

Public Abstract

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Title: THE ROLE OF WORK PREFERENCES IN THE DISPARITY BETWEEN  
FEMALES IN PUBLIC RELATIONS AND FEMALES LEADING PUBLIC RELATIONS

This study examines the choices of Public Relations practitioners in an agency setting to analyze their preferences for work-life balance and the domestic division of labor. The in-depth interviews of 10 practitioners were used to add to the literature available on the use of Preference Theory to describe why women make up a majority of the Public Relations career field, but do not make up a majority of the leaders within Public Relations. Results indicate that PR practitioners are making work-life balance choices that have affected their career progression, there is an acceptance of long work hours that restricts advancement of people with family commitments, and work-life balance issues were not factors for employees' eligibility for advancement; however, management did feel that their billable hours and ability to balance the two would affect their selection.