bulletin" reports employment for public relations specialists who handle media, community, consumer and governmental relations to increase about as fast as the average for all occupations through the year 2005. Employment of public managers, who supervise public relations specialists and direct publicity programs to a targeted public, is expected to increase much faster

than the average for all occupations through the year 2005. (U.S. Bureau of Labor and Statistics 184)

Substantial job competition was found in public relations management. College graduates with extensive experience, a high level of creativity, and strong communication skills should have the best job opportunities. (U.S. Bureau of L &S, 49)

Statement of the Problem

The intent of the research conducted in this study was to find relationships between the perceptions of employers of public relations practitioners and practitioners themselves of attitudes toward women 35 years-of-age-and-older (35+) who are entering or re-entering the workforce in the field of public relations. Issues included age, gender, education, volunteerism/previous experience, public relations, marital/family status and job satisfaction.

Although research studies have been conducted on each topic individually, none was found which linked them to the societal issues of the growing population of aging baby-boomers, shrinkage of younger generations in the workforce, the rise of single-parent families, the marketability of women returning to work, and the effects of women volunteers entering the workforce on volunteerism.

This study was prompted by a lack of current information on the transition process from home to workforce and the transferral of previous life-experiences of women, 35 years-of-age-and older (35+), to the labor force for "re-entry women."

Purpose

Information obtained directly from female public relations practitioners 35+ and their employers indicating perceptions and attitudes concerning the entry/ re-entry into the workforce in the field of public relations will provide a snapshot in time of the situation in 1994.

It is hoped that information from this study will help connect the individual issues into a total picture for students as course-work or other means of preparation for a

career in public relations is considered; for 're-entry' women age 35+ as they make decisions about career possibilities; and employers as the hiring process in public relations continues into the 21st century.

Objectives

This study obtained the perceptions of the female public relations practitioners and their employers concerning entry or re-entry of women age 35+ into the workforce. The scope of the study was narrowed to ten objectives which were:

1. To discover the perception of practitioners and employers how age affects the careers of women age 35+ in public relations.
2. To determine the extent of importance placed on education in the careers of public relations practitioners.
3. To determine whether the number of years hiring or professional public relations experience is related to attitudes or decisions on the job or during the hiring process.
4. To identify attributes deemed important by women practitioners age 35+ for the current position and by employers when hiring.
5. To determine whether gender makes a difference in the perceptions of the careers of age 35+ female practitioners.
6. To determine whether marital or family status is related to practitioner's careers or job satisfaction.
7. To determine whether training is offered to new employees including women age 35+ within organizations.
8. To determine whether volunteer experience makes a difference in the hireability or careers of female practitioners.
9. To determine the attitude of management toward women age 35+ in public relations.
10. To provide recommendations for other women age 35+ interested in the field of public relations.

Methodology

A focus group of seven women, age 35+ and with varied backgrounds met to generate ideas for the random sample mail survey questionnaires sent to PRSA practitioners and employers. To supplement the mail survey, 19 in-depth interviews of female practitioners age 35+ currently practicing public relations in Oklahoma were conducted. A copy of the topics discussed in the focus group and the pretests mailed to practitioners and employers are in Appendix A

With results from the focus group and other information, two questionnaires were developed. Two stratified random samples were drawn from the states of Oklahoma, Texas, Missouri, Arkansas, and Kansas from the *Public Relations Journal: 1993-94 Register*. 1) A practitioner survey addressed to 400 female Public Relations Society of America (PRSA) members by name and 2) an employer survey addressed to 200 "personnel directors" of organizations that hire PRSA members. Each person was mailed a questionnaire on May 1, 1994. A second questionnaire was mailed to an additional 100 personnel directors on June 14. The interviews were held in October and November 1994.

Copies of the research instruments including cover letters, questionnaires mailed to practitioners and employers and a guide for interview questions are in Appendix B.

Significance of the Study

This study was designed to benefit not only the practitioners and employers, but students, women and the general population by sharing information about the relationship between attitudes and opportunities in the field of public relations in relations for women age 35+.

Knowing the perceptions toward female practitioners age 35+ in the past and present can provide a map to the future. One possible outcome of this information might be the perception of employers toward the value of volunteer work for

re-entry women. Family units could be affected. Men and/or women might better justify remaining out of the paid workforce to raise children while volunteering or performing alternative tasks, knowing that experience and skills acquired while out of the work force could apply at a later, re-entry date.

Students could use information found in this study when planning for the future, and making informed decisions when choosing classes, internships, and related activities such as volunteer work that could help obtain an entry-level position in a competitive field.

Professors need to be aware of trends as they prepare students for the real world. Discussions with students about employment opportunities using information from studies such as this, could impact the future of the workforce and the public relations profession.

Limitations

The usefulness and validity of this study could be limited by time. Changes can occur quickly. Some problems that could skew research results include: 1) Next year, a study such as this could yield different results. 2) The five-state region selected for analysis does not necessarily represent all areas of the nation. 3) There are a variety of problems in a mail survey such as honesty in answers, poor reading rate, low return-response. 4) The survey is limited to persons and employers lists in the *The 1993 Public Relations Journal*. 5.) Only women 35+ were used in the interviews. It may have been beneficial to interview younger women and men for their perspectives. 6.) Other limitations include the ability of the reader to understand the questions, ambiguity, and possible research-bias.

Assumptions

This study assumes that the questionnaires will reach and be completed by the intended persons—women in public relations age 35+ and their employers. The assumption is also made that the subjects of both the surveys and interviews answered honestly,

and that they would have a statistically acceptable response rate. The assumption is made that employers are considered a part of the management of their organization. It is assumed that researcher bias will be avoided.

Organization of the Study

This study was organized in five chapters and related appendices.

The second chapter is a review of literature related to research that has been conducted for background information over the past ten years. Brief summaries of other research studies conducted within the past 10 years are included.

The third chapter describes the methodology used to conduct the research. Research design, selection of subjects, research instruments used to question both practitioners and employers, the data collection plan, data processing and analysis of the mail surveys and in-depth interviews are discussed.

The fourth chapter provided tables and interpretative analysis of data gathered through the mail surveys and interviews.

The fifth chapter is a summary with conclusions and recommendations for implementation of findings and for further research.

CHAPTER II

REVIEW OF LITERATURE

...I begin to understand why the saints were rarely married women. It has to do primarily with distraction. The problem...is how to remain whole...balanced...strong...in the midst of the distractions of life. (Lindbergh 1955, 29)

Introduction

As the year 2000 approaches, studies and projections are being made on the profile of America in the next century. Aging "baby-boomers," the face of both the work and the volunteer force, issues relating to gender, defining the "traditional family" and the "average American household," are each contributing factors in this profile.

Changes in the traditional family are fairly recent developments, according to Gordon, an historian of American women. Historians have found much evidence that women in the 1990s have more power in family life than they once did, due to divorce rights, birth control, and maternal custody of children. (Gordon, 1990, 5)

According to the U.S. Department of Labor Women's Bureau study "Working Women Count!" women work for pay in greater numbers, in more occupations, and for more years of their lives than ever before, making up nearly half of our nation's workforce. Ninety-nine percent of women in America will work for pay sometime during their lives. (U.S. Dept of Labor 1994, 2)

That power, however, does not automatically translate into employment, although according to Goldin, economist and American historian of women,* of all historical change in the female labor force, the increased participation of married women has been the most meaningful. Women entering the workforce have been associated with a decline in the stability of the family. The movement of married women from the home to the marketplace has been accompanied by social and

political change of enormous consequence." (Goldin, 1990, 16)

Another role associated with women, volunteerism, has played an important part in American culture. Today, the trend is toward recognition of volunteer involvement as "valid educational activity." Women and men who had been learning by doing, volunteering, were beginning to be viewed less dimly by prospective employers and academic institutions evaluating experience in 1977 according to Berman, a researcher on staff at the Metropolitan State University (MSU), Minnesota's non-traditional, upper-division institution. MSU had been a pioneer in competence-based education since 1971 meeting the specific educational needs of the over 21-year-old. (Berman 1977,1)

Whether goals are job entry, career development, personal growth or a college degree, it's important to keep in mind that knowledge is gained from experience. "It's less critical where, when or how it was learned it: what matters is, do you know it?" (Berman 1977, 4)

The recent changes stemming from the expansion in the numbers of women in the marketplace, however, have affected women's volunteerism, according to a study in 1988 by Dempsey, Ph.D. candidate from Bryn Mawr College who conducted a survey of alumnae of a small liberal arts college for women. The study suggested current changes in women's roles will impact women's volunteerism. Employed women are not as likely to volunteer to the same extent as women not employed in the paid labor force. Younger women and women with less traditional lifestyles are also less likely to participate in volunteerism.

Changes are taking place within the workforce and into the 21st century that touch the lives of Americans everywhere. The United States is about to undergo the most wrenching shifts in the composition and quality of its work force in more than a half-century, according to Castro, researcher and writer for *Time*. The shift is due, in part to shrinkage in the population of young people at entry-level positions and the swelling of the aging population. While the labor force grows more slowly over the next decade, two-thirds of the increase will be women starting or returning to work.

(Castro 1990, 50)

Women have been entering the labor force in increasing numbers during the past thirty years, said John Rife. Rife is an assistant professor of social work at the University of North Carolina at Greensboro. With an increase of women in the labor force, the problem of unemployment for women has also become an important concern. Rife said the United State Department of Labor reported in 1985 and 1986 the unemployment rate for women exceeded the rate for men. (Rife 1992, 26)

According to Davids, Executive Editor of *Public Relations Journal*, as the "baby-busters"--those born between 1965-1979--move up in age, all organizations that draw heavily on an entry-level pool--public relations firms included--will soon find themselves desperately seeking employees. (Davids 1988, 24) A recent study of the workforce conducted by the Hudson Institute for the U.S. Department of Labor, concluded that with three-fifths of all women over 16 years -of-age in the workplace by the turn of the century, "policy makers must reconcile the conflicting needs of women, work, and families." (Davids 1988, 29)

Women and young people are still the sources of cheap labor, said Cohen, a Montreal-based economics writer. But young people will be a much smaller proportion of the population in 10 years, and nothing is being done about the problem of the burgeoning elder class. (Cohen 1986, 9)

Research studies have been conducted and articles published on the topics of age, gender, entry and re-entry in to the workforce, employment, educational trends, volunteerism, family-life, and various specialized fields such as public relations. However, current research was limited on volunteerism as a means for entry into the workforce. Information was available on volunteerism in retirement. Since 1979, however, information was not found indicating how skills and experiences acquired through volunteerism directly affect a job applicants' hireability either in general or in the field of public relations from the perspective of the practitioner or the employer.

Since 1984, no research was found linking the combined factors of age, gender,

women age 35+ entering or re-entering the workforce, education, marital and family, and volunteer experience for transition into the workforce directly to the field of public relations. Job satisfaction and attitudinal studies of women 35+ currently practicing public relations or of their employers were not found.

Workforce Research Studies

The Projected Age-Switch in the Workforce

By 1995, according to the Bureau of Labor Statistics, the number of 16-24-year-olds entering the labor force will fall by more than 10 percent before finally bottoming out. The numbers of those between the ages of 20 and 24, who traditionally make up the entry-level work force, will fall from a 1981 high of 16 million to a 1997 low of just over 13 million—a 19 percent decline. (Davids 1988, 24)

The Bureau of Census projections indicate that prime-aged persons (25-54) will increase as a percentage of the total population, rising from 42.7 percent in 1990 to 44.2 percent in 2000, then declining to 37.4 percent in 2030, and to 37.1 percent in 2050. Older persons (55 and over) will increase from 20.7 percent of the population in 1990 rising further to 32.8 percent in 2030 and to 34.5 in 2050. The percentage of older persons in the population will then begin to level off. (Select Committee on Aging, 1)

"The number of teens is shrinking, but the number of people in their thirties, forties, and fifties is swelling," said John Onoda, director of media relations for McDonalds fast food, who is a part of the group indirectly affected by this influx of older employees: the field of public relations.

For public relations firms, the 'upside' of the employee shortfall is a new and growing market for their services. For many companies the primary target for new recruitment brochures is clearly pitched toward seniors who have done things like manage a household, raise children, volunteer for civic affairs or are retired from other jobs. (Davids 1988, 25)

The National Older Women's League (O.W.L.) is a national organization

dedicated to promoting social and economic equity for midlife and older women with more than 20,000 members nationwide. A "Fact Sheet" produced by O.W.L. said "There are anti-age and sex discrimination statutes on both federal and state levels that are flawed: they protect people over the age of 40. This threshold is too high for women, since age discrimination in employment is well entrenched against women by age 35 for most occupations." (O.W.L. Fact Sheet 1995,1)

Older women, as compared to men, are particularly vulnerable to becoming unemployed, according to Rife, assistant professor of social work at UNC Greensboro. Research by Gordus, 1984 and Hammerman, 1964 has shown that age discrimination appeared to impact women at even an earlier age than men, prompting a study conducted by Rife that focused on helping older women increase their job search opportunities and find employment. (Rife 1992, 26)

In this study, participants were selected on a non-random basis through notices placed in newspaper, community employment programs, churches, emergency shelters, libraries, and job training programs. Seventy-two older unemployed women and seventy-six older unemployed men, age 50 and above were interviewed.

A majority of men and women in the sample had lost their jobs involuntarily. Women had significantly less education than men and were less likely to be currently married than were men. Women were more likely to blame themselves for joblessness rather than the labor market while men tended to perceive they continued to be unemployed due to a lack of job opportunity. (Rife 1992, 29, 31)

Older women in the labor market, according to the study results, practice methods which promote self-efficacy and depression relevant to the development of a lack of a sense of personal empowerment during their job search activity. (Rife 1992, 37)

Research on Gender Issues

In 1979, a Ph.D. candidate Arnold from the Peabody College for Teachers of Vanderbilt University conducted a study investigating the effects of sex, position, education and age on the attitudes of women and men in management. Subjects were salaried employees of a large international metals corporation including 64 women and 44 men in entry and lower-level management positions and 65 middle-level male managers who supervised the other subjects in the study.

The study found women to be more interested than men in interpersonal relationships, supportive company policies and self-development. They were more interested than their peers, (not their bosses) in being involved in planning and problem solving and less interested than their peers (but not their bosses) in salary.

Women who are younger and better educated rated the importance of recognition, interesting work and working conditions more highly than older, less educated women (and more like men). Men were more interested than women in recognition and in promotion and growth opportunities. (Arnold 1979, 1)

In 1991, Ph.D. candidate Phelan from State University of New York at Stony Brook examined job inputs, outcomes and organizational commitment of 283 male and 283 female professional and managerial employees of a major United States corporation by educational attainment, years in the workforce, breaks in service, hours worked per day, frequency of working on weekends, in the evening and during the lunch break, and perceived quantitative workload. The outcomes were salary grade, estimated salary, perceived promotion rate, promotions, raises, demotions and failure to receive expected raises or promotions in the past 6 months.

Men had substantially higher salary grades and estimated salaries than women; gender differences in the other job outcomes were minimal. Women had longer breaks in service from the organization and reported working more frequently in the evenings and during lunch. (Phelan 1991,1)

The program coordinator at National Committee on Pay Equity (NCPE), an independent non-profit coalition, Kelly Jenkins said, "Job enlargement phenomenon

where employees just below the senior ranks, particularly women, are asked to carry a heavier load at their same pay or a slightly higher pay.

Hiring theories abound in the workplace, and one of the more intriguing ones is a takeoff on the old-boy network: Women in charge of hiring, hire more women. "The hiree is more likely to be a woman even when she doesn't seem quite as good as the man. She's good enough," Jenkins said. (Gaines 1995, S-12)

In *American Demographics*, Grigsby, an associate professor of sociology at Pomona College, based an article focusing on American attitudes toward women on the results of the General Social Survey conducted annually since 1972 by the National Opinion Research Center (NORC). The study asked 1,500 respondents about a broad range of topics including women's issues.

American attitudes have changed toward women dramatically since 1977 with the most conservative Americans now likely to say women can balance a career and motherhood, according to Grigsby. A person's attitudes toward working women and mothers are strongly affected by their age, education and region with the result that businesses presenting old-fashioned images of women risk offending their customers. (Grigsby 1992, 46)

"Americans may also be realizing that for women, work is an act of self-defense," Grigsby said. The share of households headed by single mothers increased from 16 percent in 1977 to 21 percent in 1990, because of a rapid rise in divorces. Nearly half of all single-mother households were below the poverty line in 1991. One reason is that only half of the 5 million women who are owed child support receive all of their payments. (Grigsby 1992, 48)

The General Social Survey indicated that higher education tends to be incompatible with traditional attitudes toward women through responses to such questions as: "it is better for everyone if the man is the achiever outside the home and the woman takes care of the home and family" or "a working mother can establish just as warm and secure a relationship with her children as a mother who does not work.

"The most affluent Americans---those with a college education---hold the most

liberal views. The most conservative Americans when measured by these questions, are the oldest and least-educated.' (Grigsby 1992, 50)

In 1987 Penn, a Ph.D. candidate from the University of Minnesota, conducted a random sample survey of 363 women representing managerial, professional and hourly employees from a multi-national Midwestern corporation to study the relationship of job involvement (psychological identification with work) and sex-role identity (identification with stereotypical masculine and feminine personality traits) to women's job stress and job satisfaction.

Penn found that while job involvement was not involved with job stress, job stress was related significantly to sex-role identity. A significant relationship was also found between sex-role identity and job satisfaction. Job stress was negatively associated with job satisfaction. (Penn 1987, 1)

The Office of Educational Research and Improvement (OERI) followed the National Longitudinal Study of the High School Class of 1972 in which samples were drawn from: high school records, test scores, and college transcripts though age 30 and six surveys conducted between 1972 and 1986. There were 22,600 high school students in the original sample (1972), of which, 12,600 were college transcript samples, and 12,800 in the most recent survey (1986). (U.S. Department of Education, 1991, OR 91-530a)

The OERI study looked at educational and work experience of a single generation of women, following them from their teens through their early thirties. It concluded that American women will determine the quality and leadership of the nation's economy in the 21st Century: their educational attainment and approaches to work will yield greater productivity in an information age.

In short, the women of the high school class of 1972 were more enthusiastic and showed more potential as productive workplace participants at the same time that they were under-rewarded. The study concluded that women's willingness to share their considerable knowledge in the workplace is critical to the nation's future, and should be encouraged so that all may benefit. (U.S. Dept. of Education 1991)

Research on Marital Status and Families of Working Women Relating to Job Satisfaction

Women's equality is a worldwide problem, according to the *Daily Oklahoman*. In an International Labor Organization report, the complaint is the same: men aren't doing enough housework. Women dress the kids, wash the clothes, cook the meals, make the beds and take out the garbage, then go to work to earn less than men. This is a worldwide inequity. (Associated Press 1992)

One of the most significant trends in the United States labor force has been the growth of the number of working mothers, according to the Women's Bureau in the "Facts on Working Women," a booklet comprised of facts from the "Current Population Survey." In March 1988 there were nearly 33 million women who had children under the age of 18. Most of these mothers are now participants in the labor force--65 percent. Whether in families maintained by married or single parents, approximately 34 million children had mothers who were working or seeking employment. (U.S. Dept. of Labor: Women's Bureau 1988, 1)

Mothers are returning to work sooner after giving birth than ever before and six--of-ten children under age 18 had mothers in the labor force. Most divorced women are over age 35 and have children above preschool age. With 80 percent of divorced mothers in the labor force, they are more likely to be employed than any other marital group. Widows are the oldest group of women and have the smallest number of children, five percent, under the age of 18.

Whatever the marital status of the mother, those with older children are more likely to be in the labor force than those with younger children--especially preschoolers. (Women's Bureau 1988, 2)

In 1987 Leo, a Ph.D. candidate from The American University, conducted interviews of part-time professional women, a population neglected in occupational and dual-career family research exploring the usefulness of "marginality"--women's simultaneous positions as woman in a male occupation, part-timer in a male profession, and part-timer in homemaking. All were highly satisfied in marital and

fairly high in family life satisfaction. Their professional husbands worked full time and shared responsibility in traditional female household tasks.

The women were less satisfied with their work careers than with their job-family role. Many experienced considerable job-family role strain even in part-time work, perceiving little support from full-time colleagues. Most of the women considered their choice of part-time employment the best compromise for maintaining careers while rearing children. (Leo 1987,1)

Herz, an economist in the Division of Labor Force Statistics, using data from "Current Population Survey (CPS), found divorced women after age 65 were about three times more likely to be in the labor force than were married women. Divorced women were more likely to rely primarily on their own income for support, while widows generally received survivor benefits. Divorced women may have started their careers late, accumulating limited pension resources. Data indicate that half of the women age 65 or older who have never married have 25 or more years experience compared to 30 percent of divorced and widowed counterparts. The result is divorced women are often worse off than their never-married counterparts and may continue to work to older ages. (Herz 1988, 9)

In 1992, Metz, a Ph.D. candidate from New York University, examined the degree of connectedness between the work and family parts of people's lives. Samples were comprised of 231 women and 189 men who were parents of children attending day-care centers and elementary schools in suburban New Jersey.

While job satisfaction had a significant negative impact on marital satisfaction for both groups, it appeared that the marriage fulfilled a supportive function in the working lives of men but not for women respondents. Both work and family factors combined to influence satisfaction both in marriage and on the job. (Metz 1991, 1)

Leonard, a California-based attorney who is an expert on legal and economic issues of older women and Loeb, an attorney and former director of public policy for O.W.L., Washington, D.C. said in an article in *USA Today* "traditional families consist of a lifelong breadwinner, a lifelong homemaker, and two children. Less than ten percent of

American families fit that definition today: even fewer will do so in the future." (Leonard and Loeb 1992, 19)

Females average 11.5 years away from the labor force; males 1.3. Instead of more men remaining at home for caregiving, women are assuming the roles of breadwinner and caregiver. (Leonard and Loeb 1992, 20)

Kleiman is a researcher and writer for the *Chicago Tribune*. Kleiman quoted Judith Frankel, psychologist at the University of Cincinnati, who said when she earned her doctorate from Ohio State University in 1958 a traditional mother stayed home and took care of the family working only if she was single, widowed or her husband didn't make enough money.

In the 1970s, women started to enter the labor market in great numbers and more women began to go back to work when the children were in school. By the 1980s, more than half of all women with infants had jobs. Women work not just for financial reasons but also for satisfaction and the power employment gives. But women still do the vast majority of the work at home, Kleiman said.

She said research shows "maternal employment is not harmful to children, mothers, fathers, or families. It can be a positive force in the family. However, if you're overworked, underpaid and under supported, then you have overburdened mothers and a lot of dissatisfaction." (Kleiman 1992, 3)

Research on Combined Factors: Volunteerism, Family/Marital, Gender and Job Satisfaction of Women in the Workforce

In 1985, Blaushield, a Ph.D candidate from Florida Institute of Technology, conducted a study of 80 women of middle-income families seeking to test whether esteem and self-actualization needs are higher for women employed outside the home than for homemakers. The study also examined the interaction effects of career choice. The sample was drawn largely from volunteer organizations and suggested that volunteerism may play an important role in fulfilling the needs of women.

In an unexpected finding both homemakers and women employed outside of

the home were found to rank safety as their highest need and social interaction as their lowest need. (Blaushield 1985, 1)

Ph.D. candidate Essen of The University of Wisconsin--Madison, examined the relationship between work value satisfaction and overall job satisfaction, the extent men and women differ in work values and job satisfaction, and the differences related to age in overall job satisfaction. Data were gathered from 143 employed business graduates in the United States. No significant relationships were found among the variables. (Essen 1984,1)

In 1993, Delafield, a Ph.D. candidate from The Fielding Institute, conducted a study examining the effect of job satisfaction, career success, wives' perceptions of their husband's empathy, and spousal support on self-esteem and marital satisfaction in a population of 247 women in dual-career marriages. Overall, women reported moderately high self-esteem moderately high marital satisfaction, and very high job satisfaction, slightly more successful than their peers, and perceived their husbands to be moderately empathic.

Self-esteem of professional women was found to be more related to their careers than their marital relationship. The self-esteem of women without children was tied to marital satisfaction while job satisfaction was important to the self-esteem of women with children at home.

Of the women studied, being heard and supported was critical to marital satisfaction regardless of the stage of family development. Women with no children are more relationship-focused than either of the other two groups. Some with children at home are more traditional. The marital satisfaction of women with children out of the house comes more from career and relationships than the group without children or the group with children still at home. (Delafield 1993,1)

In 1992 Shelton, a Ph.D. candidate from the University of Iowa, conducted a study based on the findings from studies of college students from 1974,1978 and 1983 that investigated male and female interpersonal competitiveness, focusing on doing better than the opponent and competitiveness toward obtaining a goal. No

differences between males and females on goal competitiveness was found but males were more interpersonally competitive than females in these earlier studies.

Shelton's study in 1992 used a questionnaire survey of first level managers: 53 females and 52 males. The males scored higher than females on interpersonal competitiveness and females scored higher than males on goal competitiveness. Females had more of a negative association between interpersonal competitiveness and job satisfaction. (Shelton 1992,1)

Female managers were found to have greater fear of success than males in a study by Buchalter, a Ph.D. candidate from Columbia University. The study compared 53 male and 51 female marketing managers on Fear of Success (FOS), Fear of Failure (FOF) and the Imposter Phenomenon (IP). The subjects did not differ on either FOF or IP. Results indicated a need for education to combat persistent cultural stereotypes and programs designed to assist women and men who experience success-related conflicts. (Buchalter 1993, 1)

Reeves, a Ph.D. candidate from Boston College, examined the relationship between age, gender and overall job satisfaction and evaluated the influence of individual jobs with overall age, gender, and overall job satisfaction. Subjects were non-unionized professionals. Results indicated that overall job satisfaction did not increase with age and the strength of self-actualization increased with successive age groups. Autonomy was significant for women while security was for men. (Reeves 1990, 1)

Research Conducted About the Re-Entry Woman

The need for employers and educators to acknowledge the skills and experiences that women acquire through homemaking and volunteer work is slowly being recognized. Goldberg stated in her study *Just a Housewife and Mother*. Goldberg, an Ed.D. candidate in 1982 at Rutgers State University of New Jersey, based findings for the study on observations of 10 women during the course of their counseling sessions and in-depth interviews.

Women in the study were between the ages of 30 and 59, seven were married, one widowed and two divorced. All except one had at least one child. They all wanted jobs. All had some paid work experience and most had been and were still involved in volunteer activities. Three had college degrees, most had some college experience. (Goldberg 1982, 46)

Many of the women said they found volunteer work and homemaking satisfying and fulfilling. They did not feel or think anyone else thought that or the work itself or the skills acquired reinforced their competence or self-worth. It was only through paid work that they would be judged worthy. Romanticizing the satisfaction of paid work while limited by their education, however, they had not prepared for what to do with the rest of their lives. (Goldberg 1982, 93)

It seems generally accepted that men are encouraged toward individual achievement, and women are brought up to believe that other's needs come first, to live their lives giving to and caring for others. "It is difficult to have a sense of your own worth when what you are doing is viewed as worthless.," Goldberg stated. (Goldberg 1982, 94-95)

Findings indicated further research is suggested regarding transferability of skills to determine if employers are willing to and do actually hire women who have acquired and can demonstrate comparable skills. There is a lack of data dealing with employer's attitudes, biases, preferences, and hiring practices regarding age and sex of employees. (Goldberg 1982, 105-106.)

Cohen, a Montreal-based economics writer, reported in 1986 that women may be better equipped in many ways to respond to the needs of our changing economy. They are accustomed to being fragmented—to answering the phone while braiding a child's hair and watching a soup pot and thinking ahead to what the family needs next week. Women are also taught to expect to serve others, and see no stigma in doing so. All of these qualities are the ones that are needed to survive in the new economy. Men are taught to believe that they deserve a long-term job. They may find it very hard to adjust to the new reality.

Another area where we can see some real changes being made, Cohen said, is in retirement options. If we were smart, we would find ways to use those older people and all their experience to help fix some of our problems. We have to find ways of making breadth of experience valuable. (Cohen 1986, 9)

Maier, a Ph.D. candidate from the University of Pennsylvania, investigated the correlation between marital and parental status and job satisfaction of re-entry women who are mothers of dependent children.

If a woman focuses centrally on meeting her own needs rather than the needs of others, she will experience greater satisfaction. Eighty-four re-entry women completed the self-report questionnaires measuring parental satisfaction, marital satisfaction, job satisfaction with eight characteristics: age of children, socioeconomic status, level of job, length of marriage, number of years as fulltime mother, number of preparenting years in the paid labor force.

Most components of the theory were verified. Priority Given to Own Needs (PGON) was positively correlated with parental and marital satisfaction. Assigning lowest priority to one's own needs was clearly associated with parental and marital dissatisfaction. Support from other family members, clear family agreements about how to handle time conflicts and flexibility on the part of all family members were associated with satisfaction. (Maier 1982, 1)

In a "Report to the Nation," the Women's Bureau conducted a survey enlisting the participation of more than 1,600 partners, including more than 300 businesses, 900 grassroots organizations, 75 unions, daily newspapers, national magazines and Federal agencies in the 50 states, Virgin Islands, Guam and Puerto Rico. The survey questionnaire asked women about their lives as workers as part of the Clinton administration effort to "reinvent government." A phone survey was also conducted using a scientifically selected random sample. Over a quarter of a million women participated in the study. (Working Women Count survey 1994, 2)

Findings indicated 79% of the respondents either love or like their jobs overall. Working women say they are breadwinners and often the sole support of their

households. They feel that neither their employers nor public policy adequately recognize or support women's family responsibilities of balancing work and family obligations. They have valuable skills and on-the-job experience, but often do not get recognition and credit for what they can do--nor access to training to build their skills. (Working Women Count Survey 1994, 3)

In 1989, C. Jenkins, a Ph.D. candidate from the University of Kentucky, conducted a study indicating college degreed workers showed the greatest increase in earnings. Comparing overeducated workers (workers with education in excess of job requirements) in 1984-86 with those in 1977-78, there was a 3.5 percent increase in earnings, overall. Further indications were that 20 percent more women, blacks, and workers from middle class backgrounds and workers 35 and under were being overeducated.

