Gender Disparity in the Public Relations Field
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This research focuses on the gender wage-gap. In 2003 the General Accounting Office (GAO) found that after controlling for occupation, industry, years of work experience, job tenure, number of work hours, time off for childbearing, race, marital status, and education, men still made more than women. This study uncovered the impact of race, education, hours worked, and child-bearing on the gender wage-gap that exists in the Public Relations (PR) industry in ways that both support and contradict the findings of GAO and thus promote a more complex understanding of this key issue. In addition, this research determined the effectiveness of the Lilly Ledbetter Fair Pay Act of 2009.