

The Role of Work Preferences in the Disparity Between Females in Public Relations and Females Leading Public Relations

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Abstract

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.