

The logo for Florida International University (FIU) is a circular emblem. It features the letters "FIU" in a bold, gold, serif font. Below the letters, the text "Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication" is written in a smaller, white, sans-serif font. The entire logo is set against a dark blue background with a subtle pattern of lighter blue dots. A thick red vertical line runs down the left side of the page, passing through the logo.

FIU

Lillian Lodge Kopenhaver Center
for the Advancement of
Women in Communication

The Kopenhaver Center Report

The Status of Women in Communication Are Communications Professionals Achieving Their Potential?

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Are Communication Professionals Achieving Their Potential?
Findings From a National Survey Conducted by the
Lillian Lodge Kopenhagen Center for the Advancement of Women
Florida International University

Introduction

Women in communication professions are three times less likely than men in the same professions to hold a top management position. Men were three times more likely to work for organizations with no women in management positions, and they were more likely to work for a journalism organization (newspapers and online/mobile media) than in magazine or broadcast journalism, advertising and public relations.

Men dominated the highest salary brackets while women were considerably more likely than men to report salaries below the mean.

Women are more likely than men to feel they've been bypassed for a better, higher position because of their gender and/or because of their race or ethnicity.

And women also had worked fewer years than men in their professional fields and in their current positions, which can be explained in part because they are three times more likely than men to have experienced a career interruption.

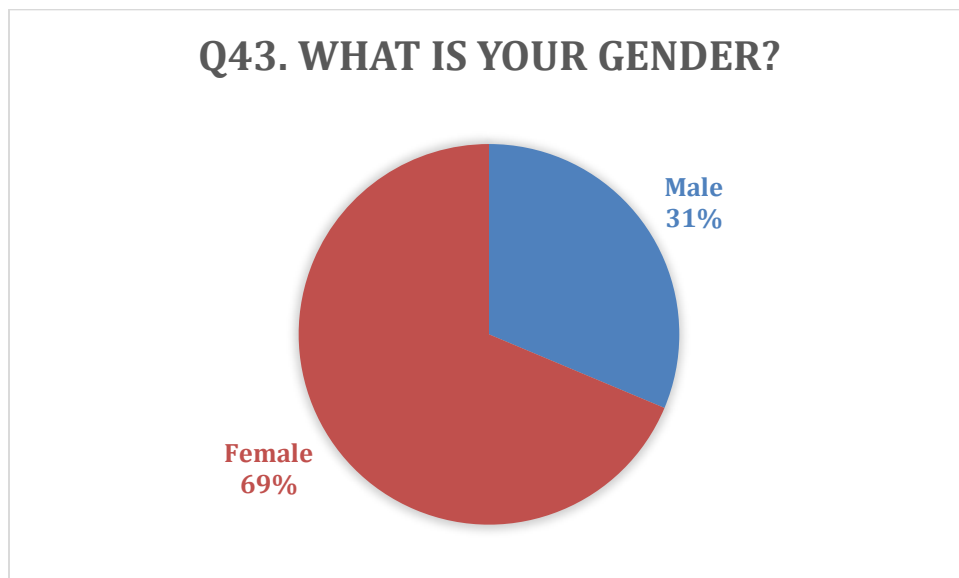
Those are the "headlines" from a nationwide survey conducted by the Lillian Lodge Kopenhagen Center for the Advancement of Women at Florida International University. Fourteen professional associations sent the online survey to their members between mid-December 2015 and mid-February 2016. (The list of associations is included as Appendix 1.)

The Kopenhaver Center believes this is the first survey in the United States that has queried communication professionals in six communication disciplines – newspaper journalism, magazine journalism, online/mobile journalism, broadcast journalism, advertising and public relations -- in the same time period and using the same questionnaire. (For an explanation of the survey’s methodology, see Appendix 2.)

Respondent demographics

More than 1,000 male and female communication professionals – 1,258 -- responded to the survey. One hundred forty-two of these responses were not accepted or recorded; the survey began with an explicit question designed to filter out those who were not professional practitioners but these 142 respondents proceeded to complete the survey even though they should have filtered themselves out. The number of valid responses analyzed was 1,100.