The relationship between overeducation and job satisfaction, job security, and attitudes toward education were examined. Those slightly overeducated reported the least job satisfaction and do not experience greater job security than other workers. The slightly overeducated group, should increase in number in the future, therefore more negative attitudes toward job satisfaction, the study indicated. Findings support that while more people are acquiring higher levels of education, they are not in jobs comparable to their education. (Jenkins 1989,1)

Louis Uchitelle, a writer for the *New York Times*, in a special report, wrote of a "Generation Transformed," speaking of women in their 50s entering the workforce. They married early and in huge numbers, expecting not to work. In the last decade-and-a-half, the college-educated among them, nearly 80 percent, are as likely to hold jobs as any group of younger women. (Uchitelle 1994, A1)

Interviews with five women found they re-entered or entered the workplace from a variety of backgrounds including after husbands switched to lower paying jobs, after raising children and years of volunteer work, after a divorce, or choosing career over marriage.

One of the women, Linda Fisher Smith, is an executive at a New England

museum. She entered the workforce in her 50's after raising two children and accumulating experience as a volunteer and part-time entrepreneur. She said "Most women now in their 50s took the jobs that men let them have—in personnel, public relations, education, real estate, social services, health care, government and not-for-profit organizations.

Only a few in their 50s behaved as younger women now do as a matter of practice—juggling marriage, jobs and children. Arlene Leibowitz, 52, was such a woman who departed from the norm for her generation.

"Women do not feel as guilty about that today (putting children in child care), and they can't, knowing they will have to be in the labor force most of their lives," Leibowitz said. (Uchitelle 1994, A12)

Research on Trends in the Field of Public Relations

Trends in Education Impacting Public Relations

In 1990, the enrollment of students in public relations ages 30-34 had risen from 3.2 percent in 1973 to 6.6 percent. Categories included in the 1990 report, not included in 1973 were the age brackets of 35-44 years, 5.6 percent; 45-54 years, 2.8 percent; and 55 years and over, .4 percent of total enrollment. (Current Pop. Reports, 1990) The percentage of women 30-years and older in college in 1973 was 4.5. In 1990, the 15.4 percentage figure shows a significant increase in enrollment of older women. (U.S. Bureau of Census, 1973)

The 1992 U.S. Department of Education stated in a report that the rise in higher education enrollment is due partly to a substantial increase in the number of women, of older, and of part-time students. (U.S. Dept. of Education, 1992)

Concurring with the statement, the 1993 *U.S. Digest of Education* compared first-professional degrees conferred by higher education institutions in 1976-'77. Nineteen percent of the degrees were awarded to women. In 1990-'91, 40 percent of the degrees went to women. (U.S. Dept. of Education, 1993)

In 1990 Forde, a Ph.D. candidate from the University of Southern Mississippi,

conducted a demographic and attitudinal survey of 50 public relations majors at four land-grant colleges yielding a response rate of forty-four percent.

The study found typical students major in public relations because they like to work with people, like to be creative, feel the major combines a variety of interest areas, and because public relations is a growing field. Typical majors are female, 23 years or younger, have never been married, have a GPA of 2.0 or above, have one or no prior majors and chose college before choosing a major. (Forde 1990,1)

Farmer, a Ph.D. candidate from The University of Tennessee, conducted a telephone survey of a stratified random sample of 402 members of the Association for Education in Journalism and Mass Communication (AEJMC). The study was in answer to the AEJMC 1989 resolution that encouraged its members to have at least 50 percent of their faculties and administrations to be comprised of females and minorities by the year 2000, as women were under-represented in these roles although females constituted the majority of students in these programs.

The results suggested there were significant differences in levels of participation when described by gender and age. In bridging the gap between theory and application in public relations campaign planning, the analysis considered how the results of this research could be used to develop programming for communication campaigns designed to improve the number and status of women in journalism and mass communication programs by the year 2000. (Farmer 1993, 1)

Women earning college degrees in the communications field are outnumbering the men. This switch has occurred within the past 20 years. In 1971, 35.3 percent of bachelor's degrees and 34.6 of master's degrees were awarded to women. Of degrees conferred in 1990, 60.6 percent of bachelor's degrees and 60.8 percent of master's degrees went to women. (U.S. Bureau of Census 1993, 184)

Since 1968, when 80 percent of journalism students were men, women have made steady inroads in journalism enrollments. In 1985 the influx of women nationally was at 59 percent, according to Kathryn Theus. Theus, director of undergraduate studies for the college of journalism at the University of Maryland and a doctoral

student in the university's public communication program, said PRSA tracked female membership from one-in-ten in 1968 to slightly better than one-in-three in 1985. In 1985, Gannett Foundation funded a research project to examine the implications of the growing number of women students in journalism in Maryland. (Theus 1985, 43)

Male and female students at Maryland, alumni dating to 1951 and employers at newspapers, firms, or agencies were mailed questionnaires followed by telephone interviews with alumni and employers to interpret trends defined in the mail surveys.

Findings indicated twice as many women as men worked for magazines and newsletters or in education. Men dominated advertising and newspapers. Male-to-female, ratios were about equal in public relations. Some women who were news graduates left the newsroom to start a family and had a hard time getting back in so they entered public relations. (Theus 1985, 44)

More recent graduates cited prestige as a factor in selecting the journalism field, which was good news for public relations, a field that historically has been underappreciated, Theus said. More male alumni go on for advanced degrees than women: about 25 percent of the males go on, only 9 percent of the females do. (Theus 1985, 45)

About 42 percent of men and 58 percent of women alumni reported having career interruptions. Women were 13 times as likely to have left work for family responsibilities or child bearing; males left for military service or illness. Ninety-percent of the men were back at their jobs in one year, while only 73 percent of the women returned in a year. No men were out of work more than five years, while 10 percent of the women reported interruptions of five years or more. Some 69 percent of the women who responded had no children, while 48 percent of the men reported being childless.

Upon returning to work 41 percent of all alumni chose a new career field. Men more frequently opted for the change and more frequently obtained employment at a higher level. Women usually stayed within the same field and re-entered at a lower level or the same level. (Theus 1985, 47)

A 1994 study for the Association for Education in Journalism and Mass

Communication by Kosicki and Becker at Ohio State University found in the 430 schools for which data are available, 425 offer a bachelor's degree program, master's degree programs are offered by 166, while doctoral programs are offered by 35. The growth in journalism and mass communications graduate degrees is part of a long-term trend visible since 1987-88. In 1988 2,269 master's degrees were granted compared with 2,838 in '93. In 1987-89 doctoral degrees were granted compared with 150 in 1993.

(Kosicki and Becker 1994, 7)

Although undergraduate enrollments have grown at a lower rate for the past four years, enrollment in graduate communications programs has exceeded the national rate for two out of the last three years. (Kosicki and Becker, 1994, 8) Women continue to outnumber men at the bachelor's and master's levels, and the gap between men and women at the doctoral level is decreasing. (Kosicki and Becker, 1994, 4)

Also found in this study, advertising and public relations continue to account for a larger percentage of degrees (39.8%) and an equal percentage of enrollees (30.2%). "Journalism education is currently based, as in the past, on these two nearly equally sized pillars of student interest." (Kosicki and Becker, 1994, 9)

David Maister, formerly of Harvard, spoke to the PRSA Counselors Academy in 1988 on the topic of businesses reaching qualified young people, "trying to get the best of a smaller pool. "Changing demographics, fewer young people from which to hire is a problem he felt "public relations will not be able to keep up with." (Maister 1988, 26)

Dan Baer, APR, said that "convincing students that the field is worthwhile--better public relations for public relations" is necessary. More public relations courses in business schools, and more practitioners taking an active role to go beyond traditional recruitment in the journalism schools and the media for candidates are needed. "People in psychology, research sociology, economics, bring a lot to the table. They can learn the mechanics of public relations. They are good thinkers." The pressure is on organizations to communicate increasing dramatically in the next few years. (Baer, 1988, 26)

There are no defined standards for entering into a public relations specialist career. A college education combined with public relations experience, usually gained through an internship, is considered excellent preparation for public relations work. The ability to write and speak well is essential. Many beginners have a college major in public relations, journalism or communications. (U.S. Bureau of Labor and Statistics)

Employer Preferences in Public Relations Practitioners.

In 1992, Tidwell, from Michigan State University examined job applicant qualification factors affecting employability of graduates of undergraduate public relations curricula and determined which organizational employment decision factors were used in hiring recent graduates.

A direct mail survey was mailed to 214 Michigan organizations with an eighty-four percent response rate. Four general hiring factors—job/applicant match, work experience, applicant's future in the organization, and employer recommendations—were rated important to very important, and were significantly different from the other factors in that category. Computer literacy, desktop publishing skills and additional internships rated high. Neither the value of accreditation or certification of a public relations major were deemed very important. (Tidwell, 1993)

In 1992, Evanina, from Point Park College studied the increasing number of students enrolling in graduate programs in journalism and communications/public relations and the employer's views of applicants with master's degrees.

A questionnaire was mailed to 180 Pittsburgh public relations managers asking for hiring methods used and the importance of academic background/training areas, professional/personal factors, communications skills and personal traits.

Although over half of the respondents held graduate degrees, a master's degree was not important for their organization, but it was important for eventual management in the field. (Evanina 1992, 1)

In 1990, Cottone, a Ph.D. from the University of Missouri—Kansas City,

investigated the importance of the writing skills and social skills of the entry-level public relations candidates and type of undergraduate degree as perceived by chief public relations officers at Fortune 1000 companies.

Eight-hundred forty randomly selected chief public relations' officers from major corporations received one of twelve separate candidate profile packets by mail. A sixty-percent response rate found both writing skills and social skills were related to the likelihood of the chief public relations officer granting an interview to the candidate. An interaction was found between writing skills and type of degree with regard to the chief public relations officer's rating of how sure they were in their decision to interview the candidate (Cottone 1990,1).

Gibson, at Georgia Southern University, has been researching public relations education in an essay focusing on five categories 1) attitudes, 2) skills, 3) knowledge, 4) professional affiliation, and 5) resume and portfolio.

A survey of employers found that the ideal applicant for a public relations job will have a 1) four-year degree, 2) courses in news writing, public relations, business and social sciences 3) an ability to write and speak well, 4) previous work experience in the field, and 5) an access to the 'grapevine' of available jobs (Gibson 1992-93, 45). Skills include communication, analytic, research and management. A broad knowledge base including knowledge required of all practitioners while other subjects pertain to specialized tasks. (Gibson 1992-93, 46)

Joining student professional societies indicate sincere interest in a profession and should be included in the resume and portfolio preparation, the final steps in public relations education.

Three standard items, internships, memberships, in professional associations, and participation in campus media must be included as a part of employment seeking. However, Gibson points out relatively distinctive component or sections are included in better resumes. Listed first, 'volunteer or other professional employment, even unpaid, can be impressive.'

Public relations is a difficult field of study or practice because the diversity

combined with change that occurs reinforces the need of continuing education and improvement in skills to stay relevant. (Gibson 1992-93, 47)

Women in Public Relations.

In 1990, Matthews, from the University of Houston, examined job roles and perceived competence of female public relations practitioners in four areas. Questionnaires were sent to 200 public relations managers from United States' corporations and public relations agencies. The response rate was 63 percent.

The study female found that practitioners are not perceived or less competent by managers, regardless of organization type. Nor is there a significant difference in male or female manager's perceptions of competence between female and male practitioners. (Matthews, 1991)

In 1992, Hon from the University of Maryland College Park, examined female public relations practitioner's perceptions of women's subjugation in public relations and proposed solutions for eliminating sex discrimination. The study included qualitative interviewing techniques for 37 in-depth interviews with 34 female practitioners, three focus groups, and some preliminary field observation.

Findings indicated women's subjugation can be explained by an intermingling of indirect barriers including marginalization of the public relations function, a faulty college curriculum, the male-dominated work environment, women having to perform a "balancing act" between career and family, and pervasive gender stereotypes about women's inferiority. (Hon, 1993)

Toth, from the S.I. Newhouse School of Public Communications at Syracuse University, and Cline, from the Department of Journalism at Southwest Texas State University, conducted a study in 1990 which was funded through a grant from the Research Foundation of the International Association of Business Communications.

The study reported on the attitudes of 443 randomly-selected public relations practitioners from two professional organizations toward the increasing number of women in public relations. Results showed salary disparity between men and women

and special problems women face when attempting to achieve management positions in public relations.

The study indicated women are victims of sexual bias, through discrimination or because they are perceived differently on such attributes as managerial motivation, willingness to sacrifice work over family demands, and ability to command top salary. (Toth and Cline 1991,161)

Despite these career problems, the field of public relations seems welcoming to women where other occupations do not. Women seem to have found options for such life choices as work, marriage, and family and are choosing to work in public relations. Further research should focus on why women make this career choice. (Toth and Cline 1991, 174)

Columnist Bernstein in *Advertising Age*, interviewed Barbara Hunter, the 1986 president of a large public relations company, who said that women constitute the overwhelming proportion of students enrolled in undergraduate public relations courses, and wondered why "we are not attracting more young men." Hunter finds this to be a trouble spot due to researchers' suspicions that "when women begin to dominate a field, it loses status and stops growing." But there are not as many good young men to choose from as good young women, she stated.

"You've got to have mix (male-to-female) to meet the client's mix and it's getting tougher to do."

Carolyn Klein, former New York PRSA chapter president did not think PR will be seen as a women's area. "With 53% of the population women, similar penetration is taking place in such fields as law, finance, accounting, etc. Public relations is one small segment of the service area experiencing rapid growth," she said in an interview with Bernstein. Society and business will have changed by the time women dominate.

Bernstein said as women become increasingly visible, management, still largely male and apt to remain so for the foreseeable future, might change the perception of the role of public relations. If so, public relations could be placed at risk of losing stature and clout. (Bernstein 1986, 66)

In 1990, Vargo, a master's candidate from Point Park College, conducted a study focusing on the career attitudes of male and women public relations professionals comparing the gender change in the field from predominantly male to female practitioners.

A survey was mailed to 597 local managers of three major professional communicators' associations with a response rate of 41% including 178 female and 70 male respondents. The results indicated that women were moving into management positions, but were still concentrated in lower ranks of the profession. The major concern of all respondents was not the gender change and its effects, but how to improve the status of the profession for the long-term. (Vargo 1989, 1)

Toth, Ph.D., APR, is associate professor of public relations at Syracuse University and Grunig, Ph.D. is assistant professor in the College of Journalism, University of Maryland, College Park. Both are members of the PRSA Women in Public Relations Task Force.

In a research study, Toth and Grunig conducted focus group interviews at the PRSA National Conference in 1990 examining gender issues in the field of public relations. Both men and women agreed experience is the main factor in career advancement but will not alone assure advancement to the managerial ranks.

Men disagreed that women were discriminated against in public relations, while women believed stereotyped expectations of the types of work performed by men and women often interfered with their chances of advancement into management.

The women believed if you want to move into management, you must be trained to manage people and budgets, not simply being a public relations person. Some of the men stated that corporations are using women as public relations managers to achieve affirmative action goals. The women focus group acknowledged the hiring of males over females, even when the female applicant was better to keep a balance in their departments and to keep from being seen as a "fluff" department.

Men did not see public relations a flexible field, citing long work days and travel

while women were attracted to public relations because of its flexible hours. Both groups said success in public relations had meant sacrifice to them personally. Many who are making it don't have great home lives. "Both parents can't work 12 hours a day," one man said.

Only the men's focus group challenged the survey itself. The women accepted the validity of the findings. (Toth, Grunig 1991, 25)

Wright, Ph.D., Fellow, and PRSA member is professor and chairman of the Department of Communication, University of South Alabama, Mobile. Springstein, Ph.D. is assistant professor and coordinator of public relations studies at the university.

Wright and Springstein conducted a study in which the results published indicated women feel they are paid less than their male counterparts and have less opportunities for advancement.

The scientifically selected random sample of 2,785 PRSA members (20% of PRSA's membership) were mailed a questionnaire, in the spring of 1990 with a return rate of 37%. Of the respondents, 58% were female and 42% were male. The median age was 45 for men and 35 for women. Respondents had worked an average of 11 years in public relations: males, 17 years and females nine years. (Wright and Springstein 1991, 22, 23)

The study also found that women, for the most part, were more likely to perform technician or communication skills roles such as writing, editing, creating and dissemination of messages. Men were more likely to perform managerial and decision-making function.

Women were found to be less positive about their current job situations than were men and women were less optimistic about the future with their present employers. A much larger percentage of men are accredited than are women (41% versus 19%). Accreditation is a factor in both salary and job satisfaction.

Women consider flexibility in the work schedule, with options such as flexible locations, child care and leave policy, as being considerably more important than do men. (Wright and Springstein 1991, 22)

Research on Relationship of Volunteerism on the Workforce

A September 1993 FaxForum questionnaire asked to what extent readers of the *Training and Development* journal volunteer. The survey yielded one of the highest proportions of responses to a FaxForum question with every reader answering "yes" to the question, "Do you do volunteer work?"

Many of the respondents do a great deal of volunteer work. On average, respondents reported spending 209 hours per year on unpaid community-service work---more than four hours per week. Twenty-six percent of the respondents said they had volunteered with churches, 30 percent with charity groups, 40 percent with civic groups, and 51 percent with "other." "Other" consisted of everything from youth organizations such as Big Brother/Big Sister and Girl Scouts to fire departments, search-and-rescue teams, United Way agencies, a public television stations, and crisis hotlines.

The most unusual volunteer situation, said to the author, was the woman who worked for the American Red Cross but volunteered in her off-hours to work with the White House. She said that "being somewhat of an insider" is one of the benefits she received for her services as a volunteer coordinator.

When asked what she got out of her volunteer work, another volunteer replied "Besides being exhausted, I get satisfaction in helping others." Other respondents reported that their volunteer work helps to hone their job-related skills. (*Training and Development* 1993, 24)

A study conducted in 1994 by Sinisi, a Ph.D candidate from Kansas State University, described the origins of volunteerism and examined the ability of various parenting and personality variables to predict extent of volunteering.

United Way and Red Cross volunteers and staff of a local college were mailed questionnaires measuring the extent of their volunteering, empathy, religiosity, parents' behavior and perceptions of volunteers' motives for helping. Participants were 105 volunteers (69 females) and 50 nonvolunteers (28 females).

Volunteers rated their mothers as having presented a stronger model of volunteering behavior than did nonvolunteers. Individuals who had volunteered perceived volunteers in general as being motivated more by a concern for others, and less by a need to avoid guilt or shame than did nonvolunteers. (Sinisi 1993, 1)

In a descriptive analysis of training for future community volunteer leaders, Seely, at Seattle University, tested the hypothesis that community volunteers are more likely to become volunteer leaders if they're provided with formal leadership training. Prior volunteer experience and formal education in leadership skills were found to be valuable prerequisites for program participants. (Seely 1983, 1)

In 1992, a study by Gallagher, from the University of Massachusetts included both quantitative and qualitative methods focusing on the ways in which age, gender and marriage affect the help and support people give informally to family and friends and to others through formal volunteerism.

Based on personal interviews using a stratified random sample of 324 men and women, a number of dimensions of caregiving---the number of people helped, hours of care, types and number of group memberships and specific caregiving tasks---were assessed revealing ways in which social life is organized around aging, gender and marriage. Older adults tend to spend less time, giving fewer types of help, to fewer people they know than do younger adults. The older adults spend as much time volunteering and belong to a similar number of groups, as do their younger counterparts.

Marriage restricts older women's caregiving to non-kin. Wives spend less time, helping fewer friends than do widows. Connections between caring for family and friends, and formal volunteerism have important implications for both public policy intended to increase volunteerism among the elderly, and for theories of gender, marriage and aging as well. (Gallagher 1992, 1)

"When looking at all you've done, I see more than unselfish services; I see a host of other qualities that I admire," Mariana Whitman of General Motors Corporation said

when presenting the 1993 Volunteer Spirit Awards at the General Motors College Marketing Program.

...send the message, to all young people and to the public at large, that is the kind of society we want to have, a society in which unselfish service to others is respected and rewarded.

I'm impressed by your confidence, your optimism, ...your 'anything is possible' mentality,...time-management abilities, exceptional academic standing, enormous energy and intensity you bring to your many projects ...enthusiasm, idealism...key leadership skills...organizational abilities and the way you can marshal other people's efforts in pursuit of a common goal... building, serving and solving problems that are too big for any one person to solve alone. (Whitman 1993, 41)

Mulholland, from Southern Illinois University at Edwardsville, investigated the nature and extent of college/university student community service programs for students. Major findings from the 22 institutions of higher education in Illinois responding to the survey was that they had a centralized coordinating office funded through either the general budget or student government to assist student volunteers. Nine of the responding colleges/universities provided time for student volunteers to meet with faculty/staff to discuss their community service experiences.

Based on the response from the survey, a total of 28,880 college students in Illinois were involved in community service activities serving a total of 179,255 hours for the 1988-89 school year. (Mulholland 1991, 1)

Nearly 90 percent of the American population reported giving money to charity in 1985, but less than half volunteered their time. Between 1981 and 1985, the amount of money given to charity increased by 45 percent but total volunteer time rose only six percent in those four years, according to Natalie de Combray.

Eighty-nine million Americans age 14-and-older did some volunteer work in 1985 averaging at least three-and-a-half hours of volunteering per week. If they had been paid, the bill would have come to \$110 billion, according to a survey by Independent Sector, a coalition of 650 nonprofit organizations based in Washington, D.C., de Combray said.

Independent Sector defines volunteering as "working in some ways to help others for no monetary pay." The survey says the person most likely to volunteer is an

educated, married, upper-income white woman who lives in the West and has a part-time job. The West has the largest proportion of volunteers, 54 percent; the East the smallest at 43 percent.

According to de Combray, the survey indicated women are 44 percent of the paid labor force, and head over 10 million families. Yet they still dominate volunteer groups. But the proportion of people who volunteer is declining for both sexes. Most single people do not volunteer, although they have more leisure time than the married.

People age 35 to 49 are most likely to spend time volunteering, suggesting that volunteering should increase as more baby boomers approach middle age. The 35-49 age group will grow 32 percent in the next ten years, volunteering increasing with education and income. (de Combray 1987, 51)

Although the most common reason people volunteer is that they want to be useful and help others, according to the Independent Sector survey, other reasons are to gain job skills, to use skills not used elsewhere, and to become acquainted with a community. Volunteers need both selfish and selfless motives to sustain their interest. (de Combray 1987, 52)

Alex Plinio, president of the Prudential Foundation in Newark, New Jersey, said in an article in *Fundraising Management* on volunteerism that aside from public relations for the corporation, volunteerism offers the participating corporation an insider's view of community problems and opportunities at the grass-roots level. The implications for a company's marketing and recruiting can be tremendous.

I believe that volunteerism is a wonderful educational workshop, and it offers people hands-on experience in a variety of management tasks. We want people to participate in the process. We want to reach and educate our employees. We want our employees to volunteer their time and skills...with non-profit agencies in order to get a clear, personal idea of what the community's problems really are and how they can help to solve them. (Plinio 1985, 100)

We want to educate our decision-makers about community issues and their relations to our business...believing this helps them deal with the issues of ethics, social needs and resource management involved in running any business enterprise. (Plinio 1985, 104)

Trends in Volunteerism.

The "Giving and Volunteering in the United States" survey conducted by the Independent Sector in Washington, D.C. reported demographic characteristics of givers and volunteers in both 1990 and 1994. The overall voluntary giving of money was significantly down overall, while the volunteering of time was up in 1994 from 1990.

The respondents who were self-employed gave more money and less volunteer time in 1990. Those who work for someone increased both gifts of money and time. There was no 1994 record of those self-employed, part-time but this was the group who had given the most time in 1990. Those working for someone else part-time, gave less money but more hours per week in 1990. Those not employed gave both less money and time.

In the "Type of Employment" category, respondents in government gave more time and money in 1994 than in 1990. The private not-for-profit members gave less money and the same amount of volunteered time as 1990. Both the private for-profit and self-employed were giving less money and more time per week.

Those in the professional and skilled trade or craft categories gave more time and money in 1994 compared with 1990. Retired workers gave more money than they did in 1990 while hours per week remained the same.

Married people gave more of their time and money in 1994 than they did in 1990. Single persons gave less money and the same amount of time. The population in the East gave more time and money with those in the West second in money but tied for third with the Midwest in hours volunteered per week. The South was second in the hours per week volunteered and third in monies donated. (*Giving and Volunteering* 1990, 56-61; 1994, 112-116)

The Points of Light Foundation reported findings from surveys conducted by the Independent Sector, *Giving and Volunteering in the United States, 1994*, and the Gallup Organization for "Trends in Volunteerism."

In 1993, 89.2 million people volunteered 19.5 billion hours with the calculated value of services (using \$12.13 per hour) being \$182 billion. Forty-eight percent of

Americans volunteered with an average of 4.2 hours per week, the same as in 1991. Twenty-seven percent of volunteers gave five or more hours per week doing community service. Thirty-seven percent of volunteers reported that they were giving more hours than three years ago, up from 33 percent in 1991.

The most significant increases in volunteering occurred among senior citizens, age 75-and-older. In 1994 36 percent volunteered up from 27 percent in 1990. Forty-percent among divorced, separated and widowed person volunteered in 1994, 36 percent volunteered in 1990.

Motivation of Volunteers.

In 1986 Grigsby, from the University of Texas at Austin, conducted a survey of direct service volunteers to identify factors relating to increased volunteer motivation, satisfaction and retention, with a response rate of 38 percent. Perceived job variety was found to be a crucial factor for the majority of volunteers. Perceived personal gain was found to be related positively to the number of hours given each week.

(Grigsby 1986, 1)

In 1993, Ridge from the University of Minnesota, employed a motivation-based strategy of helping behavior in two studies examining issues of volunteer recruitment, placement, and retention. This study was based upon a previous study by Ridge in 1986. Part 1 identified students for whom volunteering would serve either as a Career function (satisfy their motivation to enhance employment opportunities) or Esteem (satisfy their motivation to increase their self-esteem) . The Career ad used to determine motivation, reflected the Career appeal was perceived more favorably than Esteem.

In part 2, students were identified for whom volunteering would serve either a Career or Value function (satisfy their motivation to help others.) The Value participants were willing to spend more time at the activity than Career participants, and were more willing to repeat the activity. (Ridge 1993, 1)

Interpretations that individuals themselves give to their volunteerism was

explored in 1988 by Traut, from Florida State University. The focus of the study was on volunteering in the social services from the viewpoint of a political scientist--volunteerism and politics.

Volunteers in the study expressed a desire to help others, despite a culture which emphasized self-interest, according to Traut. They held that working to benefit others is an obligation and, for most of them, a duty of citizenship. Volunteering does not necessarily lead to a change in beliefs or to greater activism in the traditional political world. It seems to allow individuals to be active without forcing them to confront larger social problems. Volunteerism pulls individuals out of their separate and private worlds into the public realm even if only for a brief time. (Traut 1988, 1)

In 1990, Bruflat from the University of West Florida, surveyed literature on the background, the profile and cost effectiveness of volunteerism followed by a survey questionnaire administered to four non-profit agencies to determine what level of need volunteers respond to according to Maslow's Hierarchy of Needs. Results indicated that people volunteer to achieve self-actualization needs rather than the love and belongingness needs or the esteem and status needs.

Results indicated volunteers and paid staff of nonprofit organizations also desire more authority in policymaking responsibility, along with adequate training, written job descriptions, six-month evaluations and utilization of the organization to express themselves and their philosophies. (Bruflat 1990, 1)

Transferability of Volunteer Skills.

In 1979, former President of the Minneapolis Junior League, Carol Truesdell, initiated and designed the Association's Junior League Career Development Program. She said that increasingly, volunteers are asking more of their volunteer work than altruistic feelings. They are demanding meaningful responsibilities, a new professionalism in program management, and opportunities for personal growth and career

development. Both re-entry women and corporate employees are asking for transferability and for the recognition by employers of competencies gained through unpaid work experience .

"Consider a woman in her early forties. She graduated from college twenty years ago and worked for a few years until children arrived. She has been raising children, managing her household, and doing volunteer work. Her volunteer activities have been expansive and often at high levels of responsibility. Now, she wishes to re-enter the job market. Will an employer recognize the expertise gained there and acknowledge its transferability?" Truesdell asked.

The Governor's Office of Volunteer Services (G.O.V.s) in Minnesota has been recognized nationally for its research in this area. A grant was developed for volunteer directors and leaders, volunteers and state personnel directors to assist them in transferring volunteer experience to employment credit. Employers are beginning to ask for time records, accurate job descriptions with performance standards, supervisory methods, training records, and performance appraisals, Truesdell said.

Although the rationale supporting employment credit for volunteer experience is philosophically and pragmatically sound, Truesdell said, the realities of transferability are not as encouraging. Attitudinal changes are involved regarding the definition of work. Forceful economic and social trends are pushing the voluntary sector to upgrade its programming. The voluntary sector is making new demands of employers. Employers are asking for a new professionalism from volunteers. Each is asking for accountability from the other. (Truesdell 1979, 1-2)

Business Week in 1979 said that increasing numbers of volunteers are transferring their administrative and management skills to paying positions, usually in non-profit institutions, and it seems likely they will be "cracking" the corporate job ranks. The Employment Management Assn. (EMA) a group of personnel executives from 600 corporations, recently began urging member companies to credit volunteer work in hiring practices.

Robert L. Lo Presto, director of personnel at San Francisco-based Levi Strauss

and Co. said, "Employers still discount volunteer experience. But the trend is to screen in, not screen out, more women," Presto said in the article.

In 1979, at a Washington conference of the National Center for Voluntary Action, some 100 major corporations strongly support the EMA and revised their application forms to include volunteer experiences as part of employment history, according to Ruth March, a Hollywood (Calif.) volunteer, campaigning for the change.

"Today no one even bothers to pretend that it's all altruism when they volunteer," said Miriam Pineo, head of volunteers at the American Museum of Natural History in New York City. Volunteers use their unpaid jobs to hone old skills and acquire new ones, she says. "It's become a useful route back."

