ABSTRACT

THESIS: Telling the Story of Women’s Contribution to Public Relations

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This study examines the representation of women in public relations industry publications. The three publications published by the Public Relations Society of America and International Association of Business Communicators were content analyzed to determine the inclusion of women. Findings suggest that women are not represented in industry publications at the percentages of which they represent the field. Results of this study suggest that the contributions and value of women in public relations may still be overlooked despite the feminization of the field. The largest benefactors of this research will be future female practitioners currently enrolled in undergraduate and graduate level public relations programs. An understanding of women’s contributions to the profession is important for many reasons. The scholarly and tactical contributions of women provide examples to future professionals of what can be done in the field as well as the impact they can expect to make in the field.