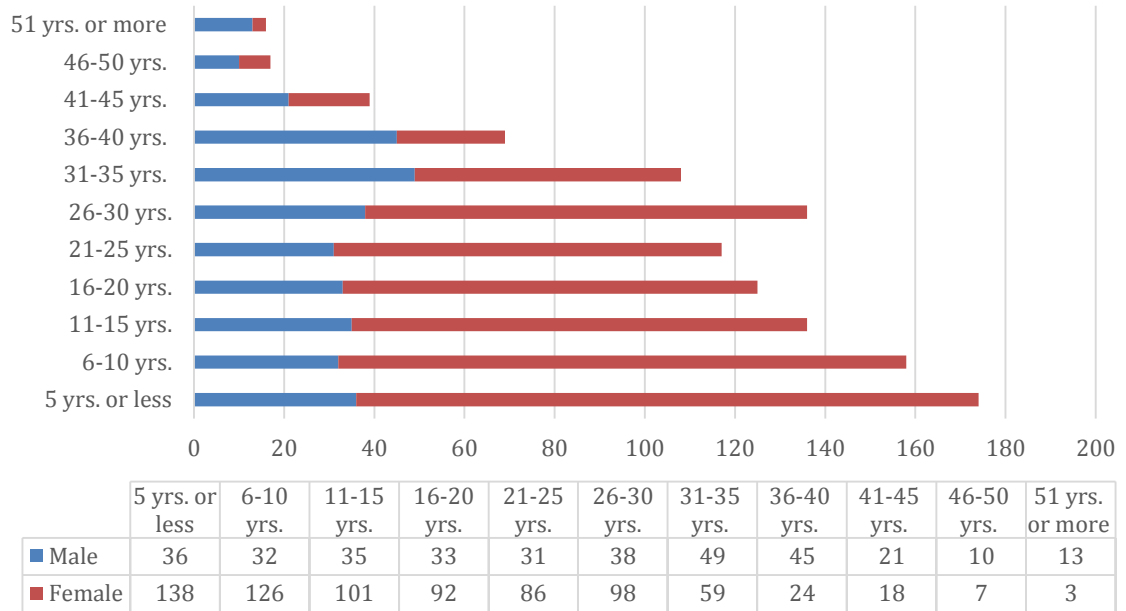
Women outnumbered men more than 2 to 1: 69% of respondents were female, and only 31% were male.