According to the *Business Week*, women who have made the jump from volunteerism to paid professionalism said it is crucial to show the relationship between volunteer experience and the non-volunteer world. "You have to make a volunteer resume read just like a business one by documenting your responsibilities at each post," Patricia L. Fleischer said. Fleischer, a 14-year volunteer at the San Francisco Opera was named at age 45 years-of-age as its director of development.

The effects of volunteers entering the workforce, according to *Business Week*, are felt by more than just the volunteer. Institutions that have depended on volunteers face a shortage of free labor and families must adjust. Erika Landber, a former volunteer-turned-professional said, "Money is the way society shows that it values what you are doing." (*Business Week* 1979, 159-160)

The Future of Volunteerism.

Charolette Lunsford, National Chairman of Volunteers, American Red Cross delivered a message before the 1988 National Volunteer Conference in San Francisco in 1988 on volunteerism in the future. In the attempt to predict and prepare for "Volunteering in 2001" the question arises, "where will the volunteer 'crew' of the future come from? What changes will occur in the workplace that will effect volunteers and

volunteer management?" Lunsford asked. With the rapid shift in career goals among working women that is reshaping the labor force, the coming generations of young women will be able to choose from an unprecedented range of job opportunities.

According to The Bureau of Labor Statistics, while single women spend more than single men on food, housing, health care and less on food eaten out of the home, alcohol, tobacco, and entertainment, they also contribute less money to charity.

Senior citizens are often eyed as one of the best sources of new volunteers to replace the corps of housewives who have returned to the job market. But now seniors are being lured back to the job market to help meet the growing demand for entry level and unskilled employees as well as going back to jobs they are familiar with, Lunsford said.

Today more than 70 percent of all Americans volunteer for something: human service organizations, churches, political parties and campaigns, schools, to name a few of the areas covered by volunteerism. Volunteer agencies may find themselves competing, not just with each other, but with McDonald's and big corporations for older volunteers in the future, Lunsford said. Volunteerism is not simply the random contributions of individuals to assorted charitable organizations. It is big business not in a profit-making sense, but in terms of its size and scope. (Lunsford 1988 730, 731)

CHAPTER III

METHODOLOGY

We are all, in the last analysis, alone. And this basic state of solitude is not something we have any choice about...
(Lindbergh 1955, 41)

Overview of the Study

The overall purpose of this study was to examine the relationship between the perceptions and attitudes of employers and women 35+ who are entering or re-entering the workforce in the field of public relations as practitioners. It was also hoped that the research of attitudes and situations surrounding some of the women adjusting to the workforce could be useful to employers, students, and women of all ages as they make decisions for the future.

Since the goal of this study was to discover the opinions of people currently practicing or hiring those to practice public relations, two methods of research were used.

With Method I, two mail surveys were used in a quantitative study. One involved women public relations practitioners and the other, male and female employers in public relations. With Method II, qualitative research was conducted in face-to-face, in-depth interviews of women age 35+ working in public relations .

Research Design

The purpose of this research study was three-fold. 1) To determine what employers look for when hiring practitioners; 2) to determine what factors contribute to the career opportunities of practitioner-applicants who are women 35+, and 3) employer and practitioner perceptions of management attitudes toward women

35+ who are entering or re-entering the workforce in public relations.

The following variables were examined to see if they were related to employer preference when hiring and/or to practitioner job satisfaction.

Variables

Method I. Mail Surveys.

Age. The relationship between the age of employers or female practitioners and their perception and preferences that make a difference for women age 35+ in public relations .

Education. The relationship between employer and practitioner perceptions of the value of education for the public relations profession.

Employer's years hiring - Practitioner's years or employed. The relationship between years of experience in the profession and preferences and perceptions influencing women age 35+ in public relations.

Gender. The relationship between the employer's gender and their preferences and perceptions involving women age 35+ in public relations.

Volunteerism. The relationship between the employer and practitioner's perception of the value of volunteer experience of women age 35+ entering or re-entering the workforce in public relations.

Management. The relationship between employer and practitioner's perception of management's attitude toward women age 35+ in public relations.

Practitioner's Marital and Family Status. The relationship between the practitioner's marital and family status and perception of job satisfaction.

A copy of the questionnaires and cover letters are in Appendix B.

Method II. Interviews.

The list of questions for the interview portion of this research study was comprised of questions using the same variables as the practitioner mail surveys, while

looking for more specific answers. Several practitioners interviewed were also in the hiring position so some of the discussion overlapped with the employer variables. A copy of the questions used in the interviews is included in the Appendix B.

Research Questions

1. Does the age of either the hiring employer or the applicant for a position in public relations make a difference during the hiring process?

2. How does the female practitioner age 35+ perceive the relationship between her age and management's expectation level of her compared to male or younger female practitioners?

3. To what extent is importance placed on education by the hiring employer and the public relations practitioner?

4. Does the gender of the hiring employer make a difference in preferences or perceptions of female practitioners age 35+?

5. Do employers value volunteer experience? Does volunteerism enhance applicant's hireability?

6. Is training offered to new employees in organizations with public relations?

7. Is there a relationship between the educational level, marital status, the number of years employed in public relations, or the number of children of women who practice public relations?

8. Do employers and female practitioners have the same perception of management's attitude toward women age 35+ entering or re-entering the workforce in public relations?

9. Are practitioners satisfied with their public relations career and /or position?

Pilot Studies

Method I. Mail Surveys.

A focus group of seven women age 35+ who have either experienced or were preparing to experience re-entry into the workforce 'brainstormed' the types of questions to consider for a questionnaire directed toward the two specifically targeted audiences: women age 35+ entering or re-entering the workforce and their employers.

Of the women in the focus group, one was a graduate student, one worked part-time and was in graduate school, three have worked full-time for most of their adult lives, (one was working on a bachelor's degree, another had a master's degree, the third had a bachelor's degree), and two worked full-time for the first time (one has a bachelor's degree, the other did not finish college.)

Of these women, one had a degree in public relations and three had been involved with public relations through volunteer work. All of the women were actively involved in or had been volunteers in the community to some extent.

Two questionnaires, one for public relations practitioners and one for their employers, were developed using results from the focus group combined with questions arising from previous papers, studies, and journal articles. The names of practitioners and employers in Oklahoma were selected randomly from the *Public Relations Journal: 1993-1994 Register*. On April 10, 1994, 20 pretests were mailed: 10 to employers and 10 to practitioners. All 20 were completed and returned. A copy of the pretest is included in Appendix A.

Method II. Interviews.

Interviews took place between October 6 and November 9, 1994. The first two interviews were used as a pre-test. Some of the questions which appeared at a later date were not included in the first two interviews in the same order as the later, more standardized question guide used in the interviews. A copy of the interview question guide is in Appendix B.

Selection of Subjects

Method I. Mail Survey.

Two mailing lists were created for the two mail surveys from a stratified random sample drawn from the *Public Relations Journal: 1993-1994 Register Issue* for the five-state region including Oklahoma, Texas, Missouri, Arkansas, and Kansas. The random sample for each state began with a number from a table of random digits.

The "practitioner" list was comprised of 400 women practitioners listed as members of PRSA and addressed by name. The "employer" list consisted of 200 employers, both men and women, addressed to the "personnel director" in organizations that hire PRSA members. A second mailing to personnel directors was determined necessary so 100 additional employers were selected using the same method.

Method II. Interviews.

For the face-to-face in-depth interviews, a list of 19 women practitioners age 35+ from Stillwater or Oklahoma City, Oklahoma, was compiled using the "snowball" sampling method, starting with friends and known practitioners.

The list grew to 40 from which persons were eliminated who did not meet certain criteria. Basic criteria for inclusion were: age, (they had to be 35+); they had to be women and; they must be actively performing the PR function, however they defined it, in their place of business. Only one interviewed was a member of PRSA. Other factors eliminating names from the list were time constraints, lack of returned phone calls, and the need for variety within the study. The women were categorized according to their types of business.

Research Instruments

Method I. Mail Surveys.

The quantitative method of mail survey questionnaires was used. One survey was directed toward women practitioners who were members of Public Relations Society of America (PRSA). The other survey was aimed at both male and female employers who were PRSA members that hire PRSA practitioners.

The two questionnaires consisted of about 35 questions each. They had a cover letter outlining the purpose of this study and why it would be beneficial for them to participate in this study; a 14-day deadline in which to return the questionnaire; and the researcher's address and phone number to receive feedback or to request a copy of results. A copy of the cover letters and questionnaires are in Appendix B.

Mail-survey questionnaires were divided into three sections.

Section I.

Questions dealing with topics of age, education, gender, and volunteerism, were directed at either the practitioner or the employers. A Likert Scale in which answers ranging from 1 = strongly agree to 5 = strongly disagree could be given, expressed the respondent's opinions and perceptions.

Section II.

Multiple choice questions, asking more directly about personal experiences and preferences concerning age, education, gender, volunteerism were included in this section along with demographic questions.

Section III.

Respondents were asked to rate a list of attributes dealing with education, volunteerism, skills, experiences, etc., as very important, neutral, not important or not

applicable, for currently held positions, if a practitioner, or what they look for when hiring a practitioner, if an employer.

In a separate question, all respondents were asked to score the attitude of management toward women age 35+ who are entering or re-entering the workforce in the field of public relations with Likert Scale choices ranging from excellent, good, average, fair, or poor.

Method II. Interviews.

The qualitative method of face-to-face in-depth interviews was also used. Questions generated from the results of the random sample mail surveys formed the basis for the interviews.

Nineteen women practitioners who were 35+ from Oklahoma City and Stillwater, Oklahoma were categorized: hospital, private industry, community service, professional practice, public relations and advertising firms, consumer service, education community, and non-profit.

Data Collection Plan

Method I. Mail Survey.

On May 1, 1994, both mail surveys were sent to 400 practitioners and to 200 employers of practitioners. A two-week deadline was given in the cover letter included with the surveys.

On May 15, a second survey was mailed to 100 additional employers due to a low percentage return from the first mailing.

As the surveys came in, a codebook for each questionnaire was used as a guide for enumeration of data entered into the matrix of the Mystal program for statistical analysis.

Method II. Interviews.

The first 10 interviews were hand-written notes on a pre-printed question guide. The last nine had the backup of a micro-recorder. The subjects were not concerned about the use of a tape recorder. They did appreciate the anonymity of being assigned a number for confidentiality. Each interview lasted from 1-to-1-1/2 hours with the majority lasting 1-1/2 hours.

The notes from each interview were typed soon after the interview. The practitioner's responses to questions were grouped and categorized according to subject matter.

Data were simplified and tallied in table form.

Data Analysis

Method I. Mail Surveys.

Statistical tests were used in analysis of the information gathered from the questionnaires. Complex chi-square, followed by simple chi-squares with the contingency coefficient when a significant relationship was found, was used for all of Section II and Section III excluding the last question on both mail surveys, scoring attitudes of management.

ANOVA with Tukey were used for Section I in the scoring of the results from the Likert Scale with answers from 1-5 in which 1 = strongly agree and 5 = strongly disagree.

ANOVA and Tukey were also used for the "management's attitude" question in Section III in which the answer choices were ranked as excellent, good, average, fair or poor.

The total variables listed on the matrix for the practitioner survey were 70; for the employer matrix, 46.

Method II. Interviews.

Tables profiling the practitioners, their places of business, age, educational level, years in public relations, volunteerism, professional titles, marital status, number of children, etc. were assembled.

Frequency counts and percent tables were devised as data from the interviews were interpreted and simplified. Statical testing was not used. Subjective categorization from the interviews was the basis for the tables with the quotes used to strengthen the overall picture portrayed by the women interviewed.

Methodological Assumptions and Limitations

It was assumed that the mail surveys reached the intended audiences. It was assumed that questions were understood and honestly answered. It was also assumed the employers were considered a part of management by the organization or business.

Limitations included the fact this mail survey involved only a five-state region, and may not represent the entire United States. The population participating in the survey was small, especially the employers, which increased the possibility of error, lessening the representativeness of the sample. The fear of age or gender discrimination could have been a limiting factor among employers. The lack of funding contributed to the decision to survey a smaller population.

Of the interviews, it was assumed the practitioners responded honestly to the questions. The number of people interviewed was very small and not randomly selected. Also, the method of data processing and analysis were subjective.

The constraints of time were a big limitation. If time had allowed it would have been beneficial to interview, along with women age 35+, men and younger women giving different perspectives about women age 35+ practicing public relations and more information from with to draw conclusions.

Summary

A focus group helped formulate questions to be used in a pretest mailed to 20 PRSA members, 10 employers and 10 practitioners. A 100% return of the pretest questionnaires with suggestions from the respondents lead to changes on the two subsequent mail surveys: female practitioner or male-female employer -focused.

On May 1, 400 practitioners and 200 employers within the five-state region of Oklahoma, Texas, Arkansas, Kansas and Missouri were mailed questionnaires with a cover letter and a two-week deadline in which to complete and mail it back. On June 14, a second survey was mailed to 100 additional employers due to a low response rate.

For the survey of practitioners, 48% of the questionnaires were returned overall, and for the survey of employers, 28% of the questionnaires were returned overall.

Face-to-face, in-depth interviews were conducted in Stillwater and Oklahoma City, Oklahoma with 19 women practitioners 35+. Questions from the mail survey responses were used as the basis for the interviews.

Statistical tests for Method I, the mail survey portion of this study, included complex and simple chi-square with contingency coefficient for the nominal questions. ANOVA and Tukey were used for the score-type questions.

In Method II, the interview portion of this study, subjective analysis and interpretation was used in the creation of tables from a simplified explanation of findings.

It was assumed that the intended people received, understood, completed and returned the questionnaires. It was also assumed the survey and interview respondents were honest in their responses.

The study was limited in its geographic scope of five-states for the mail survey and two communities in Oklahoma for the interviews. The populations studied were represented by low numbers of respondents especially the employers and the face-to-face interviews.

CHAPTER IV

FINDINGS AND ANALYSIS OF DATA

Validity need have no relation to time, to duration, to continuity...
what is actual is actual only for one time and only for one place.
(Lindbergh 1955, 76)

Introduction

Chapter IV was divided into two sections by research method. Method I shows the findings from a quantitative study using mail surveys. Method II shows the findings from a qualitative study using in-depth interviews.

Method I. Mail Surveys.

Method I reported the findings of two attitudinal surveys—one addressed female Public Relations Society of America (PRSA) members, the other, their employers, male and female. Attitudes toward women age 35-years and older entering or re-entering the workforce in the field of public relations were examined.

Two stratified random samples were drawn from a five-state region using the *Public Relations Journal: 1993-94 Register Issue* as the resource for the mailing lists. One survey involved 400 female public relations practitioners, members of PRSA. This survey was addressed to the practitioner by her name; these respondents were referred to as "practitioner" throughout the study.

The other survey involved 200 organizations that employed PRSA members. This survey was addressed to "Personnel Director;" these respondents, male or female, were referred to as "employer" throughout the study.

The practitioners returned 48% of the surveys; personnel directors, returned 28% from the first mailing. With the personnel director's low return, a second random sample

mailing was sent to 100 additional personnel directors for a total, again, of 28% returned.

The respondents offered many suggestions and comments on both the questions themselves or the phrasing of the questions. These comments are listed in Appendix C. A copy of the questionnaires and cover letters are in Appendices B. Several respondents have asked for a copy of the study results.

Method II. Interviews.

Method II was supplemental to the two questionnaires and consisted of the findings from 19 in-depth interviews of professional women 35+ currently performing the public relations function within their organizations.

Findings From Mail Surveys

Part I. Practitioner and Employer Attitudes and Perceptions Concerning Age Issues.

In Part I, Tables 1 - XI focus on age and its relationship with various aspects in the careers of women 35+ who practice public relations.

Table I shows the ages of the women PRSA members, participating in this survey.

TABLE I
PRACTITIONER AGES
N = 192

Age Groups of Practitioners						
No Answer	23-29	30-34	35-44	45-54	55 and over	Total
1% (1)	16% (30)	20% (38)	35% (66)	23% (45)	6% (12)	100% (192)

() Frequency

In Table I, overall, the largest percentage of respondents were in the 35-44 age group; the 55 and over age group was the smallest of the five categories.

Table II shows the ages of the men and women who were the employers in this study.

TABLE II
EMPLOYER AGES
N = 83

Age Groups of Employer						
No Answer	23-29	30-34	35-44	45-54	55 and over	Total
2%(2)	6% (5)	7% (6)	43% (36)	25% (21)	16% (13)	100% (83)

() Frequency

Table II shows that overall, the largest percentage of employers were in the 35-44 age group with the 30-34 and 23-29 age groups were the smallest.

Table III shows employer's age preferences for practitioners when hiring public relations personnel.

TABLE III
EMPLOYER'S AGE PREFERENCE WHEN HIRING PUBLIC RELATIONS PERSONNEL
N = 83

Preferred Ages for Practitioners by the Hiring Employer						
No Answer	23-29	30-34	35-44	45-54	55 and over	Total
36% (30)	17% (14)	24% (20)	11% (9)	1% (1)	11% (9)	100% (83)

() Frequency

Table III shows that 63% of the employers chose to answer this question. Responses indicated the most preferred age group to hire from was the 30-34 year group. The least preferred group from which to hire was 45-54.

Employer's comments concerning age preference are listed in Appendix C.

Table IV identifies the relationship between the practitioner's opinions about the value of networking through volunteering and their age.

TABLE IV
WHETHER COMMUNITY VOLUNTEER NETWORKING IS USEFUL
IN PUBLIC RELATIONS EMPLOYMENT
BY AGE OF PRACTITIONER
N = 192

	Ages of Practitioner						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & over	
No Answer	100% (1)	0%	0%	0%	0%	0%	1%(1)
Yes	0%	77% (23)	76% (29)	79% (52)	80% (36)	83% (10)	78% (150)
Not Sure	0%	7% (2)	8% (3)	3% (2)	7% (3)	8% (1)	6% (11)
No	0%	7% (2)	3% (1)	9% (6)	11% (5)	0%	7% (14)
Don't Volunteer	0%	10% (3)	13% (5)	9% (6)	2% (1)	8% (1)	8% (16)
Total	100% (1)	100% (30)	100% (38)	100% (66)	100% (45)	100% (12)	100% (192)

Frequency ()

In Table IV, complex chi-square found a genuine relationship at the 95% confidence level between the practitioner-respondent's ages and whether community volunteer work is useful in public relations work.

The contingency coefficient of .7142 indicates that there is a moderately strong relationship between the ages of practitioners and the value they place on volunteer work as a useful resource in community networking. Possibly because more than 1 /5 of the cells were empty, simple chi-square did not find a difference between specific age groups.

Overall, the majority of respondents agree that the contacts made were useful. The 55-and-over age-group had the highest percentage of agreement with 83%, with all other groups finding 76% and more also in agreement.

Eight percent did not volunteer with the largest percentage of non-volunteers in the 30-34 age group and the lowest percentage of non-volunteers in the 45-54 age group.

Table V shows the relationship between the practitioner's perceptions of the relationship of age on their career and their age.

TABLE V
THE RELATIONSHIP BETWEEN THE PRACTITIONER'S PERCEPTION
OF THE EFFECTS OF AGE ON CAREERS AND THEIR AGE

N = 192

	Ages of Practitioners						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Over	
No Answer	100% (1)	3% (1)	8% (3)	6% (4)	9% (4)	0%	7% (13)
Beneficial	0%	47% (14)	32% (12)	30% (20)	27% (12)	25% (3)	32% (61)
Hurt Career	0%	17% (5)	14% (5)	6% (4)	13% (6)	17% (2)	11% (22)
No Affect	0%	33% (10)	45% (17)	58% (38)	51% (23)	58% (7)	49% (95)
Other	0%	0%	3% (1)	0%	0%	0%	1% (1)
Total	100% (1)	100% (30)	100% (38)	100% (66)	100% (45)	100% (12)	100% (192)

Frequency ()

No real relationship was found between the age group of the practitioners and perceptions of the effects of age on careers, in Table V. Overall, 49% said their age had not affected their career in any way, and 32% felt their age to be beneficial to their career. Eleven percent felt their age had hurt their career. More than one-fifth of the fitted cells were empty, therefore significance tests were suspect.

The respondents in the largest age group of, 35-44 years, found that 30% were benefitted by their age and 58% had not been affected at all. The group most benefitted by their age, 23-29, with 47%. This age group also was one -of-two that found age to be most harmful, creating the group with the most respondents who believed age had affected their careers in some way.

The majority of the 55- and- up age group believed age had no affect on their career but, along with the 23-29 group, tied with those believing age hurt their careers; the 35-44 and 55 and up groups tied for the most feeling age had no effect.

Reasons given by respondents for why they feel this way are contained in 'Comments' in Appendix C.

Table VI shows the importance of past public relations work experience to currently held public relations positions by the age of the practitioner.

TABLE VI
THE IMPORTANCE OF PAST PUBLIC RELATIONS WORK EXPERIENCE TO
CURRENTLY HELD PUBLIC RELATIONS POSITIONS
BY AGE OF PRACTITIONER

N = 192

	Age of Practitioner						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	100% (2)	6% (2)	3% (1)	5% (3)	4% (2)	8% (1)	6% (11)
Very Important	0%	77% (24)	68% (25)	77% (49)	83% (38)	67% (8)	75% (144)
Neutral	0%	16% (5)	27% (10)	17% (11)	13% (6)	17% (2)	18% (34)
Not Important	0%	0%	3% (1)	2% (1)	0%	8% (1)	2% (3)
Total	100% (2)	100% (31)	100% (37)	100% (64)	100% (46)	100% (12)	100% (192)

Frequency ()

In Table VI, complex chi-square found no real relationship between the age of the practitioner-respondents and their opinions of the importance of previous public relations experience to the position they currently hold. More than one-fifth of the fitted cells were empty, so significance tests were suspect.

Overall, the majority of the respondents believe previous public relations experience was very important to the positions currently held, with only 2% feeling it was not important.

The 45-54 group felt the importance of experience the greatest. The 30-34 group was the most neutral about previous work experience. One person in each of the 30-34, 35-44 and 55-and-over age groups said they did not see the importance of previous experience for the positions they now hold in public relations.

A list of attributes the respondents found to be important for the position in

public relations they currently hold is in 'Comments' in Appendix C.

Table VII shows the relationship between the importance of past volunteer work experience for the currently held position and the age of the practitioner.

TABLE VII
THE RELATIONSHIP BETWEEN THE IMPORTANCE OF PAST VOLUNTEER
WORK EXPERIENCE TO THE CURRENT PUBLIC RELATIONS POSITION
AND THE AGE OF PRACTITIONERS

N = 192

	Ages of Practitioners						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	100% (1)	13% (5)	5% (4)	9% (6)	20% (9)	17% (3)	12% (28)
Very Important	.5% (1)	40% (9)	21% (8)	29% (19)	24% (12)	17% (2)	27% (51)
Neutral	0%	3% (12)	50% (18)	39% (26)	40% (20)	58% (6)	42% (82)
Not Important	0%	10% (5)	18% (7)	23% (13)	16% (5)	8% (1)	7% (31)
Total	100% (2)	100% (31)	100% (37)	100% (64)	100% (46)	100% (12)	100% (192)

Frequency ()

Complex chi-square did not find any real relationships between the ages of the practitioners and their opinions about the importance of previous volunteer work to their current positions in Table VII. With more than one-fifth of the fitted cells empty, significance tests were suspect.

The majority, 42% of respondents overall, were neutral on this question; 27% believed previous volunteer experience was very important and 17% believed it was not important in relation to their current occupations.

In every age group except the 23-29 age group, neutral was the most common answer. The 23-29 age group said past volunteer work was very important to their current career. The 35-44 age group, the largest group, had the largest percentage and the 55 and older group had the smallest percentage that believed past volunteer

experience was not important.

A list of places in which respondents volunteer is in Appendix D.

Table VIII shows the practitioner's opinions on the importance of a public relations degree to their current position.

TABLE VIII
THE RELATIONSHIP BETWEEN THE IMPORTANCE OF A PUBLIC RELATIONS DEGREE FOR THE CURRENT PUBLIC RELATIONS POSITION AND THE AGE OF THE PRACTITIONER

N = 192

	Age of Practitioner						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	50% (1)	10% (3)	5% (2)	8% (5)	22% (10)	42% (5)	14% (26)
Very Important	0%	42% (13)	38% (14)	23% (15)	22% (10)	8% (1)	28% (53)
Neutral	50% (1)	29% (9)	30% (11)	45% (29)	37% (17)	33% (4)	37% (71)
Not Important	0%	19% (6)	27% (10)	23% (15)	20% (9)	17% (2)	22% (42)
Total	100% (2)	100% (31)	100% (37)	100% (64)	100% (46)	100% (12)	100% (192)

Frequency ()

Complex chi-square found a weak yet genuine relationship at a 95% confidence level with a contingency coefficient of .3425 between the importance placed upon practitioners having a degree in public relations for the position they held and their ages, in Table VIII. With more than one-fifth of the fitted cells empty, significance tests were suspect.

Simple chi-square found a real relationship between those who believed a public relations degree to be very important and their ages. The 23-29 age group had the most and the 55- and-up group had the fewest who believed it to be very important. The older group also had the lowest percentage believing a public relations degree was not important.

The 30-34 age group had the largest percentage that believed a PR degree

was unnecessary. The largest age group, 35-44, were equally balanced between belief that a degree was very important and not important. They also had the highest neutral group.

Overall, the largest percentage of the respondents were neutral toward the importance of a public relations degree with the fewest believing it not important.

Table IX the relationship between practitioner's perceptions of the effects of age on careers and their years of professional experience.

TABLE IX

THE RELATIONSHIP BETWEEN PRACTITIONER'S PERCEPTION OF THE EFFECTS OF AGE
ON PUBLIC RELATIONS CAREERS AND THE YEARS OF PROFESSIONAL PRACTICE

N=192

	Practitioner's Years of Professional Practice									
	Years of Practice Unknown	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Other	Total
No Response	79% (11)	0%	0%	0%	0%	2% (1)	2% (1)	0%	0%	7% (13)
Benefits Career	0%	100% (1)	59% (10)	39% (12)	36% (8)	27% (14)	33% (14)	12% (1)	25% (1)	32% (61)
Hurt Career	7% (1)	0%	18% (3)	10% (3)	5% (1)	17% (9)	5% (2)	25% (2)	25% (1)	11% (22)
Career not Affected	14% (2)	0%	24% (4)	52% (16)	59% (13)	52% (27)	60% (26)	62% (5)	50% (2)	49% (95)
Other	0%	0%	0%	0%	0%	2% (1)	0%	0%	0%	1% (1)
Total	100% (14)	100% (1)	100% (17)	100% (31)	100% (22)	100% (52)	100% (43)	100% (8)	100% (4)	100% (192)

() Frequency

In Table IX, a genuine relationship was found with 95% confidence using complex and simple chi-square. The contingency coefficient .6560 indicated a moderate relationship between the perceptions of the effects of age on public relations practitioner's careers and the number of years the respondent's had been practicing professionally. More than one-fifth of the cells were empty so all significance tests were suspect.

Overall, 49% of respondents believed age did not effect their career, while 32% believed age benefitted their career, and 11% believed age hurt their career.

The largest percentage within a group who believed age benefitted their careers was the group employed from 1-3 years. The largest percentage within a group who believed age hurt their career was the group employed 25 years. The largest percentages within groups who believed their careers were not affected were close between those employed 7-9, 16-24, and 25 years.

Table X shows the means scores indicating the relationship between the extent of practitioner's agreement with statements concerning women 35+ who practice public relations and their age.

In Table X, ANOVA and Tukey Indicated a significant relationship with a 95% confidence level between practitioner's ages and their level of agreement with some of the statements about women 35+ practicing public relations.

More than one-fifth of the fitted cells were empty so significance tests were suspect.

Respondents in the 23-29 and 35-44 groups agree that completing a college education was necessary to obtain entry-level positions in public relations. The younger women strongly agreed and the older women also agreed, though not as strongly with a critical value of .525.

TABLE X

MEAN SCORES INDICATING THE RELATIONSHIP BETWEEN THE PRACTITIONER'S AGE AND EXTENT OF AGREEMENT WITH STATEMENTS CONCERNING THE ROLE OF WOMEN AGE 35+ IN PUBLIC RELATIONS

N=192

	Age of Practitioners					Total
	23-29	30-34	35-44	45-54	55 & Over	
Completing a college education is necessary to obtain entry-level PR Positions	1.230 (30)	1.440 (38)	1.758 (66)	1.386 (45)	1.667 (12)	1.500 (191)
Women 35+ entering the workforce have to work harder to achieve the same recognition as other, established women in PR	2.500 (30)	2.500 (38)	2.360 (65)	1.950 (45)	2.225 (12)	2.300 (191)
A successful career woman in PR can have both a career and family	2.130 (30)	1.860 (38)	2.100 (66)	1.840 (45)	2.000 (12)	1.900 (192)
The older a woman is, the less chance she has of getting a job in PR	3.500 (30)	3.440 (38)	3.490 (65)	2.840 (45)	3.083 (12)	3.300 (191)
I believe women 35+ have the same opportunities in the PR field as younger women	2.800 (30)	2.440 (38)	2.690 (66)	3.260 (45)	2.910 (12)	2.800 (191)
More is expected of me than of my male counterparts	2.800 (30)	3.100 (37)	2.680 (66)	2.770 (45)	2.810 (11)	2.900 (189)
More is expected of me than younger women	3.400 (30)	2.840 (38)	2.900 (65)	2.700 (45)	2.800 (12)	2.900 (190)
I am satisfied with my career choice of PR	1.900 (30)	1.860 (37)	1.970 (66)	1.700 (45)	1.830 (12)	1.870 (190)

() Frequency

The 23-29 and 30-44 age groups agreed the least strongly while the 45-54 age group agreed more strongly than any other group that women 35+ entering the workforce have to work harder to achieve the same recognition as women who are established in public relations.

All groups agreed that a successful career woman in public relations can have a career and family.

A real relationship was found between the ages of respondents and their opinions that the older a woman is, the less her chances are of getting a job in public relations. The critical value for the 23-29 age group who disagreed and the 45-54 age group which was undecided was .656; for the 35-44 age group who disagreed and 45-54 age group, undecided, it was .648.

Comments from practitioners on this question are in the Appendix C.