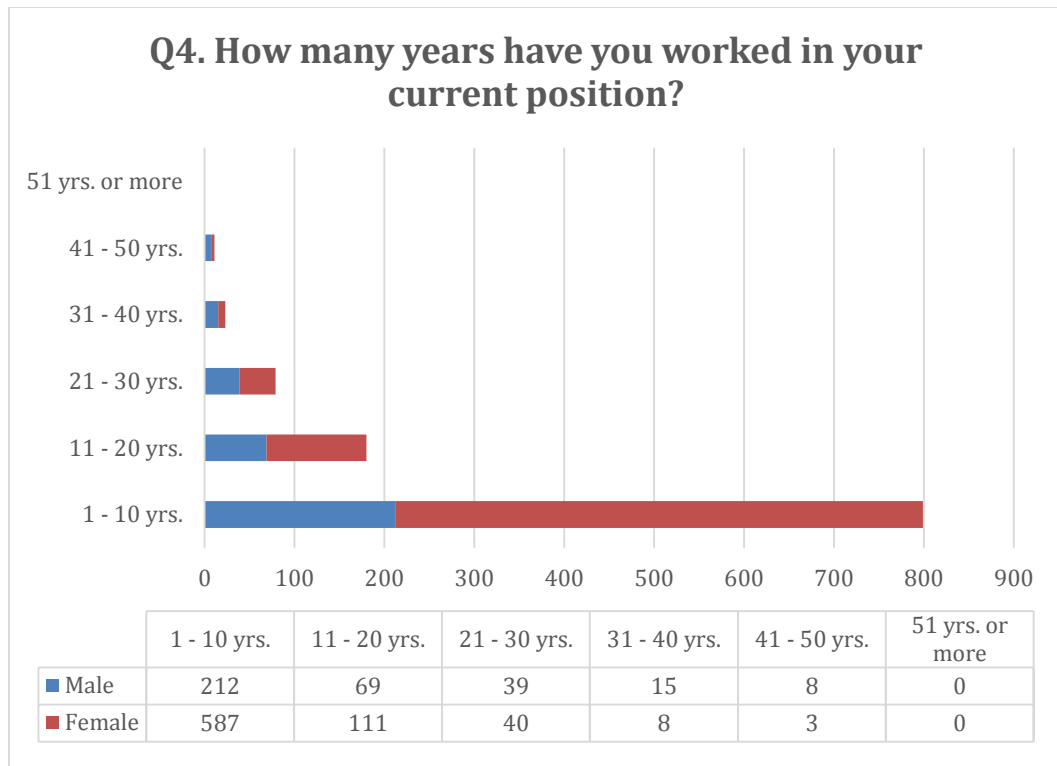
Almost one quarter (24%) of respondents were between the ages of 46 and 55, with another 23% between 56 and 65 years old, and another 21% between 26 and 35. The mean age was 36-45 years old. The largest group of male respondents were between 56 and 65 years old (43% of those who said they were in this age group); the under 25 age group showed the biggest disparity between men and women, with 89% of those who placed themselves in this age category being women.

The mean number of years respondents had worked in their profession was between 16 and 20; women greatly outnumbered men in this range (74% were women, 26% were men). Women outnumbered men in every experience range 35 years or less but men were more likely to have more than 35 years of experience. Of those who said they had worked 10 or fewer years in their profession, 80% were women compared to only 20% of men. Among white respondents, 38% had 10 or fewer years of experience; 41% of African-Americans, 55% of Asians/Pacific Islanders/Asian Americans and 58% of Hispanics/Latinos or those of Spanish descent had worked in their professions 10 or fewer years.

Q3. How many years have you worked in this field?