A genuine relationship was found between the 30-34 age group who agreed that women 35+ have the same opportunity in the public relations field as younger women and the 45-54 age group who were undecided-to-disagreed with the critical value of .861.

A relationship was found in answer to the statement that more is expected of "me (a woman) than of male counterparts." The 23-29 age group disagreed differing significantly with the 35-44 age group who agreed with a critical value of .718. The 45-54 age group, and 55 and up group agreed though not significantly from other groups.

Although a real relationship was not found between the ages of respondents and the statement that "more is expected of me than younger women," four of the groups agreed with the 23-29 group who disagreed.

All respondents were satisfied with their career in public relations.

In Table XI, the mean scores indicated the relationship between the extent of agreement of employer's with statements concerning women 35+ practicing public relations and the employer's age was examined.

TABLE XI

MEAN SCORES INDICATING THE RELATIONSHIP BETWEEN EMPLOYER'S AGE
AND EXTENT OF AGREEMENT WITH STATEMENTS CONCERNING THE ROLE
OF WOMEN AGE 35+ IN PUBLIC RELATIONS

N=83

	Employer's age					Total
	Scale from 1-5 with 1=strongly agree and 5=strongly disagree					
	23-29	30-34	35-44	45-54	55 & Over	
I prefer job applicants to have a college education for entry level positions in PR	2.000 (5)	2.330 (6)	1.410 (36)	1.190 (21)	1.530 (13)	1.500 (83)
The older a women is, the less she has of being hired in PR	4.600 (5)	4.330 (6)	4.000 (36)	3.750 (21)	3.380 (13)	3.900 (83)
Women 35+ are as flexible in dealing with people and situations as younger women	2.000 (5)	3.000 (6)	1.970 (36)	1.800 (21)	1.580 (13)	1.950 (83)
Women 35+ entering or re-entering the work-force in PR dress appropriately for their position	2.200 (5)	2.500 (6)	1.940 (36)	1.800 (21)	1.600 (13)	1.900 (83)
It is easier to teach technical skills than interpersonal skills to an employee	1.600 (5)	2.500 (6)	1.830 (36)	1.660 (21)	1.900 (13)	1.840 (83)
Women 35+ are as flexible in dealing with people and work situations as men	1.800 (5)	2.800 (6)	1.770 (36)	1.760 (21)	1.500 (13)	1.800 (83)

() Frequency

In Table XI, ANOVA and Tukey found real relationships between the mean scores that indicated the extent of employer's agreement with statements concerning the role of women 35+ employed as practitioners and the age of the employers.

A Likert Scale was used in which answers ranged from 1-5: 1 = strongly agree and 5 = strongly disagree.

A genuine relationship was found between the statements and ages of employers in the 35-44, 45-54, and 55-and-over age groups who strongly agreed they preferred job applicants to have a college education for entry-level positions in public relations and the 23-29 and 30-34 groups also agreed but not strongly. The critical value was .752.

The older a woman is, the less chance she has of being hired in public relations found a real relationship between age and the statements with the 23-29 age group strongly disagreed and the 30-34, 35-44, and 45-54 groups disagreed, but not strongly while the 55- and -over group were undecided. The critical value was .043.

A relationship was found between the statement women 35+ are as flexible in dealing with people and situations as younger women, and the age of the respondents in the age categories 23-29, 35-44, 45-54 and 55-and-over who agreed and the 30-34 age group who were undecided. The critical value was .816.

A relationship was found between respondents and age, all respondents agreed that women 35+ entering or re-entering the workforce in public relations dressed appropriately for their position. The critical range was .482 between the age 55- and- over group who agreed more strongly than the age 30-34 group.

All age groups agreed it was easier to teach technical skills than interpersonal skills to an employee.

A real relationship was found between the age 55 and over group who strongly agreed women 35+ were as flexible in dealing with people and work situations as men. The 23-29, 35-44 and 45-54 age groups agreed while the 30-34 age group are undecided. The critical value was .640.

Part II examined education levels of women age 35+ in public relations.

Part II. Practitioner and Employer Perceptions Concerning Education.

In Part II, Tables XII-XIX focused on education in the careers of women age 35+ in public relations.

Table XII shows the practitioner levels of education, overall.

TABLE XII
PRACTITIONER'S EDUCATION LEVEL
N = 192

Education Level of Practitioners								
No Answer	High School	Some College	Bachelor's Degree	Some Graduate	Master's Degree	Master's+ Degree	Ph.D.	Total
7% (14)	1% (1)	6% (11)	44% (85)	22% (43)	15% (28)	2% (4)	3% (5)	100% (192)

Frequency ()

Table XII shows almost twice as many practitioners have received bachelor's degrees than any other level of education. A bachelor's degree with some graduate work was the second largest group and master's degree was third.

The smallest group had one respondent with a high school education and the next smallest groups were comprised of those with some doctoral work or with a Ph.D. Unfinished bachelor's degree was the fourth largest.

Table XIII shows practitioners educational levels by age group.

TABLE XIII
PRACTITIONER EDUCATIONAL LEVEL
BY AGE GROUP

N = 192

	Age of Practitioners						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	100% (1)	3% (1)	5% (5)	11% (7)	7% (3)	0%	7% (14)
High School	0%	0%	0%	2%	0%	0%	1% (1)
Some College	0%	3% (1)	0%	5% (3)	11% (5)	17% (2)	6% (11)
Bachelor's Degree	0%	73% (22)	45% (17)	41% (27)	36% (16)	25% (3)	44% (85)
Some Graduate Work	0%	13% (4)	37% (14)	17% (11)	20% (9)	42% (5)	22% (43)
Master's Degree	0%	7% (2)	11% (4)	21% (14)	18% (8)	0%	15% (28)
Master's+	0%	0%	0%	3% (2)	2% (1)	8% (1)	2% (4)
Ph.D.	0%	0%	0%	2% (1)	7% (3)	8% (1)	3% (5)
Other	0%	0%	3% (1)	0%	0%	0%	1% (1)
Total	100% (1)	100% (30)	100% (38)	100% (66)	100% (45)	100% (12)	100% (192)

Frequency ()

Complex chi-square found a real relationship in Table XIII between the education levels and the ages of practitioner-respondents with 95% confidence level. The contingency coefficient of .4891 indicated a moderate relationship between educational level and age of the practitioner. Because more than one-fifth of the cells were empty, simple chi-square could not find a specific relationship.

All of the respondents in the 23-29 and 30-34 age groups, had a bachelor's degree or a higher level of education except for a Ph.D. The 35-44 age group someone in every category including the one high school graduate.

The 45-54 and the 55-and-over age groups had practitioners in every category except the high school graduate category. The 55-and-over group had both the

largest percentage of practitioners with less than a bachelor's degree as well as the largest percentage above a master's degree.

Other forms and levels of education respondents mentioned are listed in Appendix C.

Table XIV shows the employer educational level preference when hiring public relations practitioners.

TABLE XIV
EMPLOYER EDUCATIONAL LEVEL PREFERENCE WHEN HIRING
PUBLIC RELATIONS PRACTITIONERS

N = 83

Employer's Preferred Educational levels for Practitioners									
No Answer	High School	Some College	Bachelor's Degree	Some Graduate	Master's Degree	Master's+	Ph.D.	Other	Total
5% (4)	0%	1% (1)	75% (62)	10% (8)	5% (4)	0%	0%	5% (4)	100% (83)
Frequency ()									

Table XIV indicated the most preferred level of education by the employer was a bachelor's degree, with no close second.

None of the respondents preferred high school graduates or those with more than a master's degree. Very few preferred applicants with master's degrees.

Comments made by employers on educational preference are listed in Appendix C.

Table XV compared the relationship between the perceived effect age has on public relations practitioner's careers with the practitioner's educational level.

TABLE XV

THE RELATIONSHIP BETWEEN THE PRACTITIONER'S EDUCATIONAL LEVEL AND PERCEPTION OF THE EFFECTS OF AGE ON CAREERS IN PUBLIC RELATIONS

N=192

	Educational Level of Practitioners								Total
	Education Unknown	High School	Some College	Bachelor Degree	Some Graduate	Master's Degree	Post-Graduate	Ph.D.	
No Response	79% (11)	0%	0%	2% (2)	0%	0%	0%	0%	7% (13)
Benefits Career	7% (1)	100% (1)	18% (2)	29% (25)	30% (13)	54% (15)	25% (1)	40% (2)	32% (61)
Hurt Career	7% (1)	0%	0%	12% (10)	19% (8)	11% (3)	0%	0%	12% (22)
Career not Affected	7% (1)	0%	82% (9)	56% (48)	49% (21)	36% (10)	75% (3)	60% (3)	49% (95)
Other	0%	0%	0%	0%	2% (1)	0%	0%	0%	0.50% (1)
Total	100% (14)	100% (1)	100% (11)	100% (85)	100% (43)	100% (28)	100% (4)	100% (5)	100% (192)

() Frequency

In Table XV, complex chi-square found a genuine relationship between the perceived effects age had on careers in public relations and the educational level of the practitioner. The contingency coefficient found this relationship to be moderate with a .6562 value. More than one-fifth of the fitted cells were empty so significance tests were suspect.

Simple chi-square found a genuine difference between practitioner's age and educational level in the 'career not affected' category. Overall, the majority of respondents agreed with the statement with the 'some college' group the largest percentage of respondents.

Those with a master's degrees had the largest percentage of respondents that believed age benefitted her career. The high school graduate and Ph.D. groups also agreed. The largest group to respond in the age 'hurt career' category were those with some graduate work.

In Table XVI the relationship between the importance of a high school education higher education or a public relations degree and the practitioner's educational level was examined.

TABLE XVI
THE RELATIONSHIP BETWEEN THE IMPORTANCE OF A HIGH SCHOOL OR HIGHER LEVEL OF EDUCATION OR A PUBLIC RELATIONS DEGREE AND THE PRACTITIONER'S LEVEL OF EDUCATION

N = 192

	Educational Level of Practitioner				Total
	No Response	Very Important	Neutral	Not Important	
	High School				
Education Unknown	21% (3)	71% (10)	7% (1)	0%	100% (14)
High School	0%	0%	100% (1)	0%	100% (1)
Some College	27% (3)	73% (8)	0%	0%	100% (11)
Bachelor Degree	21% (18)	76% (65)	2% (2)	0%	100% (85)

TABLE XVI (Cont'd)

Educational Level of Practitioner					
	No Response	Very Important	Neutral	Not Important	Total
<u>High School (Cont'd)</u>					
Some Graduate	19% (8)	79% (34)	2% (2)	0%	100% (43)
Master's Degree	18% (5)	71% (20)	11% (3)	0%	100% (28)
Post-Graduate	25% (1)	50% (2)	25% (1)	0%	100% (4)
Ph.D.	20% (1)	40% (2)	20% (1)	20% (1)	100% (5)
Other	0%	100% (1)	0%	0%	100% (1)
Total	20% (39)	74% (142)	5% (10)	1% (1)	.52% (1)
<u>Higher Education</u>					
Education Unknown	14% (2)	64% (9)	7% (1)	14% (2)	100% (14)
High School	0%	100% (1)	0%	0%	100% (1)
Some College	0%	81% (9)	9% (1)	9% (1)	100% (11)
Bachelor Degree	8% (7)	85% (72)	5% (4)	2% (2)	100% (85)
Some Graduate	12% (5)	74% (32)	9% (4)	5% (2)	100% (43)
Master's Degree	11% (3)	71% (20)	11% (3)	7% (2)	100% (28)
Post-Graduate	0%	75% (3)	25% (1)	0%	100% (4)
Ph.D.	20% (1)	40% (2)	0%	40% (2)	100% (5)
Other	0%	100% (1)	0%	0%	100% (.52)
Total	9% (18)	78% (149)	7% (14)	6% (11)	100% (192)
<u>Public Relations Degree</u>					
Education Unknown	21% (3)	7% (1)	43% (6)	29% (4)	100% (14)
High School	0%	100% (1)	0%	0%	100% (1)
Some College	9% (1)	18% (2)	55% (6)	18% (2)	100% (11)
Bachelor Degree	13% (11)	34% (29)	36% (31)	16% (14)	100% (85)

TABLE XVI (Cont'd)

	Educational Level of Practitioner				Total
	No Response	Very Important	Neutral	Not Important	
	<u>Public Relations Degree</u>				
Some Graduate	5% (2)	21% (9)	47% (20)	28% (12)	100% (43)
Master's Degree	12% (4)	29% (11)	32% (9)	14% (4)	100% (28)
Post-Graduate	25% (1)	0%	50% (2)	25% (1)	100% (4)
Ph.D.	20% (1)	0%	20% (1)	60% (3)	100% (5)
Total	12% (23)	28% (53)	40% (76)	21% (40)	100% (192)

() Frequency

Table XVI presented the relationships between the practitioner's perceived importance placed on a high school education, higher education and a degree in public relations and their educational level.

Complex chi-square found a moderate relationship with a contingency coefficient of .5092 for between the importance of a high school education and practitioner's educational level. More than one-fifth of the cells were empty so significance tests were suspect.

Overall, a majority of respondents believed a high school education to be very important with those who had attended some graduate school and those with a bachelor's degree, the strongest. The high school graduate and post-graduates had the largest percentage in the neutral group. The only respondent who believed a high school education was not important had a Ph.D.

A genuine relationship was not found between the perceived importance of higher education and the practitioner's level of education. A majority of respondents believed higher education to be very important. The group of those with Ph.D.s had the highest percentage that believed higher education was not important. The largest group that remained neutral was the master's degree group.

A genuine relationship was not found between the perceived importance of a public relations degree and level of education of practitioners. A majority of respondents were neutral in responses with those believing a public relations degree to be very important and not important equally divided. The high school graduate, bachelor's and masters degrees believed it to be very important and the largest percentage who believed it not important had a Ph.D.

Table XVII presents the relationship between the preferred educational level for public relations practitioners and the gender of the hiring employer.

TABLE XVII
THE RELATIONSHIP BETWEEN THE PREFERRED EDUCATIONAL LEVEL FOR PUBLIC RELATIONS PRACTITIONERS AND GENDER OF THE HIRING EMPLOYER

N = 83

	Gender of Employer			
	Gender Unknown	Male	Female	Total
No Answer	67% (2)	3% (1)	2% (1)	5% (4)
High School Graduate	0%	0%	0%	0%
Some College	0%	3% (1)	0%	1% (1)
Bachelor's Degree	33% (1)	77% (23)	76% (38)	75% (62)
Some Graduate Work	0%	7% (2)	12% (6)	10% (8)
Master's Degree	0%	7% (2)	4% (2)	5% (4)
Some Post-Graduate Work	0%	0%	0%	0%
Ph.D.	0%	0%	0%	0%
Other	0%	3% (1)	6% (3)	5% (4)
Total	100% (3)	100% (30)	100% (50)	100% (83)

Frequency ()

In Table XVII complex chi-square indicated a real relationship with 95% confidence level between the preferred educational level for PR practitioners by the gender of the hiring employer. The contingency coefficient .5086 indicated a moderate relationship.

More than one-fifth of the cells were empty, significance tests were suspect.

Of the respondents, 75% overall prefer a bachelor's degree when hiring practitioners. Both male and female employers, felt strongly and almost equally on this point. A larger percentage of female employers preferred some graduate work than male. A larger percentage of males preferred master's degrees than females.

None of the respondents preferred either high school educations or Ph.D.s. Table XVIII looked for the relationship between the employer's preferred educational level when hiring practitioners and employer's age.

TABLE XVIII
THE RELATIONSHIP BETWEEN THE PREFERRED EDUCATIONAL LEVEL OF PUBLIC
RELATIONS PRACTITIONERS
AND THE EMPLOYER'S AGE

N = 83

	Age of Employer						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	100% (2)	0%	0%	0%	0%	15% (2)	5% (4)
High School Graduate	0%	0%	0%	0%	0%	0%	0%
Some College	0%	0%	0%	0%	0%	8% (1)	1% (1)
Bachelor's Degree	0%	100% (5)	83% (5)	83% (30)	62% (13)	69% (9)	75% (62)
Graduate Work	0%	0%	0%	8% (3)	19% (4)	8% (1)	0% (8)
Master's Degree	0%	0%	0%	6% (2)	10% (2)	0%	5% (4)
Some Post-Graduate Work	0%	0%	0%	0%	0%	0%	0%
Ph.D.	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	17% (1)	3% (1)	10% (2)	0%	5% (4)
Total	100% (2)	100% (5)	100% (6)	100% (36)	100% (21)	100% (13)	100% (83)

Frequency ()

In Table XVIII, a genuine relationship was found with complex chi-square between the preferred educational level for public relations practitioners and the hiring employer's age. The contingency coefficient of .6529 indicates a moderate relationship.

Overall, 75% of the respondents preferred practitioners to have a bachelor's degree including 100% of the 23-29 year group which was the smallest group of employers and 83% of both the 35-44 which was the largest group of employers, and 30-34 age groups.

Of the employers 35 years-and-up, 10% preferred some graduate work, 5% , master's degrees, 5% other types of education. No one preferred either a high school graduate or a Ph.D.

Table XIX examined mean scores indicating the extent of agreement with statements about women 35+ in public relations as viewed by the various educational levels of practitioners.

TABLE XIX

MEAN SCORES INDICATING THE RELATIONSHIP BETWEEN THE PRACTITIONER'S
EDUCATIONAL LEVEL AND EXTENT OF AGREEMENT WITH STATEMENTS
CONCERNING THE ROLE OF WOMEN AGE 35+ IN PUBLIC RELATIONS

N=192

	Educational Level of Practitioner								Total
	No Response	High School	Some College	Bachelor's Degree	Some Graduate	Master's Degree	Post-Graduate	Ph.D.	
Completing college education necessary to obtain entry-level PR position	1.286 (14)	4.000 (1)	2.273 (11)	1.452 (85)	1.395 (43)	1.500 (28)	2.000 (4)	2.000 (5)	1.500 (191)
A successful career woman in PR can have both a career and family	1.857 (14)	5.000 (1)	2.000 (11)	1.918 (85)	1.860 (43)	2.390 (28)	1.750 (4)	2.000 (5)	1.990 (192)
Women 35+ entering or re-entering workforce work harder to achieve same recognition as men	2.230 (14)	5.000 (1)	1.636 (11)	2.040 (85)	2.300 (42)	1.890 (28)	1.750 (4)	2.000 (5)	2.000 (191)
I believe women 35+ have same opportunities in PR field as younger women	2.769 (14)	4.000 (1)	3.000 (11)	2.847 (85)	2.442 (43)	3.214 (28)	3.500 (4)	2.400 (5)	2.810 (191)
I feel qualified for the position that I hold	1.615 (13)	1.727 (1)	1.300 (11)	1.460 (85)	1.357 (43)	1.000 (28)	1.000 (4)	1.000 (5)	1.380 (191)

Table XIX indicated the means from which ANOVA and Tukey found a genuine relationship between the extent practitioners agreed with statements that concerned the role of women 35+ in the field of public relations and their educational level.

A Likert Scale used a 1-5 range of responses: 1 = strongly agree and 5 = strongly disagreed. More than one/fifth of the cells were empty so all significance tests were suspect.

All educational levels agreed that completing a college education was necessary to obtain an entry-level position except the high school graduate who disagreed with the critical value of .738.

Respondents with some college agreed, those with bachelor's degrees, some graduate work and master's degrees strongly agreed that a college education was necessary for entry level positions .

A real relationship existed between all levels of education that a successful career woman in public relations can have both career and family except the high school graduate who strongly disagreed, with the critical value of .667.

The high school graduate strongly disagreed while the other categories agreed with the statement women 35+ entering or re-entering the workforce work harder to achieve the same recognition as men with the critical range of .856.

The high school graduate disagreed women 35+ have the same opportunities in public relations as younger women, differing significantly from the other respondents. The respondents with some college were undecided while those with bachelor's degrees, some graduate work or a Ph.D. agreed.

The respondents with some college agreed, answers differed significantly with those who had done some post-graduate work and those with a Ph.D., who agreed, though not as strongly with the critical value of .926

All educational categories of respondents agree they believed they were qualified for their current positions.

Part III was will based on the years practitioners or employers have been practicing or hiring in the public relations field.

Part III. The Perception of Women Age 35+ By Employer's Years Hiring: Practitioner's Years Employed.

In Part III, Tables XX-XXVI focused on the years respondents had been 1) employed as a public relations practitioner or 2) in the hiring position as an employer, and their perceptions toward the careers of women 35+ in the field of public relations.

TABLE XX
YEARS PRACTITIONERS HAVE BEEN EMPLOYED IN PUBLIC RELATIONS
N = 192

Years of Practitioner Employment									
No Answer	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 Yr.	Other	Total
8% (14)	1% (1)	9% (17)	16% (31)	11% (22)	27% (52)	22% (43)	4% (8)	2% (4)	100% (192)
Frequency ()									

Table XX indicated that more than half of the respondents had been practicing public relations professionally for more than 10 years.

Of those practicing less than 10 years, the largest percentage was in the 4-6 year category. One respondent had been practicing for less than one year while 2% ('other') said they were retired or had practiced more than 25 years.

Table XXI shows the years employer-respondents have been in the hiring position.

TABLE XXI
EMPLOYER'S YEARS IN THE HIRING POSITION
N = 83

Years Employer In Hiring Position										
No Answer	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 Yr.	Never	Other	Total
6% (5)	5% (4)	10% (8)	17% (14)	18% (15)	20% (17)	10% (8)	12% (10)	1% (1)	1% (1)	100% (83)
Frequency ()										

The largest hiring group in Table XXI were the 20% who had been hiring public relations personnel for 10-15 years, followed closely by the 7-9 and 4-6 year groups. The smallest group were those who had been hiring for less than one year. One percent of the respondents had never hired anyone before.

Table XXII compares the relationship between the years practitioners had been employed and their age.

TABLE XXII
THE RELATIONSHIP BETWEEN THE AGE AND YEARS PRACTITIONERS HAVE BEEN EMPLOYED

N = 192

	Ages of Practitioners						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	7% (1)	14% (2)	21% (3)	36% (5)	21% (3)	0%	100% (14)
<1 Year	0%	0%	0%	0%	100% (1)	0%	100% (1)
1-3 Years	0%	65% (11)	18% (3)	18% (3)	0%	0%	100% (17)
4-6 Years	0%	48% (15)	23% (7)	16% (5)	13% (4)	0%	100% (31)
7-9 Years	0%	9% (2)	41% (9)	50% (11)	0%	0%	100% (22)
10-15 Years	0%	0%	31% (16)	43% (22)	23% (12)	4% (2)	100% (52)
16-24 years	0%	0%	0%	47% (20)	47% (20)	7% (3)	100% (43)
25 Years	0%	0%	0%	0%	50% (4)	50% (4)	100% (8)
Other	0%	0%	0%	0%	25% (1)	75% (3)	100% (4)
Total	1% (1)	16% (30)	20% (38)	34% (66)	23% (45)	6% (12)	100% (192)

Frequency ()

Table XXII found a genuine relationship with complex chi-square at a 95% confidence level between the years respondents were professionally employed in public relations and their age. The contingency coefficient of .7109 indicated a strong relationship.

Simple chi-square found a genuine relationship between the groups with those

employed from 1-3 years and 7-9 years from the ages of 23-44 years of age. Those employed from 4-6 years were ages 23-54, and from 10-25 years were 30-55-and-up.

The largest age-group of practitioners was the 35-44 year group with 42% employed from 10-15 years. The groups with the least number of practitioners were the less-than-one-year and the 25 year groups.

Table XXIII examines the relationship between the number of years practicing public relations and the educational level of the practitioner.

TABLE XXIII

**THE RELATIONSHIP BETWEEN THE PRACTITIONER'S EDUCATIONAL LEVEL
AND YEARS OF PROFESSIONAL PRACTICE IN PUBLIC RELATIONS**

N=192

	Practitioner's Educational Level								Total
	Education Unknown	High School	Some College	Bachelor's Degree	Some Graduate	Master's Degree	Post-Graduate	Ph.D.	
No Response	86% (12)	0%	0%	2% (2)	0%	0%	0%	0%	7% (14)
<1	0%	0%	0%	0%	2% (1)	0%	0%	0%	.5% (1)
1 - 3	0%	0%	9% (1)	12% (10)	7% (3)	7% (2)	0%	20% (1)	8.5% (17)
4 - 6	7% (1)	100% (1)	18% (2)	20% (17)	12% (5)	18% (5)	0%	0%	16% (31)
7 - 9	0%	0%	9%	11% (9)	16% (7)	14% (4)	0%	0%	11% (22)
10 - 15	7% (1)	0%	0%	31% (26)	30% (13)	29% (8)	75% (3)	20% (1)	27% (52)
16 - 24	0%	0%	45% (5)	20% (17)	23% (10)	29% (8)	25% (1)	40% (2)	22% (43)
25 +	0%	0%	9% (1)	5% (4)	5% (2)	0%	0%	20% (1)	4% (8)
Other	0%	0%	9% (1)	0%	5% (2)	4% (1)	0%	0%	2% (4)
Total	100% (14)	100% (1)	100% (11)	100% (85)	100% (43)	100% (28)	100% (4)	100% (5)	100% (192)

() Frequency

Table XXIII presents the relationship between the years practicing public relations and the educational level of the practitioner. Complex chi-square found a genuine and high level relationship as indicated by the contingency coefficient of .6986.

Simple chi-square found real relationships between the educational level and the groups of respondents who have been practicing public relations for both 10-15 years and 16-24 years. More than one-fifth of the cells were empty so all significant tests were suspect.

The largest percentage in educational categories from 'some college' to 'Ph.D.' came from the 10-15 and 16-24 age groups, the largest and second largest age groups in this study. The largest percentage in the 10-15 category had some post-graduate work. The largest percentages in the 16-24 category came from the 'some college' and, almost equally, 'Ph.D.' groups.

Overall, the largest educational category was 'bachelor's degree' with 'some college' a not-too-close second. The one high school graduate had been practicing for 4-6 years.

Table XXIV presents a relationship between age preferences for practitioners of the hiring employer and the years the employer has been hiring.

TABLE XXIV

THE RELATIONSHIP BETWEEN THE EMPLOYER'S YEARS HIRING AND
AGE PREFERENCE OF PRACTITIONERS WHEN HIRING

N=83

	Employer's Years in the Hiring Position										
	Years in Hiring Position Unknown	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Never in Hiring Position	Other	Total
No Answer	80% (4)	50% (2)	25% (2)	29% (4)	20% (3)	35% (6)	50% (4)	40% (4)	0%	100% (1)	36% (30)
23-29	0%	25% (1)	37% (3)	14% (2)	13% (2)	29% (5)	12% (1)	0%	0%	0%	17% (14)
30-34	0%	0%	25% (2)	29% (4)	33% (5)	12% (2)	37% (3)	30% (3)	100% (1)	0%	24% (20)
35-44	0%	25% (1)	12% (1)	14% (2)	20% (3)	6% (1)	0%	10% (1)	0%	0%	11% (9)
45-54	0%	0%	0%	0%	0%	6% (1)	0%	0%	0%	0%	1% (1)
55 +	20% (1)	0%	0%	14% (2)	13% (2)	12% (2)	0%	20% (2)	0%	0%	11% (9)
Total	100% (5)	100% (4)	100% (8)	100% (14)	100% (15)	100% (17)	100% (8)	100% (10)	100% (1)	100% (1)	100% (83)

() Frequency

Table XXIV examined the age preferences for public relations practitioners by the employer's years in the hiring position. Complex chi-square did not find a real relationship between the years practitioners have been hiring and the age of practitioners they preferred.

Overall, the age category most preferred from which to hire was 30-34. Of those, the largest percentage that preferred hiring age 30-34 had been hiring 16-24 years and was the most preferred group, also, for those hiring from 4-6, 7-9, and 25 years.

The least preferred age group from which to hire was the 45-54 year group with a tie for second least favorite age groups 35-44 and 55 and over. Responses from employer concerning age preferences in hiring are listed in Appendix C.

Table XXV shows the relationship between mean scores indicating the extent of agreement with statements concerning the role of women practitioners 35+ and their years of professional practice.

TABLE XXV

MEAN SCORES INDICATING THE RELATIONSHIP BETWEEN PRACTITIONER'S YEARS IN PUBLIC RELATIONS AND
EXTENT OF AGREEMENT WITH STATEMENTS CONCERNING WOMEN AGE 35+ IN PUBLIC RELATIONS

N=192

	Practitioner's Years of Professional PR Practice								Total
	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Other	
A job candidate should possess the writing and technical skills to become successful in PR	1.000 (1)	1.118 (17)	1.226 (31)	1.227 (22)	1.130 (52)	1.160 (43)	1.125 (8)	1.250 (4)	1.160 (192)
A PR job candidate should possess interpersonal and organizational skills to be successful	1.000 (1)	1.471 (17)	1.194 (31)	1.455 (22)	1.173 (52)	1.302 (43)	1.125 (8)	2.000 (4)	1.290 (192)
Women are more competitive with other women than men are with women	4.000 (1)	2.880 (17)	2.900 (30)	2.720 (22)	2.923 (52)	3.440 (43)	2.750 (8)	3.000 (4)	3.000 (190)
Men are intimidated by a successful career women	2.000 (1)	2.647 (17)	2.759 (29)	3.091 (22)	2.549 (51)	2.690 (42)	2.875 (8)	2.750 (3)	2.700 (188)
I am satisfied with the amount of work expected of me by firm/employer	2.000 (1)	2.700 (17)	2.450 (31)	2.450 (22)	2.560 (51)	2.320 (40)	2.280 (7)	2.000 (3)	2.400 (184)
Women 35+ entering or re-entering the workforce have to work harder to achieve the same recognition as men	1.000 (1)	2.350 (17)	2.610 (31)	2.140 (21)	2.810 (52)	2.000 (43)	2.000 (8)	1.250 (4)	2.000 (190)

() Frequency

TABLE XXV (Cont'd)

	Practitioner's Years of Professional PR Practice								Total
	1=Strongly Agree and 5=Strongly Disagree								
	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Other	
My job is very stressful	2.000 (1)	2.520 (17)	2.930 (31)	2.770 (22)	2.090 (52)	2.380 (43)	2.000 (8)	3.000 (4)	2.200 (190)
I feel qualified for the PR Position that I hold	2.000 (1)	1.580 (17)	1.450 (31)	1.400 (22)	1.360 (52)	1.200 (43)	1.500 (8)	1.250 (4)	1.300 (191)
In general, it is easier to learn technical skills than to learn interpersonal skills	2.000 (1)	2.350 (17)	2.200 (31)	2.270 (22)	2.360 (52)	2.300 (43)	2.250 (8)	2.500 (4)	2.200 (191)
I feel I am a team player	2.000 (1)	1.647 (17)	1.452 (31)	1.500 (22)	1.600 (51)	1.600 (43)	1.750 (8)	1.750 (4)	1.500 (190)
More is expected of me than younger women	4.000 (1)	3.290 (17)	3.290 (31)	2.950 (22)	2.900 (52)	2.500 (42)	2.000 (8)	4.000 (4)	2.900 (190)
A woman can be a leader in the community regardless of her educational background or specialized training	1.000 (1)	2.290 (17)	2.000 (31)	1.860 (22)	2.150 (52)	1.760 (43)	2.600 (8)	1.750 (4)	2.000 (191)
I am satisfied with my career choice	1.000 (1)	2.110 (17)	1.900 (30)	1.900 (22)	1.780 (52)	1.740 (43)	1.750 (8)	2.000 (4)	1.800 (190)

() Frequency

Table XXV presents the relationship between the extent of agreement with statements concerning women 35+ in public relations and the years practitioners have been professionally practicing. ANOVA and Tukey found a genuine relationships based upon a Likert Scale with a 1-5 response range: 1 = strongly agree and 5 = strongly disagree. More than one-fifth of the cells are empty, so all significance tests were suspect.