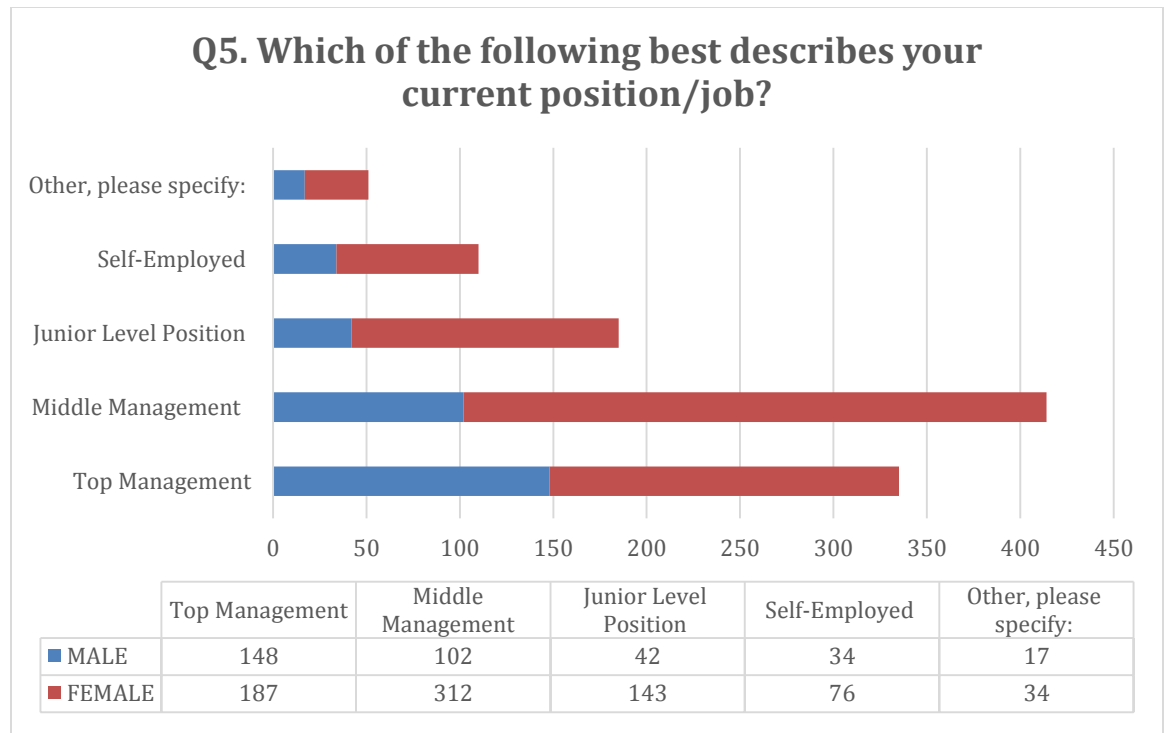
More than half of all respondents had been in their current positions five years or less (54%), and three quarters (76%) of them were female; 73% of all respondents had worked 10 years or less, and 78% of them were female. Women outnumbered men in having worked 25 years or less, but men outnumbered women at 26 years or more on the job. Minorities tended to have spent fewer years in their current position than whites; 52% of white respondents said they had been in their current positions for 5 years or less compared with 69% of African-Americans, 72% of Asians/Pacific Islanders/Asian Americans, 73% of Hispanics/Latinos/those of Spanish descent, and 56% Native American/American Indian.



Career Experiences

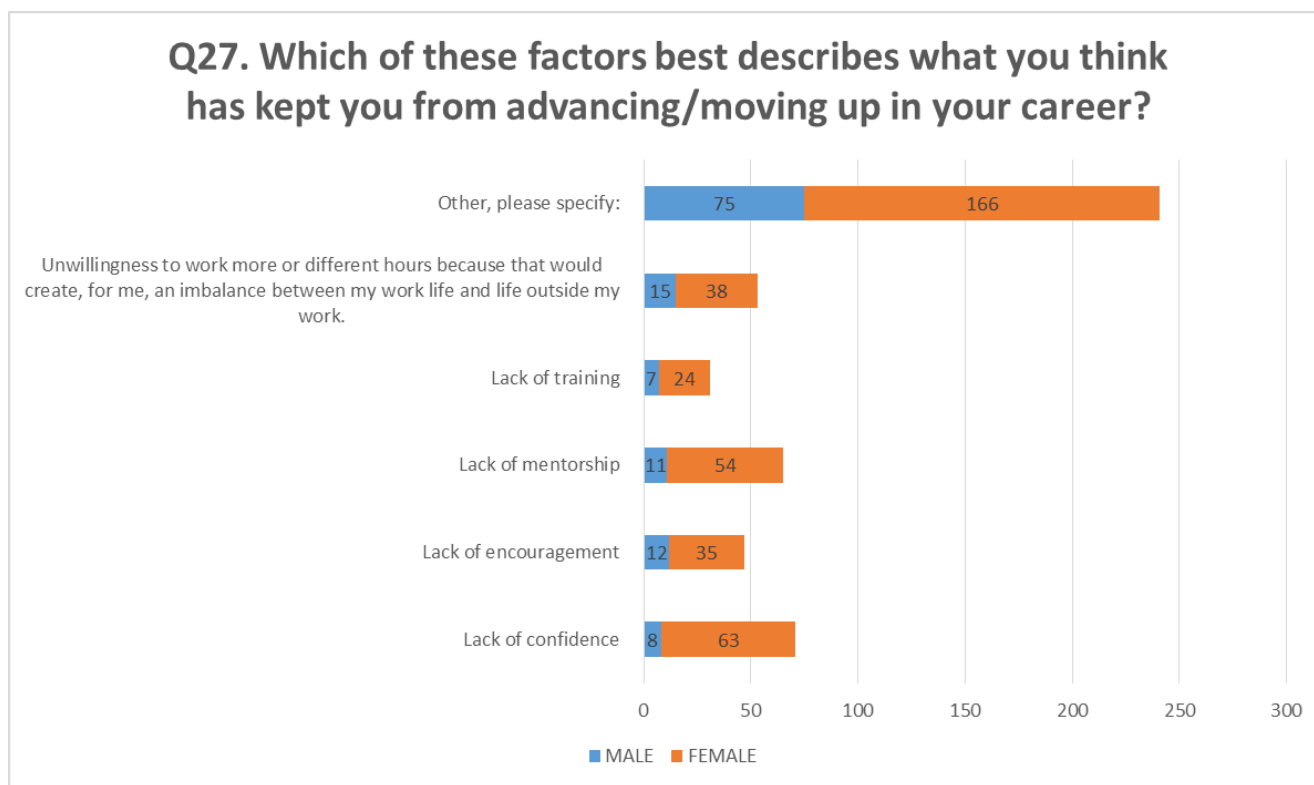
Forty-four % of all respondents said they had experienced an interruption in their full-time careers, and 73% of them were women. Multiracial and African-American professionals were more likely than whites to report career interruptions, and those who worked in advertising, public relations and magazine journalism were more likely than professionals in the other fields. Layoffs, a reduction in force or termination was mentioned most often as the reason for their career interruption by men (54% compared to 33% by women). The reason cited most often by women was parental leave (35% compared to 5% of men). Of those who said they had taken parental leave, 95% were women, and 85% of those who had taken a leave to care for an ailing parent or family member were women. Twice as many men as women (67% compared to 33%) said a change in ownership was the reason for their career interruption.

Of all respondents who said they worked in top management – holding positions with titles such as publisher, general manager, CEO (chief executive officer), president, owner/principal/managing partner, CCO (chief communication officer) or chief creative officer – 56% were women. In contrast, 75% of middle managers were women, and 77% of those in junior level positions were women.



Four in 10 of total respondents said they felt they had been held back from advancing in their careers (44%). Of them, 75% were women. The reasons given most often by respondents were lack of confidence (14%, with 89% of them women) and lack of mentorship (13%, 83% of whom were women. Among “other” responses, most frequently mentioned were office/organizational politics and ageism; a considerable number said they responded “other” because they are self-employed and felt the question was not relevant to them.

While only 25% of all respondents said they had been bypassed for advancement into a management position by someone of a different gender, three quarters of them (75%) were women. These women were most likely to cite a “men-only” organizational culture as the reason (42%); women accounted for 100% of those who gave this as a



reason for being bypassed. “More professional expertise” was the reason cited most often by men (21%) but almost as many (19%) said a “women only” organizational culture was the reason they were bypassed. Respondents in all of the six professional disciplines were almost equally likely (a range from 29% to 22%) to say they had been bypassed because of gender. Minority professionals, regardless of gender, were less likely than whites to say they had been bypassed because of gender (11% compared to 25% of whites).

Respondents were given the option of providing an “other” reason that they might have been bypassed because of gender. The most frequently mentioned “other” reasons for both men and women were office/organizational politics and ageism.

Even though only 10% of respondents said they had been bypassed for advancement because of race, 68% of them were women, and the largest number of them worked in either on-line/mobile journalism or public relations. More than six in 10 of those who said they’d been bypassed because of race were white (64% white, 36% minorities). Almost that same number of whites (58%) said racial discrimination was most likely the reason, while for minorities, more total years of professional experience was the reason cited most often (54%).