A real relationship was found between the statement that "women 35+ entering or re-entering the workforce have to work harder to achieve the same recognition as men." Although all age groups agreed, the practitioner employed less than one year strongly agreed with the critical value of .869.

A real relationship was found in the responses to the statement that "more is expected of me than younger women" and the years of employment. The respondent employed for less than one year disagreed with this statement while the 7-9 and 10-15 year groups were undecided with a critical value of .963.

Other responses: the 1-3, 4-6 groups disagreed, the 16-24 and 25 year groups agreed, and the 25 year group agreed more strongly

All of the practitioners agreed-to-strongly-agreed with the other statements but were undecided that "women are more competitive with other women than men are with women received across-the-board "undecided" answers except the one respondent in the "less-than-one-year" category who disagreed.

Table XXVI presents the relationship between statements concerning the perceived role of women 35+ in the field of public relations and the employer's years in the hiring position.

TABLE XXVI

MEAN SCORES INDICATING THE RELATIONSHIP BETWEEN THE EMPLOYER'S YEARS HIRING AND EXTENT OF AGREEMENT WITH STATEMENTS CONCERNING WOMEN AGE 35+ IN PUBLIC RELATIONS

N=83

	Practitioner's Years in the Hiring Position							Never in Hiring Position	Total
	1=Strongly Agree and 5=Strongly Disagree								
	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.		
I prefer applicants to have a college education to obtain an entry-level job in public relations	2.250 (4)	1.500 (8)	1.700 (14)	1.260 (15)	1.230 (17)	1.250 (8)	1.600 (10)	3.000 (1)	1.500 (83)
The older a woman is, the less chance she has of getting a job in public relations	4.250 (4)	4.370 (8)	3.920 (14)	3.930 (15)	3.810 (16)	3.750 (8)	4.000 (10)	4.000 (1)	3.900 (82)
Women 35+ work as hard in the practice of PR as their male counterparts	1.250 (4)	1.370 (8)	1.280 (14)	1.060 (15)	1.350 (17)	1.000 (8)	1.400 (10)	2.000 (1)	1.270 (83)
The expectation level of management is different for women 35+ than for men	2.750 (4)	3.120 (8)	3.920 (14)	3.000 (15)	3.410 (17)	3.370 (8)	4.100 (10)	4.000 (1)	3.400 (83)
Women who are 35+ are as flexible dealing with people and situations as younger women	1.750 (4)	2.120 (8)	1.920 (14)	1.930 (15)	2.050 (17)	1.620 (8)	1.880 (9)	3.000 (1)	1.950 (82)
Men are intimidated by a successful career woman	2.750 (4)	3.375 (8)	2.850 (14)	3.200 (15)	3.250 (16)	3.750 (8)	3.700 (10)	2.000 (1)	3.200 (82)
Women 35+ and new to the PR field are handled the same as other employees during evaluations or when problems arise	1.750 (4)	1.750 (8)	2.140 (14)	2.260 (15)	2.300 (16)	2.250 (8)	1.770 (9)	2.000 (1)	1.930 (81)

() Frequency

TABLE XXVI (Cont'd)

N=83

	Practitioner's Years in the Hiring Position							Never in Hiring Position	Total
	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.		
Women 35+ work as hard in PR as younger women	1.500 (4)	1.600 (8)	1.600 (14)	1.300 (15)	1.600 (16)	1.600 (8)	1.200 (10)	2.000 (1)	1.530 (82)
In general, it is easier to teach technical skills than interpersonal skills to an employee	1.750 (4)	1.750 (8)	2.070 (14)	1.730 (15)	1.880 (17)	2.000 (8)	1.500 (10)	1.000 (1)	1.840 (83)
Employer's expectations differ between 35+ female practitioners and younger female counterparts	2.750 (4)	3.500 (8)	3.280 (14)	2.600 (15)	3.000 (16)	3.000 (8)	3.900 (10)	2.000 (1)	3.100 (82)
Women 35+ are team players	1.750 (4)	2.120 (8)	1.710 (14)	1.930 (15)	1.880 (15)	2.000 (8)	1.900 (10)	2.000 (1)	1.850 (81)
People who volunteer in the community are assets to their company via networking, etc.	2.000 (3)	1.750 (4)	1.370 (8)	1.500 (14)	1.600 (15)	1.350 (8)	1.870 (8)	1.800 (10)	1.570 (83)
Expectations are high for women leaders in the community regardless of her educational background or special training	1.750 (4)	2.250 (8)	2.143 (14)	2.460 (15)	2.170 (17)	2.000 (7)	2.300 (10)	2.000 (1)	2.200 (82)
PR job applicants are encouraged to include volunteer work experience when applying for a job	2.000 (4)	2.620 (8)	2.280 (14)	2.000 (15)	2.230 (17)	2.400 (7)	2.400 (10)	2.000 (1)	2.200 (82)

() Frequency

Table XXVI shows the mean scores indicating the relationship between the extent of agreement with statements concerning the role of women practitioners who are 35+ and the employer's years in the hiring position. The means were taken from a Likert Scale with the response range from 1-5: 1 = strongly agree and 5 = strongly disagreed. No genuine relationship found between these scores and employer's years hiring.

All of the groups agree or strongly agreed with all statements except the following:

"The older a woman is, the less chance she has of getting a job in public relations," was disagreed with.

"The expectation level of management is different for women 35+ than for men" responses were divided. The 4-6, 25, and never -in -hiring -position groups disagreed. The 1-3, 7-9, and 16-24 groups were neutral while the less-than-one-year group agreed.

"Men are intimidated by a successful career woman" responses were divided. The 1-3,7-9,10-15, 16-14 and 25 year groups disagreed, the less-than-one-year, 4-6 and never -in-hiring-position groups agreed.

"Employer's expectations differ between 35+ female practitioners and younger female counterparts " responses were divided. The less-than-one-year group, the 7-9 and never hired groups agreed with the statement, the 1-3 and 25 year groups disagreed and the 4-6,10-15 and 16-24 groups remained neutral.

Part IV examined the relationship between the employer's gender and the hiring of 35+ women as practitioners. Table XXVII show the gender of the employers.

Part IV. Practitioner and Employer Perceptions and Attitudes Concerning Gender Issues.

Part IV focused on Tables XXVII-XXX which examined the relationships between the employer's gender and the hiring of 35+ women as practitioners.

Table XXVII shows the gender of the employer-respondents.

TABLE XXVII
GENDER OF EMPLOYER

N = 83

Gender of Employers			
No Answer	Male	Female	Total
4% (3)	36% (30)	60% (50)	100% (83)

Frequency ()

Table XXVII shows that 30 males and 50 females responded to this question. Three chose not to respond.

Table XXVIII examined the relationship between the ages of employer with and gender.

TABLE XXVIII
THE RELATIONSHIP BETWEEN THE AGE AND GENDER OF EMPLOYERS

N = 83

	Employer's Gender			
	Gender Unknown	Male	Female	Total
No Answer	67% (2)	0%	0%	2% (2)
23-29	0%	3% (1)	8% (4)	6% (5)
30-34	33% (1)	3% (1)	8% (4)	7% (6)
35-44	0%	37% (11)	50% (25)	43% (36)
45-54	0%	30% (9)	24% (12)	25% (21)
55 and Over	0%	27% (8)	10% (5)	16% (13)
Total	100% (3)	100% (30)	100% (50)	100% (83)

Frequency ()

In Table XXVIII, complex chi-square found a real relationship between the ages of the employers and gender with the moderately-high contingency coefficient of .6618 at a 95% confidence level.

The majority of respondents, overall, were in the 35-44 age group comprised of half of the female respondents and over one-third of the male respondents. The second largest percentage was the 45-54 age group comprised of one-fourth of the female and almost one-third of the male respondents .

The 55-and-over group was third largest and included over one-fourth of the males and one-tenth of the females. Of the two smallest groups, 23-29 and 30-34, the female groups were more than twice as large as the male groups.

Table XXIX examined the relationship between the employer's extent of agreement with statements concerning the role of practitioners who are women 35+ and the employer's gender.

TABLE XXIX
MEAN SCORES INDICATING THE EXTENT OF AGREEMENT WITH STATEMENTS
CONCERNING THE ROLE OF PUBLIC RELATIONS PRACTITIONERS WHO
ARE WOMEN 35+ BY THE EMPLOYER-'S GENDER

N = 83

	Employer's Gender			Total
	Gender Unknown	Male	Female	
On a Scale From 1-5: 1 = Strongly Agree; 5 = Strongly Disagree				
Women are more competitive with other women than men are with women	5 (1)	2.83 (30)	3.74 (50)	3.39
Men are intimidated by a successful career woman	1 (1)	3.58 (29)	3.00 (50)	3.2
Women 35+ show initiative and are willing to learn new things.	2. (1)	2.06 (20)	1.60 (49)	1.8
Women 35+ are team players	2 (1)	2.00 (29)	1.69 (49)	1.8
Women 35+ show as much flexibility dealing with people and work-related situations as men	2. (1)	2.00 (29)	1.59 (49)	1.8

Table XXIX presents the relationship between the extent of the employer's agreement with statements concerning the role of practitioners who are women and the gender of the employers.

ANOVA and Tukey found a genuine relationship with a critical range of .396 that "women are more competitive with other women than men are with women." The male respondents agreed; female disagreed which created an "undecided" overall opinion.

The male respondents disagreed that "men are intimidated by a successful career woman;" women were undecided. Overall, the response was "undecided." The critical value was .485.

The female respondents strongly agreed, the males agreed, though not strongly, that 'women 35+ show initiative and are willing to learn new things,' with the critical value of .216.

Female respondents agreed more strongly than the males, who also agreed that 'women 35+ are team players.' The critical value was .249.

Women strongly agreed and men agreed that 'women 35+ show as much flexibility dealing with people and work-related situations as men,' with a critical value of .276.

Table XXX examines the relationship between the hiring employer's perceived importance of attributes of a public relations job applicant and the employer's gender.

TABLE XXX

THE RELATIONSHIP BETWEEN THE EMPLOYER'S GENDER AND ATTRIBUTES
THEY LOOK FOR WHEN HIRING A PUBLIC RELATIONS PRACTITIONER

N=83

Employer's Gender				
	No Response	Male	Female	Total
A high school degree.				
No Response	67% (3)	17% (5)	36% (18)	30% (25)
Very Important	33% (1)	83% (25)	60% (30)	67% (56)
Neutral	0%	0%	2% (1)	1% (1)
Not Important	0%	0%	2% (1)	1% (1)
Total	100% (3)	100% (30)	100% (50)	100% (83)
A degree in higher education.				
No Response	67% (2)	7% (2)	20% (10)	17% (14)
Very Important	0%	77% (23)	70% (35)	70% (58)
Neutral	33% (1)	7% (2)	6% (3)	7% (6)
Not Important	0%	10% (3)	4% (2)	6% (5)
Total	100% (3)	100% (30)	100% (50)	100% (83)
A degree in public relations.				
No Response	67% (2)	10% (3)	16% (8)	16% (13)
Very Important	0%	20% (6)	38% (19)	30% (25)
Neutral	0%	43% (13)	38% (19)	39% (32)
Not Important	33% (1)	27% (8)	8% (4)	16% (13)
Total	100% (3)	100% (30)	100% (50)	100% (83)
Known in the community.				
No Response	67% (2)	13% (4)	20% (10)	19% (16)
Very Important	0%	7% (2)	6% (3)	6% (5)
Neutral	0%	47% (14)	48% (24)	46% (38)
Not Important	33% (1)	33% (10)	48% (13)	29% (24)
Total	100% (3)	100% (30)	100% (50)	100% (83)

TABLE XXX (Cont'd)

ATTRIBUTES EMPLOYERS LOOK FOR WHEN HIRING...

Employer's Gender				
	No Response	Male	Female	Total
Past experience such as volunteer work.				
No Response	100% (3)	7% (2)	20% (10)	18% (15)
Very Important	0%	23% (7)	26% (13)	24% (20)
Neutral	0%	63% (19)	48% (24)	52% (43)
Not Important	0%	7% (2)	6% (3)	6% (5)
Total	100% (3)	100% (30)	100% (50)	100% (83)
Previous professional public relations work experience.				
No Response	67% (2)	3% (1)	12% (6)	11% (9)
Very Important	0%	73% (22)	72% (36)	70% (58)
Neutral	33% (1)	17% (5)	14% (7)	16% (13)
Not Important	0%	7% (2)	2% (1)	4% (3)
Total	100% (3)	100% (30)	100% (50)	100% (83)

() Frequency

In Table XXX, real relationships were found between the gender of the employers who hire and the perceived importance of some of the attributes in a public relations job applicant with a 95% confidence level.

More than one-fifth of the cells were empty, so significance tests were suspect.

A majority of respondents agreed, with a small but definite contingency coefficient of .3692, that a degree in higher education was important. More of the male employers believed it to be 'very important,' and also 'not important' than females.

A larger percentage of male than female respondents were neutral toward the importance of a degree in public relations with a small but definite contingency coefficient of .3877. More female than male respondents believed this degree to be 'very important.'

Although the majority of both male and female respondents were neutral that past experience such as volunteer work made a difference in hiring, the male percentage much higher than female with the contingency coefficient of .4110.

A slightly larger percentage of females believed past volunteer experience, to be 'very important.' More females than males did not respond to this question.

Both males and females believed previous professional public relations work experience to be 'very important.' More males than females felt this experience 'not important,' More females did not respond to this question than males.

Part V examines the relationship between practitioners, marital status and family life. Table XXXI shows the marital status of practitioners.

Part V. Practitioner Marital and Family Status.

In Part V, Tables XXXI-XXXIV focused on relating the marital and family life of the practitioner to their public relations practice.

Table XXXI shows the marital status of the practitioners.

TABLE XXXI
PRACTITIONER'S MARITAL STATUS

N = 192

Marital Status of Practitioner-Respondents					
No Answer	Single	Married	Divorced	Widowed	Total
6% (12)	22% (42)	56% (108)	14% (26)	2% (4)	100% (192)
Frequency ()					

In Table XXXI, over half of the practitioners were married; a little less than one-fourth were single. The divorced respondents were in the next-to-smallest group, which were widows.

Table XXXII examines the relationship between the practitioner's marital status and educational level.

TABLE XXXII

THE RELATIONSHIP BETWEEN THE EDUCATIONAL LEVEL
AND MARITAL STATUS OF PRACTITIONER

N=192

Educational Level of Practitioners									
	Education Unknown	High School	Some College	Bachelor Degree	Some Graduate	Master's Degree	Post- Graduate	Ph.D.	Total
No Response	86% (12)	0%	0%	0%	0%	0%	0%	0%	6% (12)
Single	0%	0%	18% (2)	22% (19)	28% (12)	21% (6)	25% (1)	40% (2)	22% (42)
Married	14% (2)	100% (1)	64% (7)	58% (49)	58% (25)	64% (18)	50% (2)	60% (3)	56% (108)
Divorced	0%	0%	9% (1)	18% (9)	12% (6)	14% (4)	25% (1)	0%	14% (26)
Widowed	0%	0%	9% (1)	2% (2)	2% (1)	0%	0%	0%	2% (4)
Total	100% (14)	100% (1)	100% (11)	100% (85)	100% (43)	100% (28)	100% (4)	100% (5)	100% (192)

() Frequency

In Table XXXII, complex chi-square found a genuine relationship between the marital status of the practitioners and their educational level. The contingency coefficient, .6869, indicates a moderate relationship. With more than one-fifth of the cells empty, all significance tests are suspect which may be the reason simple chi-square did not find specific relationships.

The largest percentage were married with bachelor's degrees. The married group had the largest percentage in every educational level. The second largest group, singles, did not have a post-graduate or high school graduate. The divorced group did not have a practitioner with a Ph.D. and the widowed group were not educated above 'some graduate school.'

Table XXXIII examines the relationship between the marital status of the practitioner and years of professional practice.

TABLE XXXIII

THE RELATIONSHIP BETWEEN THE PRACTITIONER'S MARITAL STATUS
AND YEARS OF PROFESSIONAL PRACTICE

N=192

	Practitioner's Years of Professional PR Practice									
	No Response	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-14 Yr.	25+ Yr.	Other	Total
No Response	86% (12)	0%	0%	0%	0%	0%	0%	0%	0%	6% (12)
Single	14% (2)	0%	53% (9)	32% (10)	14% (3)	19% (10)	14% (6)	25% (2)	0%	22% (42)
Married	0%	100% (1)	41% (7)	55% (17)	73% (16)	62% (32)	70% (30)	50% (4)	25% (1)	56% (108)
Divorced	0%	0%	6% (1)	13% (4)	14% (3)	17% (9)	14% (6)	25% (2)	25% (1)	14% (26)
Widowed	0%	0%	0%	0%	0%	2% (1)	2% (1)	0%	50% (2)	2% (4)
Total	100% (14)	100% (1)	100% (11)	100% (31)	100% (22)	100% (52)	100% (43)	100% (8)	100% (4)	100% (192)

() Frequency

In Table XXXIII, genuine relationship was found in the comparison of the relationship between marital status and practitioner's years of professional practice. The contingency coefficient .7369 indicated a strong relationship.

Simple chi-square could not find a specific relationship perhaps because more than one-fifth of the cells were empty, making significance tests suspect.

The largest group in the 'years of professional practice category' were the 10-15 year group. The married practitioners were the largest 'marital status' group. The widowed group was the smallest.

Table XXXIV shows the number of children practitioner-respondents have.

TABLE XXXIV
PRACTITIONER'S NUMBER OF CHILDREN
N = 192

Number of Children of Practitioners					
No Answer	None	One	Two	Three or More	Total
2% (4)	46% (88)	16% (31)	29% (55)	7% (14)	100% (192)
Frequency ()					

Table XXXIV shows almost half of the practitioner-respondents had no children. The smallest group had three or more children.

Part VI examines the relationship between volunteerism and the careers of 35+ women practitioners. Table XXXV shows the practitioner's years of volunteer experience.

Part VI. Practitioner and Employer Perceptions and Attitudes Concerning the Value of Volunteerism for Public Relations.

Part VI, Tables XXXV-XLII examined the relationship between volunteerism and the careers of women 35+ women practitioners.

Table XXXV shows the practitioner's years of volunteer experience.

TABLE XXXV
PRACTITIONER'S YEARS OF VOLUNTEER EXPERIENCE
N = 192

Volunteering Years of Practitioners									
No Answer	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 Yr.	None	Total
13% (25)	16% (30)	18% (35)	11% (21)	5% (10)	13% (24)	3% (6)	2% (3)	15% (29)	100% (192)
Frequency ()									

Table XXXV shows the years practitioners have been volunteering their services. The largest percentage of volunteerism was in the group practicing public relations in the 1-3 year group. The smallest percentage was in the 25 year group.

Table XXXVI examines the relationship between the informal training through volunteer work for public relations careers and the practitioner's educational level.

TABLE XXXVI

THE RELATIONSHIP BETWEEN THE PRACTITIONER'S EDUCATIONAL LEVEL
AND PERCEPTION OF THE INFORMAL TRAINING RECEIVED THROUGH
VOLUNTEER WORK AND CAREERS IN PUBLICRELATIONS

N=192

	Educational Level of Practitioner								
	Education Unknown	High School	Some College	Bachelor's Degree	Some Graduate	Master's Degree	Post-Graduate	Ph.D.	Total
No Answer	86% (14)	0%	0%	2% (2)	0%	0%	0%	0%	7% (14)
Hurts Applicant's Hireability	0%	0%	0%	0%	0%	0%	0%	0%	0%
Doesn't Make Difference	0%	0%	9% (1)	18% (15)	35% (15)	21% (6)	0%	0%	20% (38)
Increases Applicant's Hireability	14% (2)	100% (1)	91% (10)	80% (68)	65% (28)	79% (22)	100% (4)	100% (5)	73% (140)
Total	100% (14)	100% (1)	100% (11)	100% (85)	100% (43)	100% (28)	100% (4)	100% (5)	100% (192)

() Frequency

In Table XXXVI, complex chi-square found a real relationship between the practitioner's educational level and effect of informal training received through volunteer work has had on public relations careers with the moderate contingency coefficient of .6640 and a 95% confidence level. Specifically, simple chi-square found a relationship between the practitioner's educational level and "training increases an applicant's hireability." One-fifth of the fitted cells were empty, so significance tests were suspect.

All or almost all of the high school, some college, post-graduates and Ph.D. levels of education believed training received through volunteer work increases hireability for applicants.

More than three-fourths of the practitioners with bachelor's degrees and master's degrees agreed with more than half of the "some graduate" category. Only one-fifth of the respondents believed this training did not make a difference in hireability while none of the respondents believed it hurt an applicant's hireability.

Table XXXVII examined the relationship between the informal training received from volunteer work on job applicant's hireability and the employer's age.

TABLE XXXVII

**THE RELATIONSHIP BETWEEN THE EMPLOYER'S AGE AND PERCEPTION OF THE
INFLUENCE OF INFORMAL TRAINING RECEIVED FROM VOLUNTEER WORK
ON PRACTITIONER-APPLICANT'S HIREABILITY**

N = 83

	Age of Employers						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	100% (2)	0%	0%	3% (1)	0%	0%	4% (3)
Hurts Applicants Chances	0%	0%	0%	0%	0%	0%	0%
Does Not Make a Difference	0%	20% (1)	17% (1)	17% (6)	10% (2)	15% (2)	14% (12)
Is an Asset to the Job Applicant	0%	80% (4)	83% (5)	81% (29)	86% (18)	85% (11)	81% (67)
Other	0%	0%	0%	0%	5%	0%	1% (1)
Total	100% (2)	100% (5)	100% (6)	100% (36)	100% (21)	100% (13)	100% (83)

Frequency ()

In Table XXXVII, a genuine relationship was found with complex chi-square between the ages of the employers and their perceptions of the informal training received from volunteer work and hireability of the applicant.

A contingency coefficient of .6435 indicated a moderate relationship with 95% confidence. Over three-fourths of the respondents believed this training to be an asset with the largest percentage in the 45-54 and 55 and over age groups.

Less than one-fifth of the respondents believed volunteer training made no difference to hireability, the 23-29 age group had the largest percentage.

No one believed this training hurt an applicant's chances for hireability.

Table XXXVIII presents the relationship between the perceived effects of the informal training received through volunteerism on hireability and the practitioner's years of professional practice.

TABLE XXXVIII

THE RELATIONSHIP BETWEEN THE PRACTITIONER'S YEARS OF PRACTICE AND PERCEPTION
OF INFLUENCE OF INFORMAL TRAINING OF VOLUNTEERS ON HIREABILITY

N=192

		Practitioner's Year of Professional PR Practice								
	Years of Practice Unknown	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Other	Total
No Answer	86% (12)	0%	0%	0%	5% (1)	2% (1)	0%	0%	0%	7% (14)
Hurt Hireability	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Makes No Difference	0%	0%	6% (1)	26% (8)	18% (4)	21% (11)	26% (11)	12% (1)	50% (2)	20% (38)
Increases Hireability	14% (2)	100% (1)	94% (16)	74% (23)	77% (17)	77% (40)	74% (32)	87% (7)	50% (2)	73% (140)
Total	100% (14)	100% (1)	100% (17)	100% (31)	100% (22)	100% (52)	100% (43)	100% (8)	100% (4)	100% (192)

() Frequency

Table XXXVIII found a real relationship with complex chi-square between the practitioner's perceived effects on hireability of informal training received through volunteer work and the practitioner's years of professional practice. The contingency coefficient, .6553 indicated this relationship to be moderate with a 95% confidence level.

More than one-fifth of the fitted cells were empty, so significance tests were suspect.

While no real relationship was found among the three categories that volunteering either 'hurts,' 'increases hireability,' or 'makes no difference,' relationships were found between the perception of volunteer training and the length of time the respondents had been professionally practicing.

Almost three-fourths responded in the 'increases hireability' category. Less than one-fourth responded that volunteer training 'made no difference' with the largest percentage a tie between the 4-6 and 16-24 year groups. No one felt volunteer work training hurt the applicant's chance.

Table XXXIX presents the relationship between the perception that community volunteer work results in networking contacts used in public relations work and the practitioner's years of professional practice.

TABLE XXXIX

THE RELATIONSHIP BETWEEN THE PRACTITIONER'S YEARS OF PRACTICE AND PERCEPTION
OF NETWORKING THROUGH COMMUNITY VOLUNTEER WORK

N=192

	Practitioner's Year of Professional Practice									Total
	Years of Practice Unknown	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Other	
No Answer	7% (1)	0%	0%	0%	0%	0%	0%	0%	0%	1% (1)
Yes	64% (9)	100% (1)	82% (14)	77% (24)	86% (19)	79% (41)	72% (31)	100% (8)	75% (3)	78% (150)
Not Sure	0%	0%	6% (1)	10% (3)	0%	6% (3)	9% (4)	0%	0%	6% (11)
No	14% (2)	0%	6% (1)	6% (2)	4% (1)	4% (2)	14% (6)	0%	0%	7% (14)
I Don't Volunteer	14% (2)	0%	6% (1)	6% (2)	9% (2)	12% (6)	5% (2)	0% (1)	25% (1)	8% (31)
Total	100% (14)	100% (1)	100% (17)	100% (31)	100% (22)	100% (52)	100% (43)	100% (8)	100% (4)	100% (192)

() Frequency

In Table XXXIX, complex chi-square did not find a genuine relationship between the practitioner's perceptions that community volunteer work results in networking contacts used in public relations work and the practitioner's years of professional practice.

More than three-fourths of the respondents agreed that community volunteer work resulted in networking contacts. At least three-fourths of every group except the 16-24 years of professional practice agreed. Less than ten percent each were not sure, did not agree, or did not volunteer.

Table XL presents the relationship between whether the practitioner was asked about volunteer work experience when applying for the current position and their years of professional practice.

TABLE XL

THE RELATIONSHIP BETWEEN THE PRACTITIONER'S YEARS OF PRACTICE AND WHETHER
THEY WERE ASKED ABOUT VOLUNTEER WORK DURING THE HIRING PROCESS

N=192

		Practitioner's Year of Professional PR Practice								
	Years of Practice Unknown	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Other	Total
No Answer	14% (2)	0%	0%	0%	0%	0%	2% (1)	0%	0%	2% (3)
Yes	14% (2)	0%	29% (5)	26% (8)	27% (6)	15% (8)	26% (11)	25% (2)	0%	22% (42)
Not Sure	0%	0%	0%	10% (3)	14% (3)	6% (3)	0%	0%	0%	5% (9)
No	71% (10)	100% (1)	71% (12)	65% (20)	59% (13)	79% (41)	72% (31)	75% (6)	100% (4)	72% (138)
Total	100% (14)	100% (1)	100% (17)	100% (31)	100% (22)	100% (52)	100% (43)	100% (8)	100% (4)	100% (192)

() Frequency

In Table XL, chi square did not find a real relationship between practitioners being asked about volunteer work experience when applying for their current position and the years they had been professionally practicing.

Almost three-fourths of the respondents were not asked about previous volunteer work experience. Less than one-fourth were asked.

The groups with the largest percentage of respondents not asked had been practicing for less-than-one-year, 10-15 and 25 years. The groups with the largest percentage that were asked about volunteer work include the 1-3 years practicing, and 7-9 groups.

Table XLI shows the practitioner's perceptions that training is provided for new employees within the organization they are currently employed.

TABLE XLI
PRACTITIONER'S PERCEPTIONS THAT TRAINING IS PROVIDED FOR NEW
EMPLOYEES WITHIN THE ORGANIZATION OF CURRENT EMPLOYMENT
N = 192

No Answer	Yes	Not Sure	No	Other	Total
4% (8)	58% (11)	5% (9)	32% (61)	2% (3)	100% (192)

() Frequency

Table XLI shows over half of the practitioners perceived their organization to provide training for new employees. More than one-third did not.

Table XLII shows the relationship between employer's perceptions that training is provided for new employees and the employer's gender.

TABLE XLII
THE RELATIONSHIP BETWEEN EMPLOYER'S PERCEPTIONS THAT TRAINING
IS PROVIDED FOR NEW EMPLOYEES AND EMPLOYER'S GENDER

N = 83

	Gender of Employer			Total
	Gender Unknown	Male	Female	
No Answer	67% (2)	7% (2)	4% (2)	7% (6)
Yes	0%	70% (21)	78% (39)	72% (60)
No	33% (1)	23% (7)	18% (9)	20% (17)
Total	100% (3)	100% (30)	100% (50)	100% (83)

Frequency ()

In Table XLII, both complex and simple chi-square found a genuine relationship between the gender of the employer and opinion of whether or not training was provided for new employees. The contingency coefficient of .4252 indicated a moderately strong relationship with a 95% confidence level. Almost three-fourths of the respondents believed training was provided. Of those were more females than males; more males than females believed it was not.