Regardless of the reasons they gave for being bypassed themselves, only 26% of respondents said there were barriers to women moving into leadership positions, 84% of them women. Parental or other family responsibilities was the most frequently cited reason among these women, cited by 19%, followed by a perception that women won’t work as hard as men (13% and less industry-specific training (11%). Men also cited parental or other family responsibilities as the reason women were bypassed (19%), followed by 14% who said women had been bypassed because they had fewer years of experience. An overwhelming majority (94%) of all respondents believed there were no barriers to men moving into leadership positions. The percentages were highest in broadcast journalism (97%), in newspaper journalism (95%) and public relations (95%). Among those who said there were barriers, only 40% were men. Barriers identified most often were organizational culture, office/organization politics and an organization’s perceived need for diversity.

The largest number of survey respondents (28%), said the organization for which they worked had 51% or more women among its top managers. Interestingly enough, men were more likely than women to say they worked for organizations with no women managers. Journalism organizations (newspapers and online/mobile media) had higher percentages of women managers than magazine or broadcast journalism, advertising and public relations.

Respondents often indicated their employers limited their upward mobility because of the organization's culture and politics. The Kopenhaver Center survey indicated that despite culture and politics, almost two thirds of respondents (63%) said their employers provided opportunities for employees to better and advance their careers. Of those 63%, 71% were women and 29% were male. Those who worked in public relations were most likely (76%) to say they had career betterment opportunities provided by their employers. Those who worked as magazine journalists were least likely to report employer-provided opportunities (46%). The career enhancement opportunity most often provided by those who employed professional communicators was management training. Also frequently mentioned were opportunities to apprentice with a manager, participation in diversity programs and mentoring of women.

Even though two-thirds of survey respondents said their employer provided opportunities for personal career advancement, slightly less than half of respondents (47%) said they personally had participated in or taken advantage of these employer-provided opportunities. Women were more likely than men to have participated, as were professional communicators in public relations compared with those in other professional communication fields. And management training emerged as not only the most frequently

offered opportunity, but the opportunity in which both male and female respondents were most likely to have participated. Another substantial percentage of respondents, 19% of who were male, had taken advantage of programs to mentor women. Whites and minorities were equally likely to have participated in employer-offered programs. Communicators working in public relations and advertising were most likely to have participated: 56% and 46% respectively said they had participated.

Surveys conducted by professional communication associations have shown that for both women and men, work-life balance issues contribute to job satisfaction and professional mobility. The Kopenhagen Center study explored the accommodations employers offered, and 75% of respondents (68% of them women, 32% of them men) said their employers offered work-life balance accommodations. The most frequently mentioned accommodations were flexible hours and the ability to work from home. These options were most frequently offered by journalism professions (broadcast, magazine, newspaper and online/mobile) and offered least often by those who employ advertising and public relations professional communicators.

Mentoring emerged as an important pre-condition for moving into management and leadership positions. Three quarters of the respondents (75%) said they'd had one or more career mentors. Of these respondents, 68% were women and 87% were white, and they were most likely to work in broadcast, magazine or newspaper journalism. Almost one-fifth (18%) of respondents said they'd had female mentors, and 95% of those respondents were women. But 57% of those who said they'd had mentors identified their mentors as a combination of men and women; of that 57%, 70% were female. Most likely to have been mentored by a female(s) were professional communicators working in

public relations. Most likely to have a man as a mentor were those working in newspaper journalism, and broadcast, magazine and online/mobile journalists were most likely to have been mentored by both men and women.

The majority of respondents (65%), most likely to be magazine or online/mobile journalists, said they had sought their own mentors. A relatively small number (5%) said their employer had assigned mentors while the remaining 30% were or had been in mentoring relationships with a combination of sought and assigned mentors. Of those whose mentors were assigned by their employer, 20% were minority and 69% female.

Mentors played a variety of roles, with the role most often cited by respondents as someone from whom they could seek work-related advice (46%); of them, two-thirds (67%) were women. Another 28% said their mentor(s) had been role models; again, two-thirds of those who identified this role were women. The biggest mentoring discrepancy between women and men was in a mentor's role as someone to ask about organizational culture and politics: although only 6% of respondents overall said their mentor(s) performed this role, 79% of them were women and 21% were men. Men and women also differed considerably in how much they viewed their mentor as someone who introduced them to professionals outside their industry: only 5% of the overall respondent group identified this role, but of them 76% were women and 24% were men. Respondents, both men and women, said seeking personal advice was the least likely of the reasons for their mentoring relationship.

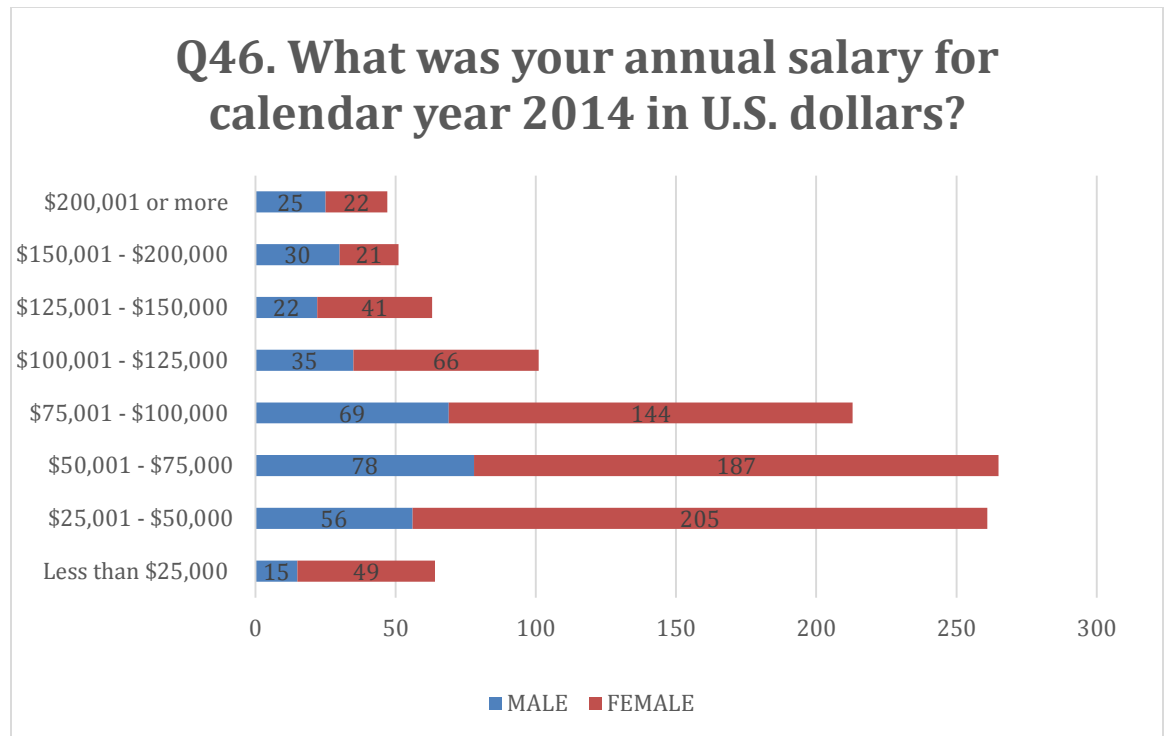
A recent study by a team of researchers at New York University, the University of Pennsylvania and the University of Haifa in Israel found that when women move into occupations in large numbers, those jobs begin paying less even after controlling for

education, work experience, skills, race and geography. There was substantial evidence that employers placed a lower value on work done by women.

The majority of respondents to this survey, in each of the professional disciplines queried, were women. The Kopenhagen Center has not yet conducted the sophisticated statistical analysis that would be necessary to compare its findings with other studies, but responses it gathered seem to corroborate this earlier research.