Part VII examined the relationships between employer and practitioner perceptions of the attitude of management toward women 35+ entering or re-entering the workforce in the field of public relations.

Table XLIII shows the relationship between the practitioner's perception of management's attitude toward women age 35+ in the field of public relations and age group.

Part VII. Practitioner and Employer Perceptions of Management's Attitude Toward Women Age 35+ Entering or Re-Entering the Workforce in Public Relations.

In Part VII, Tables XLIII-LI examined the relationship between the employer and practitioner perceptions of the attitude of management toward women 35+ entering or re-entering the workforce in the field of public relations.

Table XLIII examined the relationship between the practitioner's age and perceptions of management's attitude toward women 35+ in public relations.

TABLE XLIII
THE RELATIONSHIP BETWEEN PRACTITIONER'S AGE AND PERCEPTIONS OF MANAGEMENT'S ATTITUDE TOWARD WOMEN AGE 35+ ENTERING OR RE-ENTERING THE WORKFORCE IN THE FIELD OF PUBLIC RELATIONS

N = 192

	Age of Practitioners						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	100% (2)	90% (28)	84% (31)	59% (38)	48% (22)	67% (8)	67% (129)
Excellent	0%	0%	0%	2% (1)	4% (2)	8% (1)	2% (4)
Good	0%	3% (1)	0%	20% (13)	9% (4)	0%	9% (18)
Average	0%	3% (1)	14% (5)	6% (4)	20% (9)	8% (1)	10% (20)
Fair	0%	0%	0%	9% (6)	11% (5)	0%	8% (11)
Poor	0%	3% (1)	0%	3% (2)	9% (4)	17% (2)	5% (9)
Total	100% (2)	100% (31)	100% (37)	100% (64)	100% (46)	100% (12)	100% (192)

Frequency ()

In Table XLIII, complex chi-square found a genuine relationship between the ages of the practitioners and perceptions of management's attitude toward women 35+ in public relations. The contingency coefficient .5281 indicated a moderate relationship at a 95% confidence level. More than one-fifth of the fitted cells were empty, so significance tests were suspect and may have contributed to the inability for simple chi-square to find a significant relationship.

Most of the respondents believed management's attitude to be 'average' with the largest percentage of respondents in the age groups of 45-54 and 30-34 age group. 'Good' was a close second, the largest percentage in the 35-44 age group. The smallest percentage of respondents believed attitude to be 'excellent.' One-hundred twenty-nine did not respond to this question.

Table XLIV shows the mean scores indicating a relationship between the practitioner's perception of management's attitude toward women 35+ in public relations and practitioner's age.

TABLE XLIV
MEAN SCORES INDICATING A RELATIONSHIP BETWEEN PRACTITIONER'S PERCEPTION OF MANAGEMENT'S ATTITUDE TOWARD WOMEN 35+ ENTERING OR RE-ENTERING THE FIELD OF PUBLIC RELATIONS AND PRACTITIONER'S AGE

N- 192

Age of Practitioners						
On a 1-5 Scale: 1 = Excellent and 5 = Poor						
No Answer	23-29	30-34	35-44	45-54	55 & Up	Total
(129)	3 (3)	2,5 (6)	3 (26)	3 (24)	3,5(4)	3 (192)

Frequency ()

In Table XLIV, ANOVA did not find a real relationships between the perceptions of practitioners and age on the attitudes of management toward women 35+ in public relations . A Likert Scale with a 1-5 response range in which 1 = excellent and 5 = poor, was used.

Most respondents believed attitude to be average, the largest response group from the 35-44 and 45-54 age groups. One-hundred twenty-nine did not respond to the question.

Table XLV presents the relationship between the practitioner's perception of management's attitude toward women 35+ and the practitioner's education level.

TABLE XLV

THE RELATIONSHIP BETWEEN THE PRACTITIONER'S EDUCATIONAL LEVEL AND PERCEPTION OF
MANAGEMENT'S ATTITUDE TOWARD WOMEN AGE 35+ IN PUBLIC RELATIONS

N=192

	Educational Level of Practitioner								Total
	No Answer	High School	Some College	Bachelor's Degree	Some Graduate	Master's Degree	Post-Graduate	Ph.D.	
No Answer	69% (10)	0%	50% (6)	68% (60)	75% (30)	72% (21)	75% (3)	0%	69% (130)
Excellent	8% (1)	0%	0%	1% (1)	2.5% (1)	0%	0%	20% (1)	2% (4)
Good	8% (1)	100% (1)	17% (2)	10% (9)	0%	14% (4)	0%	20% (1)	9% (18)
Average	0%	0%	8% (1)	10% (9)	15% (6)	10% (3)	0%	20% (1)	10% (20)
Fair	15% (2)	0%	0%	5% (4)	5% (2)	4% (1)	25% (1)	20% (1)	6% (11)
Poor	0%	0%	25% (3)	5% (4)	2.5% (1)	0%	0%	20% (1)	4.5% (9)
Total	100% (14)	100% (1)	100% (12)	100% (87)	100% (40)	100% (29)	100% (4)	100% (5)	100% (192)

() Frequency

In Table XLV, complex chi-square found a moderately genuine relationship with a contingency coefficient of .4842 and 95% confidence level between the practitioner's educational level and perception of the management's attitude toward women 35+ entering or re-entering the field of public relations. More than one-fifth of the cells were empty, so significance tests are suspect, contributing to the failure to find differences with simple chi-square.

The largest percentage of respondents believe attitudes in management to be average with good a close second. The high school, bachelor's and master's educational levels believed the attitude of management was good. Those with bachelor's and "some graduate work" responded average. Post-graduate's believed attitude to be fair; "some college" believed management's attitude to be poor. Practitioner's with a Ph.D. had representation for each answer.

Table XLVI shows the mean scores indicating the relationship between the educational level of practitioners and their perception of management's attitude toward women 35+ in public relations.

In Table XLVI, ANOVA did not find a relationship between the practitioner's educational level and their perceptions of management's attitude toward women 35+ in public relations. A Likert Scale in which the response range was 1-5: 1 = excellent and 5 = poor. The average mean scores were "average."

Table XLVII shows the relationship between the years employers have been practicing public relations and their perception of management's attitude toward women 35+ in public relations.

TABLE XLVI

MEAN SCORES OF PRACTITIONER'S EDUCATIONAL LEVEL AND PERCEPTION OF
MANAGEMENT'S ATTITUDE TOWARD WOMEN AGE 35+ IN PUBLIC RELATIONS

N=192

Educational Level of Practitioner									
Scale from 1-5 with 1=Excellent and 5=Poor									
No Answer	Education Unknown	High School	Some College	Bachelor's Degree	Some Graduate Work	Master's Degree	Post- Graduate	Ph.D.	Total
(129)	2.75 (4)	2 (1)	3.667 (6)	2.9 (28)	3.2 (10)	2.625 (8)	4 (1)	3 (5)	3.03 (192)
() Frequency									

TABLE XLVII

THE RELATIONSHIP BETWEEN THE EMPLOYER'S YEARS HIRING AND PERCEPTION OF
MANAGEMENT'S ATTITUDE TOWARD WOMEN AGE 35+ IN PUBLIC RELATIONS

N=83

	Years in the Hiring Position of Employer										
	Years in Hiring Position Unknown	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Never in Hiring Position	Other	Total
No Answer	60% (3)	0%	0%	7% (1)	20% (3)	0%	0%	30% (3)	0%	0%	12% (10)
Excellent	0%	0%	12% (1)	7% (1)	20% (3)	12% (2)	0%	40% (4)	0%	100% (1)	14% (12)
Good	20% (1)	50% (2)	75% (6)	43% (6)	33% (5)	59% (10)	62% (5)	20% (2)	100% (1)	0%	46% (38)
Average	0%	50% (2)	12% (1)	21% (3)	13% (2)	24% (4)	25% (2)	0%	0%	0%	17% (14)
Fair	0% (0)	0%	0%	21% (3)	7% (1)	6% (1)	12% (1)	10% (1)	0%	0%	8% (7)
Poor	20% (1)	0%	0%	0%	7% (1)	0%	0%	0%	0%	0%	2% (2)
Total	100% (5)	100% (4)	100% (8)	100% (14)	100% (15)	100% (17)	100% (8)	100% (10)	100% (1)	100% (1)	100% (83)

() Frequency

In Table XLVII, complex chi-square did not find a genuine relationship between the years employers have been in the hiring position and their perceptions about the attitudes of management toward women 35+ entering or re-entering the workforce in the field of public relations.

The majority of respondents believed the attitude was good; the 25-year-group, believed attitude was excellent.

Table XLVIII presents mean scores indicating the years employers have been hiring and the perceptions of the employers about the attitude of management toward women age 35+ in public relations.

Table XLVIII shows employers perceived management's attitude to be good toward women age 35+ entering or re-entering the workforce in the field of public relations. The group that had been hiring 25-years-and-more believed attitude was excellent.

Table XLIX presents the relationship between the gender and perceptions of the employers about the attitude of management toward women age 35+ in public relations.

TABLE XLVIII

MEAN SCORES INDICATING THE EMPLOYER'S YEARS HIRING AND PERCEPTION OF
MANAGEMENT'S ATTITUDE TOWARD WOMEN AGE 35+ IN PUBLIC RELATIONS

N=83

Employer's Years in Hiring Position											
Scale from 1-5 with 1=Excellent and 5=Poor											
No Answer	Years in Hiring Position Unknown	<1 Yr.	1-3 Yr.	4-6 Yr.	7-9 Yr.	10-15 Yr.	16-24 Yr.	25 + Yr.	Never in Hiring Position	Other	Total
(10)	3.5 (2)	2.5 (4)	2 (8)	2.615 (13)	2.33 (12)	2.23 (17)	2.5 (8)	1.71 (7)	2 (1)	1 (1)	2.3 (83)

() Frequency

TABLE XLIX
THE RELATIONSHIP BETWEEN THE EMPLOYER'S GENDER AND PERCEPTION OF
MANAGEMENT'S ATTITUDES TOWARD WOMEN 35+ ENTERING
OR RE-ENTERING THE FIELD OF PUBLIC RELATIONS

N = 83

	Gender of Employers			
	Gender Unknown	Male	Female	Total
No Answer	67% (2)	10% (3)	10% (5)	12% (10)
Excellent	0%	20% (6)	12% (6)	14% (12)
Good	0%	43% (13)	50% (25)	46% (38)
Average	0%	20% (6)	16% (8)	17% (14)
Fair	33% (1)	7% (2)	8% (4)	8% (7)
Poor	0%	0%	4% (2)	2% (2)
Total	100% (3)	100% (30)	100% (50)	100% (83)

Frequency ()

In Table XLIX complex chi-square did not find a relationship between the gender and perception of the employers on the attitudes of management toward women age 35+ in public relations.

The largest percentage of responses came from the 'good' category; the smallest from the 'poor' category. Half of the female and not quite half of the male employers believed management's attitude to be good.

In Table L mean scores show the relationship between gender of the employer and their perceptions of management's attitudes toward women 35+.

TABLE L
MEAN SCORES INDICATING A RELATIONSHIP BETWEEN EMPLOYER'S GENDER
AND PERCEPTIONS OF MANAGEMENT'S ATTITUDES TOWARD WOMEN 35+
ENTERING OR RE-ENTERING THE WORKFORCE
IN THE FIELD OF PUBLIC RELATIONS

N = 83

Gender of Employers			
On a Scale from 1-5: 1 = Excellent and 5 = Poor			
No Answer	Male	Female	Total
(1)	2.14 (27)	2.35 (45)	2.3 (83)

Frequency ()

In Table L, mean scores indicate the relationship between employer's gender and perceptions of management's attitude toward women 35+ in public relations. A Likert Scale with a response range of 1-5: 1= strongly agree, 5=strongly disagree was used.

Although a genuine relationship was not found, the overall belief of both male and female employers indicated the employer's perceptions of management's attitude was good.

Table LI indicates the relationship between the employer's age and perceptions management's attitude toward women 35+ in public relations.

TABLE LI

THE RELATIONSHIP BETWEEN THE EMPLOYER'S AGE AND PERCEPTION OF THE ATTITUDES OF MANAGEMENT TOWARD WOMEN 35+ ENTERING OR RE-ENTERING THE WORKFORCE IN THE FIELD OF PUBLIC RELATIONS

N = 83

	Age of Employers						Total
	Age Unknown	23-29	30-34	35-44	45-54	55 & Up	
No Answer	100% (2)	0%	33% (2)	6% (2)	9% (2)	15% (2)	12% (2)
Excellent	0%	0%	0%	17% (6)	9% (2)	31% (4)	14% (38)
Good	0%	80% (4)	0%	61% (22)	33% (7)	38% (5)	46% (38)
Average	0%	20% (1)	33% (2)	11% (4)	33% (7)	0%	17% (14)
Fair	0%	0%	33% (2)	3% (1)	14% (3)	8% (1)	8% (7)
Poor	0%	0%	0%	3% (1)	0%	8% (1)	2% (2)
Total	100% (2)	100% (5)	100% (6)	100% (36)	100% (21)	100% (13)	100% (83)

Frequency ()

In Table LI, complex chi-square found a real relationship between the employer's ages and perceptions on the attitudes of management toward women 35+ entering or re-entering the field of public relations. The relationship was moderate with a contingency coefficient of .6003 and a 95% confidence level.

Overall, the employers believed the attitude was good. Simple chi-square indicated a relationship between the ages and the excellent, good, and average categories.

The largest percentage of the 55-and-over age group believed attitude to be excellent. The largest percentage of 'good' was from the 23-29 age group. A tie and largest percentage was from the 30-44 and 45-55 age groups that believe attitudes to be average.

Table LI examined the mean scores indicating the relationship between the employer's age and perceptions of management's attitude toward women 35+ entering or re-entering the field of public relations.

TABLE LII
THE MEAN SCORES INDICATING A RELATIONSHIP BETWEEN EMPLOYER'S AGE
AND PERCEPTION OF MANAGEMENT'S ATTITUDE TOWARD WOMEN 35+
ENTERING OR RE-ENTERING THE WORKFORCE IN THE FIELD
OF PUBLIC RELATIONS

N = 83

Age of Employers						
On a Scale of 1-5: 1 = Excellent and 5 = Poor						
No Answer	23-29	30-34	35-44	45-54	55 & Up	Total
0	2 (5)	3.5 (4)	2 (34)	3 (19)	2 (11)	2.3 (83)
Frequency ()						

In Table LII mean scores show ANOVA and Tukey found a real relationship between the ages and perceptions of employers on the attitudes of management toward women 35+ in the field of public relations. A Likert Scale with a response range of 1-5 in which 1 = excellent and 5 = poor was used.

The 23-29, 35-44, 45-54 and 55 -and-over age groups believed the attitude was good; the 30-34 group believed the attitude was between average and fair. The critical value was .596. Overall, employers believed management's attitude was good.

Section II focuses on in-depth interviews held with 19 women 35+ who performed the public relations function within their organizations in the Stillwater and Oklahoma City, Oklahoma areas.

Findings from Interviews

Method II consisted of the findings from the in-depth interviews with women age 35+ who were currently performing the public relations job function, some in the hiring position, within their organization.

Table LIII lists the type of business that employed each practitioner with a reference number to preserve the privacy of the practitioner and then categorized them according to business-type.

TABLE LIII
PLACES OF BUSINESS BY REFERENCE NUMBER AND CATEGORY

1 Hospital Group	11 Advertising Agency
2 PR Firm	12 School District
3 Private Software Company	13 University
4 Hospital	14 Law Center
5 Hospital	15 Advertising Agency
6 Hospital	16 Medical Group
7 Bank	17 Private Software Co.
8 Chamber of Commerce	18 Hotel
9 Teletraining Company	19 Non-Profit
10 Car Sales	

CATEGORIES

Hospital

- # 1 Hospital complex
- # 4 Hospital
- # 5 Hospital
- # 6 Hospital

Private Industry

- # 3 Software
- # 9 Teletraining
- # 17 Software

Community Service

- # 8 Chamber of Commerce

Professional Practice

- # 16 Medical partnership
- # 14 Law Center

Public Relations and Advertising Firms

- # 2 Public Relations
- # 11 Advertising Agency
- # 15 Advertising Agency

Consumer Service

- # 7 Bank
- # 10 Car Sales; past conference coordinator
- # 18 Hotel

Education Community

- # 12 Metro School District
- # 13 State University
- # 20 Academic Awards

Non-Profit

- # 19 Combined Agencies

Table LIV is a personal profile of the practitioners interviewed.

TABLE LIV
PROFILE OF THE PUBLIC RELATIONS PARTICIPANTS

	Place of Business	Professional Title	Age	Marital	Children	Education Level
1*	Hospital Group	PR for Univ. Hosp.	41	married	0	BA-Journ; MA-EDD
2*	PR Firm	Pres. and doctoral student	44	married	4 kids 2 grands	BS-News Ed.; MA MassCom EDD
3	Private Software	Exec Assnt to Pres	39	married	2	BA-Ec; Minor. English BS-News
4*	Hospital	Dir of PR	48	married	2	BS -Journ
5*	Hospital	VP, Mktg	41	married	0	BS-Dietetics; MA Health Adm
6	Hospital	VP, Dev	37	married	2	BS-Bus Ed, Minor. Mgt.
7	Bank	VP	40	Divorced	2	High School, some college Bus.Admin
8	Chamber	VP	44	Married	2	Accounting; Finance
9	Teletraining	Dir. Corp Sales	35	Married	0	BS-Journ, PR Some grad
10*	Car Sales	Sales Rep	41	Divorced	1	BS-Adv.
11*	Advertising Agency	VP, Dir Acct Services	38	Married	0 Mkg.	BA-Journ; Radio,TV
12*	School District	Public Info Director	44	Married	1	BS-Radlo, TV, News, Public Affairs Some grad.
13*	University	Dir Commun. Services	42	Married	2	BS Journ
14*	Law Center	Dir Public Information	@68	Married	2	BS -Journ Adv.
15	Ad Agency	Exec VP Creative Svs.	42	Married	0	Nursing, R.N.
16	Medical Group	Dir Marketing	60	Married	2, 4 grands	BS-English,T Tech writer Some Bus, Mkt
17	Software	Dir Corporate Communications	40	Divorced	2	

TABLE LIV (Cont'd)

	Place of Business	Professional Title	Age	Marital	Children	Education Level
18	Hotel Manager	Sales,Catering	50	Married	3	High School, Some busness In college
19*	Non-Profit	Exec Director	45	Married	2	BS -Journ. Adv., Minor: Mktg.

* Weighted opinions

In Table LIV, the asterisks indicate the author's perception of the practitioner's opinion that carried the most weight for this study according to their level of education,experiences in their background both professionally and voluntarily.

The ages of the practitioners that were interviewed range from 35-to-68; 73% were age 35-44 ; 16% were age 45-54; 10% were 55-and-over. Three-fourths were married, one-fourth divorced. Ten of the participants had two children; two had grand-children; five had no children. Eighty-nine percent had a bachelor's degree, 63% had degrees in journalism.

Professional titles included: four vice-presidents of departments: marketing, development, account services, creative services . There were seven directors with titles of: public relations, coporate sales, two were called pubic information, communications services, marketing and corporate communications. There were two direct sales and sales representatives; one executive assistant; one was called public relations; and four executive officers: a president and two vice-presidents of a companies and an executive director.

Table LV is a professional profile of the practitioners interviewed. The years of practice ranged from two-to-35 years; the majority was in the 12-18 year range.

TABLE LV
PROFESSIONAL INFORMATION ABOUT PARTICIPANTS

	Job Function	Size of Organization	Publics	Answer To	Years In PR
1*	PR Associate Doctoral Student	5 Metro Medical Facilities	Community Physicians	Assnt Dir of PR	10 years
2*	Pres. PR Firm, Doctoral Student Grad Assistant	Husband/Wife Team	Govn't; Women, Minorities	Each other	11 years
3	Community and Business Relations; Admin. Asst	42 employees	Fortune 500; Community; Internat'l Business	President Part of Leader- ship Team	12 years
4*	Community Relations	141 Beds; 500 employees	Community, Employees, Media	Marketing Vice-Pres	6 years
5*	Marketing Manager	141 Bed; 500 Emp; 5,000 In-pat; 20,000 outpatient	Med Staff; Gen. Pub; Board, Foundation, Employees	Adminis.	18 years
6	Physician Recruitment/ Retention	141 Beds; 490 Emp. 100,000 Svc Area	Physicians; Board; Industries; Empl; Community	CEO; 2 Boards	13 Years
7	Public Relations	35 Empl. this branch; \$553 m all branches \$100 m this branch	Public; physicians; Small Bus; Real Est; Retail; Restaurants	Division President	6 years
8	Membership Services	684 members; 8 employees	Businesses; Schools; Individuals	CEO; Board; State Govn't	8 years
9	Training Course Marketing	106+ clients; 10 employees	Teachers; Corps; Medical; Phone Co	VP of Sales Owners	3 years
10*	Car Sales Rep Previous: Hotel Conf Coordinator,	60 Total; 10 Sales	General public; "Make Ready," Parts & Service	Gen. Sales Mgr.	2 years , total
11*	Mgt. Supervisor Acct Services/ Assimilation	50 emp; \$300,000 m billings	Corp citizens; General public	President; Account Super.	15 years
12*	Media Relations/ Communication	18,928 students; 1,900 empl.; 108,000 patrons; 18 Elem Schl; 5 Middle Sch; 3 High S.	Tax payers; emp; parents; Business Community; Registered Voters	Admin. Ass; Superintendent	15 years
13*	Communications Consultant	114 people; 18,000 students; 6 empl; 125,000 alumni; 30,000 HS grads; 200,000 legislators	All of those, and general voting public	VP for Public Affairs; University Pres.	5 years
14*	Media Relations/ Publications	13,500 non-member circulation; 9,000 members; 33 empl.	Mandate Bar Members; Gen. Public; Education	Exec Dir Bar Ass; Directors; Gen Council; Found Bar Exmnr	21 years

TABLE LV (Cont'd)

	Job Function	Size of Organization	Publics	Answer To	Years In PR
15	Creative Director/ Adv & Media	130 people in 4 locations/90 OKC; \$100 m billings	Our client's public; Heads of Co's with Adv budgets; State Agencies; Gen. Pub.	Owner; CEO	20 years
16	PR, Marketing Physician Liaison	75-100empl/ physicians; a lot of patients	Referring Physicians; Patients; Physicians; Employees	15 Physicians Business Mgt.	35 years : 30 were nursing
17	Shareholder Relations; Communications Publications	55 FTE, 14 PT; \$3.4 m revenue 600 customers world-side	Software dev; Sr. Mgt; Large Corps; Fortune 500 Co's; Gov'n't Agency, Techs	President; Directors	12 years
18	Special Events Media/ Community Relations	122 guest rooms; 5 meeting room; 55 empl; 78% occupancy/yr.	Local Indust, Park; Corporations; University; Walk-ins; Gov'n't Agencies	General Mgt.; Seven Dept Mgr.	10 years
19*	Management Communications	1 FTE, 1 PT; 300 Volunteers; 12 Exec. Bd; 33 Board of Dir; 18 Agency Dir, Boards, Staff	Donors.; Agencies; Services; Volunteers; General Public	Exec. Comm; Board; Pres; Pres-Elect; Campaign Chair	22 years

* Weighted opinions

In Table LV, professional information about the practitioners included the size of the organization which ranged from a husband and wife team to an organization that included 200,000 legislators, 30,000 high school graduates, 125,000 alumni, 114 people, 18,000 students, and 6 employees. One measured as \$300 million in billings.

Of the practitioners interviewed, two had been practicing from 1-3 years; three from 4-6 years; one from 7-9 years; eight from 10-15 years; four from 16-24 years; and one, 25 years-or-more.

Six practitioners interviewed answered directly to the president of the organization; two to the vice-president; one, to each other; one to the assistant director of public relations; one to the administrator; two to managers; three to the chief executive officers; one to the administrative assistant; one to the owners; and three to a board of directors. Several answered to more than one party.

Table LVI shows how many years practitioners interviewed spent both in and out of the field of public relations.

TABLE LVI
WOMEN AGE 35+ ENTERING OR RE-ENTERING THE WORKFORCE
AND/OR PUBLIC RELATIONS

	# Years In Workforce	# Years Out of Workforce	# Years Out of Public Relations	Age re-entry/ Age now
1	All adult life	0	17	34/41
2	11 years	0	—	35/44
3	12 years	Off and on for 5 years until 1987	—	34/39
4	15 years	0 since began	—	42/48
10	Pre-marriage	15 years	—	39/41
12	?	Off and on until 1980	—	27/44
13	All adult life	0	—	37/42
14	More than 30	20	—	47/@68
16	35	3 1/2	3 1/2	56.5/60
18	20	10	—	30/50
19	22	1	5	27/45
Totals:	11 / 19 = 58%			

Table LVI indicated that more than half of the practitioners interviewed had entered or re-entered the workforce in public relations later in life rather than remaining in the profession throughout their adult, working life. Two entered public relations before age 30, a third entered in their 30s and three in their forties and fifties.

The longest period of time an interviewed practitioner was out of the workforce before re-entry was 20 years.

The Age Issue.

One of the topics discussed with the practitioners in interviews included the age issue between co-workers, management, clients and themselves.

One-third of the practitioners believed age was an issue. More than one-half believed it wasn't. Almost half believed resentment or the attitude of younger women toward older women was a problem. More than half did not believe it was a problem.

Almost half of the practitioners interviewed believed expectations to be greater for women age 35+; one-fourth believed expectations were balanced between age 35+ and the younger women practitioners; one-tenth believed expectations were less for those age 35+.

Almost three-fourths believed opportunities were good for women age 35+ in public relations; one-tenth were neutral; one-fifth believed opportunities were poor for women age 35+ in public relations.

More than one-third believed opportunities were greater for women age 35+ than for those younger in public relations; more than one-third believed opportunities to be equal; more than one-fourth believed opportunities were less for those age 35+ than for younger women.

The practitioner's perception of the attitude of management and job satisfaction.

More than one-third of the participants believed management's attitude to be good toward women age 35+ entering or re-entering the workforce in the field of public relations. One-fifth believed attitudes were excellent, less than one-fifth believed attitudes were average, the same amount believed they were to be fair. No one believed management had poor attitudes.

More than three-fourths were satisfied with their jobs, five were unsatisfied.

Gender differences between men and women age 35+ in public relations.

Management's difference in expectations between women who were 35+ and men was divided equally between responses that expectations were greater for women 35+ than for men and that expectations are equal. Less than one-fourth believed expectations were less of women age 35+ than men.

More than twice as many responses indicated these practitioners believed opportunities in public relations were greater for women age 35+ than for men than opportunities were equal or less than for men in public relations.

More than three-fourths of the participants believed men were intimidated by a successful career woman. One-tenth believed they were not intimidated, with one-tenth, neutral.

Volunteerism

All of the practitioners interviewed were volunteers. At least half had volunteered for over 20 years.

Eighty-four percent were not asked about their volunteer experience when they applied for their current professional position. Less than one-fifth were asked. Almost three-fourths would be interested in the volunteer experience of a job applicant for a public relations position. Of the one-fifth that would not be interested in an applicant's volunteer experience were not asked themselves.

A list of the types of organizations in which these practitioners volunteered their time and the types of volunteer duties performed are listed in Appendix D.

Education

The importance of education was mentioned by several of the practitioners. Some of the suggestions they gave included: to take news media and advertising; take care of yourself, physically, academically, spiritually; absorb and learn all you can; continue education. Be ready for different career opportunities.

Other advice included having computer skills—spreadsheets, word processing,

desktop publishing; take communications and public relations classes; update grammar skills; get a master's degree and if administrative, a Ph.D.

A list of practitioners-advice in general to women age 35+entering or re-entering the workforce in the field of public relations can be found in Appendix E.

CHAPTER V

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

...the enormous problems that face the world today, in both the private and public sphere, cannot be solved by women--or men--alone. They can only be surmounted by men and women side by side.
(Lindbergh 1955, 138)

Summary

Studies are being conducted to both predict and prepare for changes in the workforce. Some of the findings show the median age of persons is rising in the workforce with the largest percentage of growth predicted to be of women by the year 2005.

This research study examined the perceived attitudes of women age 35+ in public relations. Practitioners and their employers responded to questions concerning issues of age, education, gender, volunteerism, marital and family status, job satisfaction and their perceptions of the attitude of management toward women age 35+ entering or re-entering the workforce in the field of public relations: re-entry women.

Two methods were used in this research. The quantitative approach used mail surveys directed to PRSA practitioners and the employers who hire PRSA members. The qualitative method used face-to-face, in-depth interviews of women public relations practitioners at least age 35, of which a portion also were employers as well. Interview questions were based on the responses from the mail survey questionnaires.

Method I. Mail Surveys

A focus group of seven women, age 35+, from a variety of backgrounds generated ideas for questions on two mail survey questionnaires which were sent to two different groups: 1) both male and female employers and 2) female practitioners. Both groups were selected from *The Public Relations Journal: 1993-94 Register* from the five-state region of Arkansas, Kansas, Missouri, Oklahoma, and Texas. A 48% response return from women practitioners and 28% from employers provided the basis of information for data analysis used with Method I of this study.

Statistical tests used in analysis of data included complex and simple chi-square with contingency coefficients and ANOVA and Tukey.

Method II. Interviews.

Face-to-face interviews of 19 women who were age 35+ performing the public relations function within their organization in Stillwater or Oklahoma City were conducted. The information gathered from these interviews provided a more in-depth look at the issues involved in the re-entry of women 35+ into public relations. Analysis of information was subjective in nature.

Research Questions

1. Does the age of either the hiring employer or the applicant for a position in public relations make a difference to employer when they are hiring or to the applicant-practitioner?

The largest group of employers were 35-54 years of age and had been hiring 7-15 years. Over half were women. Most of the 45-55-and-over age group were men. The 23-34 group were mostly women. Most of the employers preferred hiring from the 30-34 age category. The least preferred category from which to hire was the 45-54 age group.