Salary data gathered in the Kopenhagen Center study showed a mean 2014 annual salary of between \$75,001 and \$100,000. Twenty-one per cent (21%) of male respondents and 20% of women reported this as their salary for that year; of those respondents, 91% were white and only 9% were minorities. Communicators working in the fields of magazine and broadcast journalism were most likely to report salaries in this range; least likely were those working in newspaper and public relations (they said they earned more) and online/mobile journalism (who said they earned less).

The annual salary range reported most often by women was \$25,001-\$50,000 – 28% of female respondents compared to only 17% of male respondents in this range. Women were considerably more likely than men to earn less than the mean; 53% of the female respondents compared to 41% of men reported annual income of less than \$75,001. Men dominated the highest salary brackets \$150,001 and above.



The salary range reported most often by minorities was less than \$25,000 (25%), and another 17% of minority respondents said their annual income was \$25,001 - \$50,000. Another 16% of minority respondents reported 2014 annual income of \$125,001 - \$150,000, the third income bracket most identified by minorities.

Professional journalists – broadcast, magazine, newspaper and online/mobile -- were more likely than advertising or public relations professionals to place themselves in the \$25,001 - \$50,000 salary bracket. The most-reported salary bracket for advertising and public relations professionals was \$50,001-\$75,000; respondents in those fields were also much more likely than journalists to earn more than the mean category of \$75,001-\$100,000. There was little difference in annual salary between whites and minorities.

The recent research reported by the team at New York University, the University of Pennsylvania and the University of Haifa demonstrated a link between level of education and salary. Women in the Kopenhaver Center study had more education than

their male counterparts. More women than men had some undergraduate college, an associate's degree, a bachelor's degree, some graduate school, a master's degree and/or a doctorate. At the lower end of the education continuum, more men than women had only a high school diploma.

A bachelor's degree was the educational level most frequently cited by white respondents. For minorities, it was an associate's degree. Across all respondents, only 3% said they had a doctorate/Ph.D.; 82% of those with doctoral degrees were white.

Advertising, public relations and newspaper professionals were most likely to have a bachelor's degree, and at the top end of the educational scale, professionals working in advertising and public relations were considerably more likely than those in other professions to have a doctorate.

Judy VanSlyke Turk, PhD, Kopenhaver Center Research Fellow and Professor Emerita at Virginia Commonwealth University, prepared the survey for distribution, analyzed the responses and wrote this report. Carlos Folgar, who served as an Assistant at the Kopenhaver Center, prepared the survey for distribution in the Qualtrics software program, and used the same program to provide an analysis of the responses.

Appendix 1

Organizations that Distributed the Questionnaire or a Link to it to Their Members

1. American Advertising Federation (AAF)
2. American Society of Journalists and Authors (ASJA)
3. American Society of News Editors (ASNE)
4. The Association for Women in Communications (AWC)
5. The Association of Alternative Newsmedia (AAN)
6. Investigative Reporters and Editors, Inc. (IRE)
7. LION Publishers
8. National Association of Hispanic Journalists (NAHJ)
9. National Federation of Community Broadcasters (NFCB)
10. National Newspaper Association (NNA)
11. Native American Journalists Association (NAJA)
12. Public Relations Society of America (PRSA)
13. Radio Television Digital News Association (RTDNA)
14. Society of Professional Journalists (SPJ)

Appendix 2

The Kopenhaver Center invited professional associations whose membership included professional communicators from broadcast, magazine, newspaper and online/mobile journalism, advertising and public relations to participate in this comprehensive national survey. The Kopenhaver Center sent the survey and a link to it in early December 2015 to the 18 professional associations who said they were willing to distribute the survey and asked that they distribute the survey or link to their members within the next few weeks.

Because of holidays in late December and early January, some organizations delayed contacting members about the survey until late January. Some organizations chose to distribute the survey itself to their members. Several included mention of the survey in their newsletters, but when few members responded, re-sent the survey or a link to it. Most organizations initially sent members a link to the online survey.

The Kopenhaver Center acknowledges that its list of associations was not all-inclusive, and that differences in how each participating organization invited members to respond makes it difficult to statistically compare responses.