Most of the employers said they did not believe older women had less

chance of being hired than younger women except the 55-and-over employers who were undecided.

The largest group of women practitioners responding to the survey were of the 35-54 age group, practicing 7-24 years. The majority of women practitioners in this age group said age did not affect their careers while the two smallest age groups, 23-29 and 55-and-over, said they were most hurt by their ages. The 23-29 age group also was the most benefitted by age.

The women practitioners age 23-44 believed older women had the same chance of being hired as the younger, however the older women practitioners age 45-54, answered "undecided." Those 30-34 believed older women have the same opportunity in public relations as younger women, but women 45-54 disagreed.

The women interviewed indicated a difference existed in pay and opportunities between the younger and older practitioners. One who had been hiring for some time said sometimes employers were afraid of offending older women with a low entry-level salary figure if they were just entering or re-entering the workforce, even though they might be willing to take it.

Another difference several practitioners interviewed mentioned was the younger women did not seem to feel the need to "pay their dues," and are more impatient to rise to the top without working outside the 8-5 parameters.

2. How does the 35+ female practitioner perceive the relationship between her age and management's expectation level for her and for male or younger female practitioners?

The younger practitioners age 23-29, believed management does not expect more from age 35+ practitioners than men or younger women. The age groups 35-55 believed more is expected of older women than of men or younger women.

The women interviewed believed management's expectation level was greater or equal for women age 35+ than for men or for younger women.

3. To what extent is importance placed on education by the hiring employer and the public relations practitioner?

All but one of the employers responding to the survey believed applicants needed at least a bachelor's degree for entry-level positions in public relations. Very few preferred a master's or above. More female employers than male preferred practitioners that had also completed some graduate work; more male employers than female preferred practitioners with a master's degree.

All of the practitioners age 23-34 had a bachelor's degree or higher level of education. Those with a Ph.D. were age 35-55 and over. The age group 35-55 had someone in every educational category with the high school graduate in the 35-44 category. The 55-and-over group had more practitioners with less than a bachelor's degree as well as the largest percentage with more than a master's degree.

Of the women interviewed, all but two had a bachelor's degree or above and the two had taken some college courses. All of the women interviewed had been educated in non-traditional ways as well, including workshops, seminars, and volunteer work. Most of the practitioners were neutral on the importance of a degree in public relations.

The high school graduate was the only practitioner who did not believe women age 35+ had the same opportunity as younger women or that successful career women in public relations could have both career and family. All practitioners surveyed believed they were qualified for their current position in public relations.

4. Does the gender of the hiring employer make a difference in preferences or perceptions toward female practitioners age 35+?

The female employers responding to the survey outnumbered the males almost two-to-one. The largest percentage of the female employers had been in the hiring position from 4-15 years; the males, 16-25 years. The majority of those within the age range 35-54 were male; the majority of those within the age range 23-34 were female. Overall, most of the employers were 35-54 .

The majority of male employers did not believe that women were more competitive with other women than men are with women while the female employers did believe so. Both male and female employers agreed that women age 35+ show initiative, were willing to learn new things, were team players and show as much flexibility dealing with people and work-related situations as men.

The women interviewed said women won't help each other 'up the ladder' like men help men. They also agreed opportunities were greater for women age 35+ than for men in public relations. Ninety-percent of those interviewed indicated males dominated boards and were the CEOs they answered to within the organization either directly or indirectly. At least two of the practitioners believed their position included duties similar to 'housekeeping.'

Most of the practitioners agreed that men were intimidated by successful career women while most of the employers disagreed. Of the women interviewed, three-fourths believed men were intimidated by successful career women. Three indicated this intimidation was related to self-esteem and they would be intimidated by successful men, too.

5. Do employers value volunteer experience? Does it enhance applicant's hireability?

The largest group of practitioners had volunteered for the period of 1-3 years during their lives and were also the largest group asked about volunteerism when applying for a job. The largest percentage of practitioners surveyed were not asked about volunteer work. had volunteered for less-than-one-year, 10-15 or 25 years of their lives. The 30-34 age group had the largest percentage of non-volunteers; the 45-54 age group had the smallest percentage of non-volunteers. Eight percent, overall, had not volunteered.

One-hundred percent of the practitioners interviewed had volunteered at some time in their lives whether it was 'from the time I was a child,' as one practitioner said, to 2 years. Eighty-four percent were not asked about volunteer work when applying for their current position.

Although the majority of employers said public relations job applicants were encouraged to include volunteer work experience when applying for a job, less than one-fourth of those surveyed and less than one-fifth of those interviewed were asked about previous volunteer work experience when applying for a job in public relations.

Almost all of the respondents, both practitioner and employer, believed the training received through volunteer work "increases hireability" for applicants. More than three-fourths of the practitioners agreed community volunteer work resulted in networking contacts and a better understanding of community organizations. All of the practitioners and employers agreed that people who volunteered in the community were assets to their company by networking within the community.

Both male and female employers were neutral that past experience such as volunteer work made a difference when hiring. A slightly larger percentage of women than men along with the 23-29 age group believed it to be "very important" work. The 35-44 age group had the largest percentage that did not believe volunteer work to be important, the 55-and-over was the most neutral.

Previous professional public relations work was deemed "very important" by both male and female, especially the 45-54 age group.

6. Is training offered to new employees in organizations with public relations?

More than half of the practitioners said the organization they were currently employed with provided training for new employees. Three-fourths of the employers said their organization provided training. All employers agreed it was easier to teach technological skills than interpersonal skills to a person.

7. Is there a relationship between the educational level, marital status, the number of years employed in public relations, or the number of children of women who practice public relations?

All of the practitioners except the high school graduate believed a successful career woman in public relations could have a career and a family.

Over half of the practitioners surveyed were married, had at least a bachelor's degree, along with the largest percentage in every educational level. Almost one-fourth were single; less than one-fifth were divorced; and four were widowed. Almost one-half had no children.

Of those interviewed, 84 percent were married; 16 percent were divorced; 26 percent had no children. Ninety-percent had least a bachelor's degree; 58% had a degree in journalism.

8. Do employers and female practitioners have the same perception of management's attitude toward women 35+ entering or re-entering the workforce in public relations?

The practitioners both surveyed and interviewed, along with the employer's indicated their perception of management's attitude toward women age 35+ entering or re-entering the workforce in public relations by selecting the word most closely resembling their opinion. Shown in order from the choices that received the most to the least votes by group are:

Practitioners interviewed: Good, excellent, tie between average and fair. No "poor" responses.

Practitioners: Average, good, fair, poor, excellent.

Employers, overall: Good, average, excellent, fair, poor.

Male employers: Good, tie between excellent and average, fair. No "poor" responses.

Female employers: Good, average, excellent, fair, poor.

Most of the practitioners perceived management's attitude toward women age 35+ to be "average": subjects in age groups 45-54 and 30-34 were the largest in agreement. The 35-44 age group believed management's attitude was "good" and the 55-and-over age group believed attitude was poor. The 55-and-over also was the largest group to attitude was excellent.

The employer's overall response in all age groups except 30-34 and 45-54 believed the attitude of management was good; the 30-34 and 45-54 believed attitude was average and the 55-and-over along with the 35-44 age groups that believed attitude was excellent. The "poor" response came from the female-employers.

9. Are practitioners satisfied with their public relations career and/or position?

All practitioners surveyed were satisfied with their career choice and current position although their "jobs were stressful." The practitioners were satisfied with the amount of work that came with the job, believed they were qualified for their current position, and they were team players. Ninety-percent of those interviewed were satisfied. One was not and two were a part of the pre-test which did not ask about job satisfaction.

Conclusions

The low response rate especially on the employer questionnaire and on portion of the practitioner questionnaire needs to be noted. It is possible the employers, concerned with anonymity and the potential for discrimination in some of the questions on age and gender, played a part.

The "attitude of management" question would have produced a greater practitioner-response had it not limited respondents to those age 35+, entering the job market within the past two years for the first time or re-entering after years away.

Although each person interviewed was given a number for identification, anonymity may have been a concern, also.

Selected quotes taken from women "in the trenches"---those interviewed, were used in support of conclusions that examined the perceptions toward women age 35+ entering or re-entering the workforce in the field of public relations.

Of the 19 women age 35+ who were interviewed, 11 had re-entered the workforce in public relations. Two of the 11 entered prior to age 30, the rest were in their 30s, 40s and 50s. Some had been out from 10 - 20 years.

The 30-34 age group, the employer's most preferred age group to hire from believed older women had the same opportunities in public relations as younger women, however one re-entry woman interviewed from the least favored age group, age 45-54, found entering public relations later in her working life to be 'scary. I had never done public relations before but maybe I was more enthusiastic because it was new. I had to learn from the bottom.'

Having the desire to learn the new technology played an important part in another practitioner's re-entry into the workforce which she said was a 'cultural shock' after 10 years out. Technology changed, typewriters to computers, even the phone system, but she was eager to learn.

Salary is a barrier to older women, a practitioner who also does hiring said. Entry level jobs start at the low end which employers hesitate to offer to older women and opt to 'cheap out' with younger women who don't demand as much money. Another practitioner said, however, the younger employees do not want to 'pay their dues,' impatient to rise to the top, whereas the older employee tends to be more willing to go that extra mile to do the job right.

A conflict of opinion between practitioners interviewed put perspective on the futility of stereotyping personalities in the workforce. One practitioner said sometimes older employees have 'chips' on their shoulders and are suspicious of other women. Another said women are 'single survivors' and have trouble being team players, and are not good at being 'Good Old Boys.' Another said women don't help women 'up the ladder' like men do. The majority of those surveyed and their employers believed women age 35+ were team players.

Women being placed in company positions are more able to help each other out. Another said older women are networked better by same-age women and that a strong networking system among women exists for many in high stress jobs who are single and won't work with men.

This study indicates more is expected from women age 35+ than from younger women or from men. But in what capacity? Practitioners interviewed said men were

dominant on the boards that they report to. Several agreed men in public relations are more often the CEO while the women do the 'housekeeping.'

One practitioner employed by a non-profit agency for 17 years said 'the board expects me to do secretarial things. If a man had been in this position, they'd had a secretary years ago.' Another practitioner said women work harder and are not given as many allowances to 'screw up.' Women don't let their guard down, she said.

Several responses linked self-esteem with the intimidation of men by successful career women. Several interviewed believed that insecure men are intimidated by women but may also be by men. If women are intimidating, even secure men are intimidated. If the job is done right, another said, 'you don't have to be intimidating. Men can be very supportive.'

'Our culture traditionally accepts men in responsible roles, a practitioner said. 'Women are care-givers: family, career, spouse, come first. If time, they think of themselves. Men find a way to 'eat cake, too' without jeopardizing their jobs.'

Women have been facilitators throughout history, sensitive to people another said. 'It's a natural PR role...more natural for women than for men.'

This study indicated that over half of the women practitioners were married and almost half of those surveyed did not have children; ninety- percent of those interviewed were married; 19 percent had children.

One professional interviewed said, 'Deadlines don't change because my son is sick. The family expects me to be there. However, if you pass on an assignment, it could prove costly in future assignments given to someone else.'

Education plays an important role, according to all practitioners and employers surveyed or interviewed. It was determined a bachelor's degree was important. The top three priorities in pursuing a career in public relations one practitioner said, were experience, education and volunteerism. Most agreed education comes in a variety of ways including volunteer work which encouraged good citizenship as it provided experience, often called the best teacher.

Many organizations have a public relations or publicity chairperson that are

voluntary or elected positions. Public relations is not a licensed profession. All of the women interviewed volunteered, and those surveyed who volunteer have usually been placed in the public relations position.

Does volunteerism make a difference when applying for a job? What of women and/or men who stay home to raise children, returning years later to the workforce? Does volunteerism during those years increase marketability?

The majority of practitioners volunteered in a variety of areas; non-profit was the area most volunteered in. One practitioner advised re-entry women to try non-profit or government professionally because it's not as demanding as for-profit without much experience. Volunteer work could be viewed as a non-profit training ground. On-the-job training is offered in three-fourths of the organizations, according to employers and practitioners surveyed, providing further education to newly-hired practitioners.

Several of the women interviewed attributed their current positions to things learned in the volunteer force. The majority of volunteers were not asked about their volunteer experience, however. One practitioner said that she was never asked during a job interview and "felt silly tooting my own horn" although she was proud of her work for charity. Another practitioner said her preparation for re-entry after 20 years came directly from volunteer work. The role she now is paid for includes motivating people and fundraising.

"Most women slight themselves and don't volunteer information on resumes and applications," one practitioner said. "They are embarrassed to mention volunteer work. Many feel most employers don't value it if there is not a dollar sign involved. It's just 'women's stuff.'"

Self-motivation and dedication, good management experience, strengthening ties to the community are reflected through volunteer work according to a practitioner who manages other volunteers. Volunteer work and networking go hand-in-hand which, she said, men are masterful at. It opens the eye to reality in the world for college students. Volunteerism reinforces teamwork, tolerance, time management, and fulfillment to commitments which are attributes employers said they looked for

when hiring.

One practitioner found re-entry to be 'eye-opening,' as she discovered her college degree in public relations did not equal a \$30,000 job. 'Coming in at entry-level as conference coordinator of a hotel paid \$18,000. Perseverance, positive outlook and attitude gained through volunteer work, got me the job. I was self-assured and confident I could do it.'

Overall, the practitioners in this study were satisfied with their career choices and current positions. Practitioners interviewed and employers believed management's attitude toward re-entry women age 35+ to be good; those surveyed believed it to be average.

Recommendations to Students, Employers, and Re-Entry Women and Practitioners

Students.

Practitioners, employers and interviewees agreed that writing and technical skills are very important in the public relations field, along with interpersonal skills which may or may not be learned easily. Computer skills, grammar, organizational skills, communications, and public relations course work are important. A bachelor's degree is most preferred for entry-level positions. A degree in public relations is not so important. Continue education including volunteer work.

Employers.

Ask job applicants about volunteer work experience by job function. Pay attention to length of service and level of ability required for each position held in all types of previous experience. Recognize gender differences, both have strengths and weakness. Don't be afraid to offer an older woman a lower salary for fear of insulting her. She may take it to have a job using the skills she knows she has. Low salaries can rise with the confidence levels of both the re-entry woman and her employer, making each party mutual beneficiaries of her life experiences.

Women.

Keep track of your volunteer equity by documenting the functions and skills acquired by job description, paid or not paid during the years out of the workforce that might be applied later to a paid position. Don't be shy about volunteering the information during interviews for a paid position. Find a way to use the information on a resume, during an interview, even if not directly asked. Continue education through a variety of means available including volunteer work; if interested in public relations, volunteer and take courses that pertain to public relations.

The workforce needs a variety of expertise and may need help realizing it.

Women Practitioners.

Practice networking by volunteering in the community. Help each other 'up the ladder,' and take care of each other. Observe the 'Good Old Boy' system and fine-tune it to suit your needs. Men and women of all ages and backgrounds have something unique to offer and to learn from each other.

In Appendix E, practitioners who were interviewed offer advice to women age 35+ entering or re-entering the workforce in the field of public relations.

Recommendations for Further Research

Suggestions for further research based upon information drawn from this study include:

1. Interview men and younger women in the field of public relations for an additional perspective of how women age 35+ are to work with.
2. Enlarge the research region to other parts of the United States for comparison and for validity.
3. Salary was not discussed except through comments made by women interviewed. Salary issues would add a meaningful dimension to this topic.
4. Examine the application of volunteer work in the labor force and how it integrates with women, society and family.

5. Expand the question that limited response to practitioners that had re-entered the workforce in the last two years asking their perception of management's attitude toward women 35+ in public relations, to include all practitioners.

6. Conduct research on the effect the increase of women in public relations has on the image of public relations

A Final Thought

Moving into the 21st Century, more older women are coming on-line, recycled. Many are coming from a background of child-rearing, family care and volunteerism, hoping to become competitive for positions men and younger women desire. Public relations may be a natural role for many of them.

More women, many single and heads of households are entering the workforce still could impact the volunteer force by providing fewer people willing or able financially to contribute time to volunteerism.

America benefits from volunteer-power and will need volunteers in the 21st Century. If training and experience gained through volunteerism were a recognized value in the workforce and properly documented by employer and re-entry person, perhaps age, gender, and years out of the labor force could be viewed as an asset during the re-entry process.

Beneficiaries of this volunteer equity could include the American family. The option for a parent to "stay home with the kids" and volunteer gaining marketable skills needs to be encouraged. If not the option to volunteer may be lost as men or women are pressured to keep their career current via the traditional paycheck, and set work hours.

Do years, void in the "paying" type of career but rich in volunteer and life's experiences, matter to women, families, society, and the labor force?

Seems like they might.

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APPENDIXES

APPENDIX A

PILOT STUDIES FOR QUESTIONNAIRES;
FOCUS GROUP QUESTION GUIDE
AND PRETESTS FOR EMPLOYEES
AND PRACTITIONERS

Ann Houston-Jenkins

Older Women Entering Public Relations

Focus Group Discussion Questions

February 7, 1994

FOCUS GROUP OUTLINE

I. Introduce the Topic

II. Brainstorming Issues

A. Volunteering Women

1. Have you or do you see relevance in suing volunteer work on a resume?
2. Can you see how volunteering might be a beneficial background to a profession? Why?
3. Have you ever been the PR chair in an organization?
4. Do employers you have known, respect employees who volunteer?
5. Do employees share volunteer experiences with fellow workers and employers?
6. Do you feel volunteer work should be considered when women, especially older women, enter the work force?
7. What type of volunteer work do you feel would be a viable training experience to put on a resume?
8. I volunteering "counted" later in life toward a career, do you think more women would be able to stay home with kids and go to "work: later?
9. How do you think volunteering might effect the family unit if it could be considered meaningful on a resume?
10. Would/have you put volunteer jobs on a resume? What was the response?
11. Have you ever worked somewhere or gotten a job due, in part , to volunteer networking or experience?
12. Could volunteering be as a valuable tool as years of paid

experience? Is it more versatile?

13. What type person do you think make up the majority of volunteers in communities today?

B. Women in the Workforce.

1. Have you "always" worked? When did you enter the workforce? (What is "always")

2. What types of jobs/positions have you held?

3. Are you now is a career you would like to stay in?

4. What are your professional goals and dreams?

5. Where would you like to be in 5 years/10 years?

6. Do you plan to work until retirement?

7. What is satisfactory work to you?

8. What experience did you bring into your profession?

9. Have you ever considered PR as a profession? Why? Why not/

10. How do women in the workforce view those who stay home raising children and doing volunteer work?

11. If you were to change careers, what would be your choice of these? PR, sales, advertising, teaching, management.

C. Education.

1. Do you feel completion of at least one college degree is necessary to enter the field of PR? To enter any field?

2. What kind of education do you have/ Include high school unfinished bachelor's degrees, B.S., master's , Ph.D., graduate work, other.

D. Age

1. What is your age (bracket)?

2. Does age make a difference in the hireability of women?

3. Do you see more women 35 and older entering the workforce today than five or ten years ago? In your field?
4. Do you think older women are viewed as more/less credible than those younger?
5. If all educational experiences were equal, same number of years in school, same degree, etc., but 10 years difference in ages between women, would it make a difference? If both graduated in the same years and were 10 years or more apart in age, would it make a difference?
6. Do you feel "older" women, have a more or less difficult time finding employment in PR? In any field?
7. Are older women being accepted into the workforce?
8. Do you feel older women put a new dimension, due to their experience into their careers?
9. Do older women have to work harder than younger ones to achieve respect and recognition from their peers and employers?

E. Personal

1. What is your idea of success?
2. What have you spent your time doing over the years?
3. What is your marital status?
4. What career path have you followed?
5. If you are now working, has a change in your life prompted you to seek gainful employment?
6. What are the ages of your children, if any?

May 1, 1994

Dear PRSA member:

May I please have your cooperation in a research study examining the attitudes of older women who are entering the field of public relations for the first time out of the professional arena?

attitudes
years

This research investigation focuses on women who are 35-years-of-age and

169

I am interested in discovering, from the public relation practitioner's point of view, what things are going on. For example: What characteristics do you feel employers are looking for when hiring? Are older women finding employment in the public relations field? How interested are you in the importance placed on activities and experiences of older women? Do these experiences make a difference in the woman's ability 1) to be hired or 2) to produce quality results on the job?

point
view
n
use

PRSA members throughout the five-state region of Oklahoma, Texas, Arkansas, Kansas, Missouri are being asked to participate in this study. Please take a few minutes to complete the enclosed questionnaire. Your response will be confidential and your identity will remain anonymous. A self-addressed envelope is enclosed for your convenience.

In order to keep my study on schedule, I need your response within 14 days. It takes about 10 minutes to complete. Your information may help students, older women, public relations practitioners and employers as they prepare for an influx of older women entering the public relations job market.

Please feel free to answer any question with further remarks and supply any other information you feel is pertinent to the study. You may contact me for results of this study enclosing your name and mailing address.

My address and phone numbers are:

3115 W. 24th
Stillwater, OK 74074
(405) 624-0217 (home); (405)744-6262 (work)

Thank you for your assistance with the project.

Sincerely,

Ann Houston-Jenkins

APPENDIX B

RESEARCH INSTRUMENTS: MAIL SURVEYS, COVER LETTERS
AND INTERVIEW QUESTIONS

Oklahoma State University

COLLEGE OF ARTS AND SCIENCES

School of Journalism and Broadcastin
206 Paul Miller
Stillwater, Oklahoma 74078-0195
405-744-6354

May 1, 1994

Dear PRSA Member:

You have been randomly selected to represent Public Relations Society of America members from a five-state region as part of a thesis research study.

The attitudes and hiring practices of firms in Oklahoma, Texas, Arkansas, Kansas, and Missouri concerning women 35 years-of-age and older who are entering or re-entering the field of public relations will be examined. Job satisfaction of the 35+ women is also of interest.

I hope to discover, from the public relation practitioner's point-of-view, the characteristics you feel employers look for when hiring a practitioner as well as the attitudes toward women 35+ in the field of public relations.

I would appreciate you taking about 10 minutes to complete the enclosed questionnaire. Your response will be confidential and your identity will remain anonymous. A self-addressed, postage-paid envelope is enclosed for your convenience.

In order to keep my study on schedule, I need your response by May 15. The information you provide will help students, women, public relations practitioners and employers as they deal with the various aspects of the public relations job market.

Please feel free to answer any question with further remarks and supply any other information you feel is pertinent to the study. You may contact me for results of this study by enclosing your name and mailing address.

My address is:

3115 W. 24th
Stillwater, OK 74074

Thank you for your assistance with the project.

Sincerely,

Ann Houston-Jenkins
Mass Communications Graduate Student, OSU

SCHOOL OF JOURNALISM AND BROADCASTING
College of Arts and Sciences
Oklahoma State University
Stillwater, OK 74078-0195

Ann Houston-Jenkins
Mass Comm Graduate Student
3115 W. 24th
Stillwater, OK 74074

PLEASE RETURN BY MAY 15, 1994

Please complete the following questionnaire and return it in the enclosed postage paid envelope.

SECTION I. Directions: Your opinion about attitudes toward issues in the public relations industry is needed. In the blank, write the letter that best describes your feelings about the statement. NOTE: Women 35 years-of-age and older will be referred to as women 35+.

Strongly Agree Agree Undecided Disagree Strongly Disagree
SA A U D SD

- ___ 1. Completing a college education is necessary to obtain an entry-level job in public relations.
- ___ 2. A job candidate should possess writing and technical skills to become successful in the practice of public relations.
- ___ 3. Women 35+ entering the workforce have to work harder to achieve the same recognition as other women who are already established in public relations.
- ___ 4. A successful career woman in public relations can have both career and family.
- ___ 5. A public relations job candidate should possess interpersonal and organizational skills to be successful.
- ___ 6. The older a woman is, the less chance she has of getting a job in public relations.
- ___ 7. Women are more competitive with other women than men are with women.
- ___ 8. Men are intimidated by a successful career woman.
- ___ 9. I am satisfied with the amount of work expected of me by my firm/employer.
- ___ 10. Women 35+ who are entering/re-entering the workforce have to work harder to achieve the same recognition as men.
- ___ 11. My job is very stressful.
- ___ 12. I believe women 35+ have the same opportunities in the public relations field as younger women.
- ___ 13. More is expected of me than of my male counterparts.

- ___ 14. I feel qualified for the public relations position that I hold.
- ___ 15. In general, it is easier to learn technical skills than to learn interpersonal skills.
- ___ 16. I feel that I am a team player.
- ___ 17. More is expected of me than of younger women.
- ___ 18. A woman can be a leader in the community, regardless of her educational background or specialized training.
- ___ 19. I am satisfied with my career choice of public relations.

SECTION II. Directions: Your perception of what your company values in employees is needed. Circle the number that best answers the question.

20. The volunteer work I have been involved with in the community has resulted in networking contacts that could be used in my public relations work.
1. Yes 2. Not sure 3. No 4. I don't volunteer
21. Through community volunteer work, I have a better understanding of how organizations in the community operate.
1. Yes 2. Not sure 3. No 4. I don't volunteer
22. I was asked about volunteer work experience either during the interview for this public relations position or on the job application.
1. Yes 2. Not sure 3. No
23. Training is provided for new employees.
1. Yes 2. Not sure 3. No
24. Which age bracket are you a part of?
1. 23-29
2. 30-34
3. 35-44
4. 45-54
5. 55 and over

25. I believe my age:

1. has been beneficial to me professionally.
2. has hurt me professionally.
3. has not affected my career in any way.

26. I believe the type of informal training received through volunteer work:

1. hurts an applicant's chances of being hired in public relations.
2. does not make a difference in hireability in public relations.
3. increases an applicant's hireability in public relations.

27. What is your educational status?

- | | |
|--------------------------------------|---|
| 1. High school graduate | 5. Master's degree |
| 2. Unfinished bachelor's degree | 6. Master's degree and post-graduate work |
| 3. Bachelor's degree | 7. Doctoral degree |
| 4. Bachelor's and some graduate work | 8. Other _____ |

28. I have been, or am currently involved in volunteer work in the following area(s):

- | | |
|--|--|
| 1. City, government | 5. Organized volunteer groups: Junior League, hospital auxiliary, etc. |
| 2. School, PTA, etc. | 6. Other _____ |
| 3. Church | 7. I don't volunteer |
| 4. Non-profits: scouts, Heart, Cancer drives, etc. | |

29. How long have you been employed professionally in the public relations field?

- | | |
|------------------------|---------------------------------|
| 1. Less than one year | 5. Ten to fifteen years |
| 2. One to three years | 6. Sixteen to twenty-four years |
| 3. Four to six years | 7. Twenty-five years |
| 4. Seven to nine years | 8. Other _____ |

30. If applicable, roughly how much time have you spent performing the public relations function in an unpaid position, i.e. volunteer work?

- | | |
|------------------------|----------------------------------|
| 1. Less than one year | 5. Ten to fifteen years |
| 2. One to three years | 6. Sixteen to twenty-four years. |
| 3. Four to six years | 7. Twenty-five years |
| 4. Seven to nine years | 8. Never |
| | 9. Other _____ |

31. Are you:

1. Single
2. Married
3. Divorced
4. Widowed

32. How many children do you have?

- 1) None 2) 1 3) 2 4) 3 or more

SECTION III. Directions: Please mark each attribute with 1, 2, 3, or NA for number 33 only.
1 = very important; 2 = neutral; 3 = not important; NA = not applicable

33. Attributes you find important for the position in public relations you now hold.

- | | |
|--|--|
| <input type="checkbox"/> 1. A high school degree | <input type="checkbox"/> 6. Known in the community |
| <input type="checkbox"/> 2. A degree in higher education | <input type="checkbox"/> 7. Past experiences i.e. volunteer work |
| <input type="checkbox"/> 3. A degree in public relations | <input type="checkbox"/> 8. The ability to communicate ideas |
| <input type="checkbox"/> 4. Interpersonal skills | <input type="checkbox"/> 9. Previous public relations experience |
| <input type="checkbox"/> 5. Ability to write well | <input type="checkbox"/> 10. Other _____ |

34. Answer numbers 34 and 35 only if you are 35+ and have entered the job market within the past two years for the first time or are re-entering the workforce after years away.

The reason(s) influencing my decision to join/rejoin the workforce include:
(check all answers that apply to you, indicating the number 1 reason with a "#1")

- | | |
|---|---|
| <input type="checkbox"/> 1. I was married and am now single. | <input type="checkbox"/> 6. I felt societal pressure to "do something." |
| <input type="checkbox"/> 2. The children are older. | <input type="checkbox"/> 7. I needed a change; boredom. |
| <input type="checkbox"/> 3. Our financial situation changed. | <input type="checkbox"/> 8. I needed the money. |
| <input type="checkbox"/> 4. I wanted to make a difference somewhere. | <input type="checkbox"/> 9. Other _____ |
| <input type="checkbox"/> 5. I wanted to pursue an interesting career. | |

35. How would you rate the attitudes of management toward women 35+ who are entering or re-entering the workforce in the field of public relations.

1. Excellent 2. Good 3. Average 4. Fair 5. Poor

Please return the questionnaire in the enclosed envelope.

Thank you for your time!

May 1, 1994

Dear PRSA Member:

You have been randomly selected to represent Public Relations Society of America members from a five-state region as part of a thesis research study.

The attitudes and hiring practices of firms in Oklahoma, Texas, Arkansas, Kansas, and Missouri concerning women 35 years-of-age and older who are entering or re-entering the field of public relations will be examined. Job satisfaction of the 35+ women is also of interest.

I hope to discover, from the public relation practitioner's point-of-view, the characteristics you feel employers look for when hiring a practitioner as well as the attitudes toward women 35+ in the field of public relations.

I would appreciate you taking about 10 minutes to complete the enclosed questionnaire. Your response will be confidential and your identity will remain anonymous. A self-addressed, postage-paid envelope is enclosed for your convenience.

In order to keep my study on schedule, I need your response by May 15. The information you provide will help students, women, public relations practitioners and employers as they deal with the various aspects of the public relations job market.

Please feel free to answer any question with further remarks and supply any other information you feel is pertinent to the study. You may contact me for results of this study by enclosing your name and mailing address.

My address is:

3115 W. 24th
Stillwater, OK 74074

Thank you for your assistance with the project.

Sincerely,

Ann Houston-Jenkins
Mass Communications Graduate Student, OSU

PLEASE RETURN BY MAY 15, 1994

Kindly answer the following questionnaire and return it in the enclosed postage paid envelope on or before the date indicated above.

SECTION I. Directions: Information is needed about your attitudes toward issues in the public relations industry. Write the letter that best describes your feelings about the statement.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Undecided</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
SA	A	U	D	SD

- 1. Completing a college education is necessary to obtain an entry-level job in public relations.
- 2. A job candidate should possess writing and technical skills to become a good practitioner.
- 3. Older women entering the workforce have to work harder to achieve the same recognition as other women who are already established in public relations.
- 4. A successful career woman in public relations can have both career and family.
- 5. A job candidate should possess interpersonal and organizational skills to become a good practitioner.
- 6. The older a woman is, the less chance she has of getting a job in public relations.
- 7. Women are more competitive with other women than men are.
- 8. Men are intimidated by a successful career woman.
- 9. I am satisfied with the amount of work expected of me by my firm and/or employer.
- 10. Older women reentering the workforce have to work harder to achieve the same recognition as men.
- 11. My job is very stressful.
- 12. I believe older women have equal opportunities in the public relations field as younger women.
- 13. More is expected of me than of my male counterparts.

- ___ 14. I feel qualified for the public relations position that I hold.
- ___ 15. In general, it is easier to learn technical skills than to learn interpersonal skills.
- ___ 16. I feel that I am a team player.
- ___ 17. My volunteer experience in the community has been an asset to the organization I work for through my networking.
- ___ 18. More is expected of me than of younger women.
- ___ 19. Through community volunteer work, I have an understanding of how organizations in the community operate. This is an asset to the organization I now work for.
- ___ 20. A woman can be a leader in the community, regardless of her educational background or specialized training.
- ___ 21. I was asked about volunteer work experience either during the interview for this public relations position or on the job application.
- ___ 22. Training is provided for new employees.
- ___ 23. Dependent care is provided for employees.

SECTION II. Directions: Information is needed about you and your company's preferences when hiring an employee in the field of public relations, based upon your personal experience. Circle the number that best answers the question.

24. Which age bracket are you a part of?

- 1. 23-29
- 2. 30-34
- 3. 35-44
- 4. 45-54
- 5. 55 and over

25. I believe my age:

- 1. has been beneficial to me professionally.
- 2. has hurt me professionally.
- 3. has not affected my career in any way.

26. I believe the type of informal training received through volunteer work:

- 1. hurts an applicant's chances of being hired in the PR field.
- 2. does not make a difference in hireability in the PR field.
- 3. increases an applicant's hireability in the PR field.

27. What is your educational status?

- | | |
|--------------------------------------|---|
| 1. High school graduate | 5. Master's degree |
| 2. Unfinished bachelor's degree | 6. Master's degree and post-graduate work |
| 3. Bachelor's degree | 7. Doctoral degree |
| 4. Bachelor's and some graduate work | 8. Other _____ |

28. I have been, or am currently involved in volunteer work in the following area(s):

- | | |
|----------------------|--|
| 1. City government | 4. Non-profits: scouts, Heart, Cancer drives, etc. |
| 2. School, PTA, etc. | 5. Organized volunteer groups: Jr. League, hospital
auxiliary, etc. |
| 3. Church | 6. Other _____ |

29. What is the total length of time have you worked in the public relations field in a paid position?

- | | |
|------------------------------------|---------------------------------|
| 1. One month to less than one year | 5. Ten to fifteen years |
| 2. One to three years | 6. Sixteen to twenty-four years |
| 3. Four to six years | 7. Twenty-five years |
| 4. Seven to nine years | |

30. What is the total length of time you have worked in the public relations field in an unpaid or voluntary capacity?

- | | |
|------------------------------------|----------------------------------|
| 1. One month to less than one year | 5. Ten to fifteen years |
| 2. One to three years | 6. Sixteen to twenty-four years. |
| 3. Four to six years | 7. Twenty-five years |
| 4. Seven to nine year | |

31. Are you:

1. Single
2. Married
3. Divorced
4. Widowed

32. How many children do you have?

- 1) None 2) 1 3) 2 4) 3 or more

SECTION III. Directions: Please rank the following answers for number 33 only.
1 = very important; 9 = not important; NA = Not applicable

33. Attributes you find important for the position in public relations you now hold.

- | | |
|--|--|
| <input type="checkbox"/> 1. A high school degree | <input type="checkbox"/> 6. Known in the community |
| <input type="checkbox"/> 2. A degree in higher education | <input type="checkbox"/> 7. Past experiences i.e. volunteer work |
| <input type="checkbox"/> 3. A degree in public relations | <input type="checkbox"/> 8. The ability to communicate ideas |
| <input type="checkbox"/> 4. The ability to write well | <input type="checkbox"/> 9. Other _____ |
| <input type="checkbox"/> 5. Interpersonal skills | |

34. Check all that apply. The reason(s) influencing my decision to either join or rejoin the workforce include:

- | | |
|--|---|
| <input type="checkbox"/> 1. I was married and am now single. | <input type="checkbox"/> 6. I felt societal pressure to "do something." |
| <input type="checkbox"/> 2. The children are older. | <input type="checkbox"/> 7. I needed a change. |
| <input type="checkbox"/> 3. Our financial situation changed. | <input type="checkbox"/> 8. Other _____ |
| <input type="checkbox"/> 4. Boredom. | |
| <input type="checkbox"/> 5. I just wanted to. | |

35. How would you rate the attitudes of management toward older women (35 years and older) reentering the workforce in the field of public relations.

1. Excellent 2. Good 3. Average 4. Fair 5. Poor

Thank you for your time!

Oklahoma State University

COLLEGE OF ARTS AND SCIENCES

School of Journalism and Broadcasting
206 Paul Miller
Stillwater, Oklahoma 74078-0195
405-744-6354

June 10, 1994

Dear Personnel Director:

Your firm has been randomly selected to represent firms who hire Public Relations Society of America (PRSA) members as employees from a five-state region.

As part of a thesis research study, hiring practices of firms in Oklahoma, Texas, Arkansas, Kansas, and Missouri concerning women 35 years-of-age and older who are just entering the field of public relations or are currently practicing will be examined.

I am interested in discovering, from the employer's point-of-view, characteristics looked for when a public relations practitioner is being hired. After reading through this questionnaire, if you find you are not the person who can best answer these questions, please pass it on to the person you feel will best be able to.

I would appreciate you taking about 10 minutes to complete the enclosed questionnaire. Your response will be confidential and your identity will remain anonymous. A self-addressed envelope is enclosed for your convenience.

In order to keep my study on schedule, I need your response by June 24. The information you provide will help students, women, public relations practitioners and other employers as they deal with the various aspects of the public relations job market.

Please feel free to answer any question with further remarks and supply any other information you feel is pertinent to the study. You may contact me for results of this study by enclosing your name and mailing address.

My address is:

P.O. Box 963
Stillwater, OK 74076

Thank you for your assistance with this project.

Sincerely,

Ann Houston-Jenkins
Mass Communications Graduate Student, OSU

SCHOOL OF JOURNALISM AND BROADCASTING
College of Arts and Sciences
Oklahoma State University
Stillwater, OK 74078-0195

Ann Houston-Jenkins
Mass Comm Graduate Student
P.O. Box 963
Stillwater, OK 74076

PLEASE RETURN BY JUNE 24, 1994

Please complete the following questionnaire and return it in the enclosed postage-paid envelope.

SECTION I. Directions: Information is needed about your attitudes toward issues in the public relations industry. In the blank, write the letter that best describes your feelings about the statement. NOTE: Women 35 years-of-age and older will be referred to as women 35+.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Undecided</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
SA	A	U	D	SD

- ___ 1. I prefer job applicants to have completed a college education in order to obtain an entry-level job in public relations.
- ___ 2. A job candidate should possess writing and technical skills to become successful in the practice of public relations.
- ___ 3. The older a woman is, the less chance she has of getting a job in public relations.
- ___ 4. Women 35+ work as hard in the practice of public relations as their male counterparts.
- ___ 5. A public relations job candidate should possess interpersonal and organizational skills to be successful.
- ___ 6. Women are more competitive with other women than men are with women.
- ___ 7. The expectation level of management is different for women 35+ than for men.
- ___ 8. Women who are 35+ show as much flexibility dealing with people and work-related situations as women who are younger.
- ___ 9. Men are intimidated by a successful career woman.
- ___ 10. Women 35+ entering or re-entering the public relations workforce dress appropriately for their position.
- ___ 11. Women 35+ treat their public relations work as seriously as men.
- ___ 12. Women 35+ who are new to the public relations field, are handled the same as any other employee during evaluation time or if a problem arises.

- ___ 13. Women 35+ work as hard practicing public relations as younger women.
- ___ 14. In general, it is easier to teach technical skills than to teach interpersonal skills to an employee.
- ___ 15. Employer's expectations differ between practitioners who are women 35+ and those who are younger.
- ___ 16. Women 35+ show initiative and are willing to learn new things.
- ___ 17. Women 35+ are team players.
- ___ 18. People who volunteer in the community are an asset to the company, through networking, understanding how organizations operate, etc.
- ___ 19. Women 35+ are as serious about their work as younger women.
- ___ 20. Expectation levels are high for a woman in public relations who has been a leader in the community regardless of her educational background or specialized training.
- ___ 21. Public relations job applicants are encouraged to include volunteer work experience when applying for a job.
- ___ 22. Women 35+ show as much flexibility dealing with people and work-related situations as men.

SECTION II. Directions: Information is needed about you and your company's preferences when hiring an employee in the field of public relations. Circle the number that best answers the question.

23. What age bracket do you prefer hiring from when hiring public relations practitioners?
- 1. 23-29
 - 2. 30-34
 - 3. 35-44
 - 4. 45-54
 - 5. 55 and over
24. I believe the type of informal training received through volunteer work:
- 1. hurts an applicant's chances of being hired.
 - 2. does not make a difference in hireability.
 - 3. is an asset to the job applicant.

25. The educational level of public relations practitioners preferred by this company is:

- | | |
|--------------------------------------|---|
| 1. High school graduate | 5. Master's degree |
| 2. Unfinished bachelor's degree | 6. Master's degree and post-graduate work |
| 3. Bachelor's degree | 7. Doctoral degree |
| 4. Bachelor's and some graduate work | 8. Other _____ |

26. Public relations employees, who are volunteers, volunteer most with:

- | | |
|----------------------|--|
| 1. City government | 5. Organized volunteer groups: Junior League, hospital auxiliary, etc. |
| 2. School, PTA, etc. | 6. Other _____ |
| 3. Church | |
| 4. Non-profits | |

27. How long have you been hiring people for public relations positions?

- | | |
|------------------------|---------------------------------|
| 1. Less than one year | 5. Ten to fifteen years |
| 2. One to three years | 6. Sixteen to twenty-four years |
| 3. Four to six years | 7. Twenty-five years |
| 4. Seven to nine years | 8. Never |
| | 9. Other _____ |

28. Training is provided for new employees.

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

29. Dependent care is provided for employees.

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

30. I am:

- | | |
|---------|-----------|
| 1. Male | 2. Female |
|---------|-----------|

31. I am:

1. 23-29 years of age
2. 30-34 years of age
3. 35-44 years of age
4. 45-54 years of age
5. 55 and over

Please answer more on the back.

SECTION III. Directions: Please mark each attribute with 1, 2, 3, or NA for number 30 only.
1 = very important; 2 = neutral; 3 = not important; NA = not applicable

32. Attributes you look for in a job applicant when hiring for the position of public relations practitioner include:

- | | |
|--|---|
| <input type="checkbox"/> 1. A high school degree | <input type="checkbox"/> 6. Known in the community |
| <input type="checkbox"/> 2. A degree in higher education | <input type="checkbox"/> 7. Past experiences, i.e. volunteer work |
| <input type="checkbox"/> 3. A degree in public relations | <input type="checkbox"/> 8. Ability to write well |
| <input type="checkbox"/> 4. Interpersonal skills | <input type="checkbox"/> 9. Previous public relations work experience |
| <input type="checkbox"/> 5. Ability to communicate ideas | <input type="checkbox"/> 10. Other _____ |

33. How would you rate the attitudes of management toward women 35+ who are entering for the first time or re-entering the workforce in the field of public relations?

1. Excellent 2. Good 3. Average 4. Fair 5. Poor

Please return in the enclosed envelope.

Thank you for your time!

**An Examination of the Attitudes of and Toward Women 35-Years-of-Age- and Older
Entering or Re-entering the Workforce in the Field of Public Relations**

In-Depth Interview Questions

Operational definitions:

Older women - Women 35-years-of-age-and-older - or 35+

Younger women - Women 34-years-of-age-and younger

Subject's name: _____ ID number: _____ Date: _____

Questions:

1) Demographics

PERSONAL: Age, marital status, children, where is the job located

CURRENT PROFESSIONAL/TITLE:

DESCRIPTION OF JOB FUNCTION:

Size of organization? How many employees? How large is your clientel?

Whom do you feel are your publics?

To whom do you, as PR, answer to and/or work closely with? What is the chain of command?

CURRENT EDUCATIONAL BACKGROUND:

CURRENT PROFESSIONALLY RELATED ORGANIZATIONS:

2) How have you been education in non-traditional ways such as seminars, short-courses, training programs?

3) Employment in the PR field?

a.) How long have you been practicing or performing the PR function professionally?

b.) What helped you decide on PR as a profession?

4) a) If you re-entered the field of PR in the field of PR, what was it like?

b) Did/do you ever feel age is an issue between you and your co-workers, management or clients? How?

5) Do you think that men are intimidated by successful career women?

6) Have you noticed any resentment or attitude problems directed toward you from the younger women you have worked with? If so, how do you deal with it?

7) How would you rate the attitude of management toward women 35+ who are entering or re-entering the workforce in the field of PR on a scale of 1-5 where 1=excellent, 5=poor?

Why?

8) What would you do differently?

9) a) How do expectations of management differ between you and younger women?

b) Between you and male counterparts?

c) How do you deal with these differences?

10) Have you ever performed the PR function in an unpaid position (volunteer work) ? If so, with what agency/organizations?

11) How much time have you/are you spending volunteering? (per week, per year, etc)

12) What professional value do you think volunteering has, if any? (ie. networking contacts for future PR work? To gain a better understanding of how organizations in the community operate? Looks good on a resume, etc?)

13) How were you asked about volunteer work experience either during the interview for this PR position or on the job application?

14) If you do or have done the hiring for PR positions, were you interested in the applicant's volunteer experiences? How did you find out about it?

15) What attribute/s do you feel is/are the most important for any applicant in the hiring process? (ie. college education, professional experience, hands-on type training as in volunteer work)

16) a.) So, what opportunities do you think women 35+ have in PR?

b.) How do they compare to opportunities of younger women?

c.) Of Men?

17) Overall, are you satisfied with your job?

Why or why not?

18) What advice do you have for other women 35+ who are currently practicing PR or who are considering entering the field?

APPENDIX C

ADDITIONAL COMMENTS OF SURVEYED
PRACTITIONERS AND EMPLOYERS

ADDITIONAL COMMENTS OF
SURVEYED PRACTITIONERS

#A3 Women 35+ entering the workforce have to work harder to achieve the same recognition as other women who are already established in PR

Number of times mentioned if more than once:

Age has advantage - people respect your opinion more but it is difficult to begin your PR career
More experience counts for something

#A-6 The older a woman is, the less chance she has of getting a job in PR.

Confusing. Entry level positions yes - competing against young college grads. Established 35+ female should have no problem changing jobs or getting a job in PR

Sad but true

As a "younger" woman, who has supervised "older" interns (35+) age might be a slight advantage when entering the workplace. They are perceived as more mature, more stable and less likely to leave their career to have a baby, etc.

#A-8 Men are intimidated by a successful career woman.

No comment, would have answered if it had said "some men"
Depends on the age of the man

#A9 I am satisfied with the amount of work expected of me.

N/A
too much though

3

#A10 Women 35+ entering the workplace have to work harder to achieve the same recognition as men.

Who are already in PR?
True for all women

#A 11 My job is very stressful
Any job has stress in it

#A 13 More is expected of me than my counterparts **Number of times mentioned if more than once:**

"More" tends to be secretarial in nature
 There are less expectations of me because
 I am a woman. I have to work harder to
 be noticed.

NA

#A 15 It is easier to learn technical skills than to learn interpersonal skills.

It depends on the individual After age 30,
 it is hard to change a personality.
 You learn interpersonal early.

#A 17 More is expected of me than of younger women.

But my position is more responsible
 Because of my particular position, not
 because of age or sex.
 I am only 30 meaning of question is fuzzy

#A 18 A woman can be a leader in the community, regardless of her educational background or specialized training

A woman can be but may NOT be a leader

#B 21 Through community volunteer work, I have a better understanding of how organizations in the community operate.

Volunteer work not related to PR

**#B-25 I believe my age to have been
 1) beneficial 2) harmful
 3) not affective of my career.**

"Because of the experience I bring to this job	1
Due to childbearing after age 30	1
At what point in my life are we talking?	
Experience	1

**#B26 I believe the type of informal training received through volunteer work
 1) hurts 2) doesn't make a difference
 3) increases hireability in PR**

If PR related	3
But not a huge factor	3

#B27 What is your educational status?	Number of times mentioned if more than once:
Just took APR. Have a master's degree	
APR	2
Business school graduate	
Seminars and conventions	4
State meetings, TPRA PRSA, etc.	
Specialized certification: accredited in PR	

#B286 I have been currently involved in volunteer work in these areas:

Chamber of Commerce	4
Leadership Waco Program	
Toastmasters	
Political campaigns	3
Professional organizations: PRSA	17
Problem solving	
Strategic planning	
Sports	2
Political television	
Arts	2
Women's Microenterprise Development	
Community Choir	
Red Cross	
Design and Layout skills	
IABC	
Civic Club	
Altrusa	
Various Boards	
Junior Achievement	
Junior League	
Community Festival	
Tulsa Oratorio Chorus	
The Gilbert and Sullivan Society	
Neighborhood	
Community	
Anti-crime	
Special Olympics	
Alumni Club	
Mentoring	
Storytelling	

#B309 How much time have you spent performing the PR function voluntarily?

After hours for 15 years.
 It has all been done in my free time
 while working professionally
 Average of two hours per week
 Question unclear
 Volunteer as a PR rep of my company:
 United Way, Health Fairs, leadership groups
 Done volunteer work since teens
 In addition to career
 Less than one year
 75-100 hours yearly

#3310 Attributes you find important for the position in public relations you now hold: **Number of times mentioned if more than once:**

Leadership abilities	2
Ability to motivate others	
Business and mgt courses and experience	4
Organizations	
Goal oriented	
Strategic planning	3
Can do attitude	
Budgeting experience	
Flexibility	
Newspaper experience	2
Professional organizations	
Work experience	2
Relationship with press	
BA in Journalism	
BA in English	
Design	
Computer knowledge; database	
Photography	
Critical thinking	
Problem solving	2
Professional accreditation	
Risk taking	
People mgt.	
Analytical	
Technical expertise: computer, video, audio, etc.	5
Ability to successfully manage multiple priorities	
Management skills/ability	
Ability	
Strong work ethics	
Understanding marketing, positioning, advertising	
Understanding business issues	
Understanding European market issues	
internship	
Journalism experience	
Knowledge of how media works is critical	
PR skills/ training	
Event planning	
Team player	
Aggressiveness	
Being organized	
Negotiations	
Group dynamics	

#B331 A high school diploma is important for the PR position you now hold

N/A 11

#335 Attributes you find important

Writing well above all else 6

**ADDITIONAL COMMENTS OF
SURVEYED EMPLOYERS**

#A 9 Men are intimidated by a successful career woman.

Number of times mentioned if more than once:

"Some" men

#A17 Women 35+ are team players.

Depends on individual

2

#A 19 Women are as serious about their work as younger women

Probably more so, feel they have something to prove
Depends on person

#A 20 Expectation levels are high for a woman in PR who has been a leader in the community regardless of her educational background or specialized training.

Bad question
Although volunteer work does not necessarily prepare one for a PR profession
High for all

#A22 Women 35+ show as much flexibility dealing with people and work-related situations as men

More

#B12 Women 35+ who are new to PR are handled the same as any other employee during evaluation time or if a problem arises.

New - rarely happens
In my experience (18 yrs) very few women 35+ or men enter the field without Qualifications in journalism or related areas.

#B23 What age bracket do you prefer hiring from when hiring public relations practitioners? 1) 23-29 2) 30-34 3) 35-44 4) 45-54 5) 55 and over	Number of times mentioned if more than once:
Depends on the job	2
Doesn't matter	
All I can afford	
Not necessarily important, most important are skills	
Age is not a criterion for ANY profession. A hiring preference based on age is discriminatory and unlawful	
Age has nothing to do with preference... performance does!	
Age is not a factor--honest!	
Age is not a factor in the hiring decision	
None--age makes no difference. Ability does,	
Age is not a factor--best qualified	3
N/A	2
1 - Entry level	
No preference--need skills, experience and ability to match the job regardless of age or sex.	5
Depends on level of position	2
No preference	2
Impossible to answer depends on need	
Depends on position 1 and 2	
Not applicable, I think I am insulted by these questions	
No preference - think all ages starting at age 17, student interns through age 70	2
We hire based on experience, education, ability to do the job regardless of age	
1 - however, it really depends on the position to be filled. Normally OUR need is entry level to five years experience, or 23-29.	
You should have choice for "best candidate regardless of age" Otherwise, your study's results will be scrutinized heavily as biased. Good luck anyway.	
1, 2, 3	
We don't prefer anything but experience and maturity are important	

#B 25 The educational level of PR practitioners preferred by this company is: 1) high school 2) unfinished bachelors 3) bachelor's degree 4) bachelor's and some grad work 5) Master's degree 6) Master's and post-grad work 7) doctoral

Number of times mentioned if more than once:

3, 4
 Internship
 Journalism and PR degrees
 5, 7
 Very experienced PR professional
 Business degree, liberal arts, undergrad and MBA
 Bachelors and community events, network within own organization

#B26 PR employees, who are volunteers, volunteer most with (other than those listed): 1) city gov'n't 2) school, PTA, etc. 3) church 4) non-profits 5) organized volunteer groups: Junior League, hospital aux, etc.

All of the above 2
 Mixed
 4 and 5
 United Way
 Community enrichment
 1, 2, 5
 4, 5
 Don't know
 3, 4
 All
 4,5
 3, 4
 Professional organizations.
 2,5
 3,4,5,6, political campaigns

#3210 Attributes you look for when hiring other than those listed are:

Internship
 Organizational skills
 Creativeness, esp. in problem solving
 Work ethics
 Desire
 Computer
 Team oriented
 Previous writing experience
 Business experience
 Political experience
 Journalism degree
 Terrific 'can-do' attitude
 Attitude is the #1 determinant of success in PR
 Great attitude; can-do spirit

#3210 (cont'd)

Number of times mentioned if more than once:

Some master's work
Detail oriented
Able to see the big picture
New business potential

#C33 How would you rate the attitudes of management toward women 35+ entering or re-entering the workforce in the field of PR?

Virtually nobody, male or female,
enters the PR field at 35+
Same as any other applicant

APPENDIX D

ORGANIZATIONS AND TYPES OF VOLUNTEER DUTIES
OF INTERVIEWED PRACTITIONERS

ORGANIZATIONS AND TYPES OF VOLUNTEER DUTIES OF INTERVIEWED PRACTITIONERS

ORGANIZATIONS

Church
Professional Organizations
Civic
Non-Profits
Special interest groups
Community organizations
Arts
Boards
Foundation
University volunteerism
Sorority
Alumni
County
State
Junior Service League
Political
School
Workshops
Industry
Health
Free clinic

TYPES OF VOLUNTEER DUTIES

Newsletters
Brochures
News releases
Lectures
Fundraising
Tutoring
Organizing programs
Teaching
Publicity chair
Campaign chair
Counseling
Board service
Orientation classes
Advisor
Speaker's bureau
Officer
Membership drive
Coordinator
Media events
Workshops
Media relations
Mailings
Pro-bono advertising
Free clinic
Community-wide drives
Receptionist

APPENDIX E

ADVICE FROM INTERVIEWED PRACTITIONERS
TO WOMEN 35+ ENTERING OR RE-ENTERING
THE WORKFORCE IN PUBLIC RELATIONS

**ADVICE FROM INTERVIEWED PRACTITIONERS
TO WOMEN 35+ ENTERING OR RE-ENTERING
THE WORKFORCE IN PUBLIC RELATIONS**

1

Get two years experience in news media. Know what dealing with hard news deadlines is like. Take news media advertising.

2

Be a "can-do," realistically.

3

If it is something you want to do, do it.

Don't stop learning. If your natural leaning is PR, go for it. You'll probably be good at it.

4

Try everything, all options. Consider what you enjoy and go in that area. You must be open, flexible, alert to change. Don't get a job and quit.

Lots of thing people do are attributes to getting a job if they just know how to package it. Dress for success. Act and look like you know what you're doing. Men do.

5

Feel confident about yourself. If you're happy and enjoy life, you'll be successful.

Be decisive about what you want in life. Don't have a lot of unresolved issues.

6

I sacrificed myself and gave all to my career. I didn't spend time with my family, or take care of myself. I was burnt out on boards. Be realistic about the positions you apply for and understand the consequences. Now my career path has changed. If you want to be in the top position, be willing to accept the heat. It takes extra energy.

The glass ceiling may be self-induced because we don't want to sacrifice our families, ie divorce, teen suicide, stress....

7

Attitude is everything. Don't jump ship. Focus first and utmost on people skills. Not only with people in public, but peers and management who can make or break you BIG time. Have the ability to develop priorities and stick with them.

Remember you are service oriented. Your day doesn't belong to you---it belongs to your customer. There is always going to be interference.

8

Take your experience and qualifications and prove yourself---for credibility.

Nothing will or should be handed to you. You have to "play the games," like the men do.

9

Sales and PR are a lot alike. You're selling the concept of "why should I be involved?" There are no limitations unless you put them on yourselves. Be honest. Let people talk, don't try to oversell. You can learn a lot about their needs if you let them talk. Your product/service is NOT for everyone. Let them go, others will come along.

10

Don't sacrifice your principles. Work hard, absorb and learn all you can whether you think it's important or not. Keep contacts open. Stay involved in the community so people will know you're still there. Give your life balance—especially single women. Learn to rely on yourself and trust instincts. Don't be afraid to take chances or to change. Look for things that make you grow. Grab opportunities and don't be afraid to ask for help if you need it.

11

Keep trying if you're not "there." Trust in yourself. Demonstrate good attitudes. Nothing can stop you. Lots of people in this business have a hard time delegating—creative people. Sometimes a course can teach you a better way to do things.

12

Continue education. Be ready for different career opportunities. In the future, computer skills are not optional. You have to take communication and PR classes, no matter what the job.

13

Communicate clearly what you have to offer. Experience and 35+ indicate cleared decks. Not starting a family, new marriage, things that take away from the concentration level of younger employees. More experience = more value; energy, enthusiasm and experience.

14

Short resumes, 1 page. Accurate skills on resume. Be honest, deal with stress well, be organized. For fundraising: you have to believe in your product to be convincing. Be prepared for change. Print deadlines, PR and journalism are good professions. PR and journalism are good for women. Newspaper work is exciting and PR go well together.

No longer choose something and say I'm only going to do that. Change hats.

15

It's unusual to come in at my age or even a little younger unless from a related field.

16

Thoroughly investigate who you're going to work for. Do your homework, research. Before applying be able to say "yes, I want to be a part of this group." Measure results. PR is very broad, so you must have a measurement tool to measure results.

17

Confirm questions with supervisors to clarify the priorities of your job. Women tend to fix things unnecessarily. When overwhelmed ask you boss or give management a list and have them prioritize it for you. Make sure you're on target. One day something may be so important, later it's not, or male/female communication perceptions of importance may be off. BE computer literate, force yourself to keep up with internet and other electronic media. Give yourself assignments and record them. Speak well.

18

Try it if you want to do it. Give it everything you have. Keep an open mind. Take one day at a time, not settling on long term goals. I get to see the finished products. It's a personal satisfaction.

19

Pursue PR. It's a very open field, and a good one to be a part of. Lots of variety. You can be creative. Take advantage of opportunities and turn them into public relations.

APPENDIX F

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW
APPROVAL

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

Date: 07-21-94

IRB#: AS-95-005

Proposal Title: AN EXAMINATION OF THE RELATIONSHIP BETWEEN WOMEN 35-YEARS-OF-AGE AND OLDER ENTERING OR RE-ENTERING THE WORKFORCE IN THE FIELD OF PUBLIC RELATIONS AND THEIR EMPLOYERS

Principal Investigator(s): Charles Fleming, Ann-Houston Jenkins

Reviewed and Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved


APPROVAL STATUS SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT NEXT MEETING.

APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR BOARD APPROVAL.

ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for Deferral or Disapproval are as follows:

Signature:


Chair of Institutional Review Board

Date: July 26, 1994

2
VITA

Ann Houston Jenkins

Candidate for the Degree of
Master of Science

Thesis: CAREER RELATED PERCEPTIONS OF WOMEN 35-YEARS-OF-AGE AND OLDER
ENTERING OR RE-ENTERING THE WORKFORCE IN THE FIELD OF PUBLIC RELATIONS
AND RELATED PERCEPTIONS OF THEIR EMPLOYERS

Major Field: Mass Communications

Biographical:

Personal Data: Born in Enid, Oklahoma, August 17, 1951, the daughter of
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Education: Graduated from C.E. Donart High School, Stillwater, Oklahoma, in
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Professional Training: Marketing Specialist, Oklahoma ABLE Tech, Oklahoma
State University, 1995; Stillwater Area United Way Publicity Chair, February
1994 - January 1995; Intern in the Public Information Office, Oklahoma
State University, May 1993 - May 1994; Special Projects: Marketing and
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Part Owner and Photographer for a Photographic Greeting Card
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