


Women in Communication: Moving Ahead➔

Thursday, April 5, 2018



Florida International University - Biscayne Bay Campus - Wolfe University Center Ballroom | 3000 N.E. 151 St. North Miami, FL 33181 | 305-919-4065



A photograph of a diverse group of people, including a woman in the foreground and a man in the background, all smiling and clapping their hands. The scene is brightly lit, suggesting an indoor event or conference.

The mission of our center is to empower both women professionals and academics in all fields of communications.

— Lillian Lodge Kopenhaver

About the Center



The **Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication** in the **College of Communication, Architecture + the Arts (CARTA)** was established in May 2013. Its mission is to empower both women professionals and academics in all the fields of communication, in order to develop visionaries and leaders who can make a difference in their communities and their profession. **Lillian Lodge Kopenhaver**, Ed.D., Dean Emeritus and professor, is a nationally-known authority and researcher on the First Amendment and the student press and issues related to women in the marketplace. Kopenhaver serves as the executive director of the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, which she founded. She was also honored in 2011 by FIU President Mark Rosenberg with the FIU Distinguished University Service Medallion as an “exemplary role model” of the industry and the community and for demonstrating “a vision, initiative and drive that have been instrumental for almost four decades in the development of the university and the school.”

See more at kopenhavercenter.fiu.edu

About the Conference

In this third annual conference, “Women in Communication: Moving Ahead,” scholars and industry professionals from around the country will continue discussing the status and role of women in communication and the challenges they are facing in the fields of advertising, broadcasting, digital media, magazines, journalism, and public relations. Recognized leaders in the field will discuss how women can move ahead in the keynote addresses, thought leadership panel and panel of professionals and research to be presented throughout the day.

In addition, results of the second national survey conducted by the Kopenhaver Center on the role and status of women in the communications industries will be released, with commentary on comparisons from this one in 2018 to the results of the center’s 2016 survey to ascertain if women have made any progress in such areas as salaries, leadership positions and other facets of moving ahead.

Introduction

Are communication professionals achieving their potential? Findings from a national survey conducted by the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University reveal that women in the communication professions are three times less likely than men in the same professions to hold a top management position; men dominated the highest salary brackets; 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 that women had worked fewer years than men in their professional fields, partly because they are more likely than men to have experienced a career interruption.

The question is, how can women move ahead?

Target Audience

- Advertising
- Broadcast Journalism
- Communications
- Print Journalism
- Magazine Journalism
- Online/Digital Journalism
- Public Relations
- Public Information Officers
- Media Specialists
- Trainers + Educators
- Government Relations

Statistics

The Kopenhaver Center survey in 2016 reported the following statistics:

- Women were considerably more likely than men to earn less than the mean income: 53% of the female respondents compared to 41% of males reported annual income of less than \$75,000.
- Male respondents, 76%, and female respondents, 24%, said they worked for organizations without women in management positions.
- The mean salary reported was between \$75,000 and \$100,000 for all communications professionals. Only 9% of minorities said they earn that much.
- Women were three times less likely than men to hold a top management position.

Morning Keynote Speaker



Sharri Berg

Chief Operating Officer, News & Operations, FOX Television Stations
Senior Vice President, News & Operations, FOX News

Sharri Berg joined FOX News Channel (FNC) at its inception in 1996 and currently serves as senior vice president of news operations for the network. She is also the chief operating officer of news and operations for the FOX Television Stations (FTS) group.

Working in a dual capacity for both FOX's cable news and broadcast divisions, Berg currently oversees all initiatives and talent development for news programs across the FTS group, and manages news operations for FNC. Additionally, Berg is responsible for driving innovations across all of FOX's news platforms. Most recently, she developed the Fox Flight Operations, the network's national drone program, LNS (local news sharing initiative), enhanced field reporting technology, and the Fox News Reporter Training Program, which just graduated its third class of multi-media reporters.

During her tenure, Berg notably helped launch FOX News Channel and has held key operational positions at the network. She started her career with FNC as a satellite operations manager and progressed into leadership roles, which encompass field operations and newsgathering. In October 2005, she was promoted to senior vice president of FNC and FTS.

As a 21st Century Fox and News Corp 30-year veteran, Berg began her career with WNYW-TV as a sales assistant. She graduated from American University in Washington, D.C., with a B.A. in broadcast journalism.



Morning Panelists - A Conversation with Professionals



Michelle Zubizarreta

Co-Owner, Zubizarreta Investments, Inc.
Former Chief Administrative Officer, Zubi Advertising



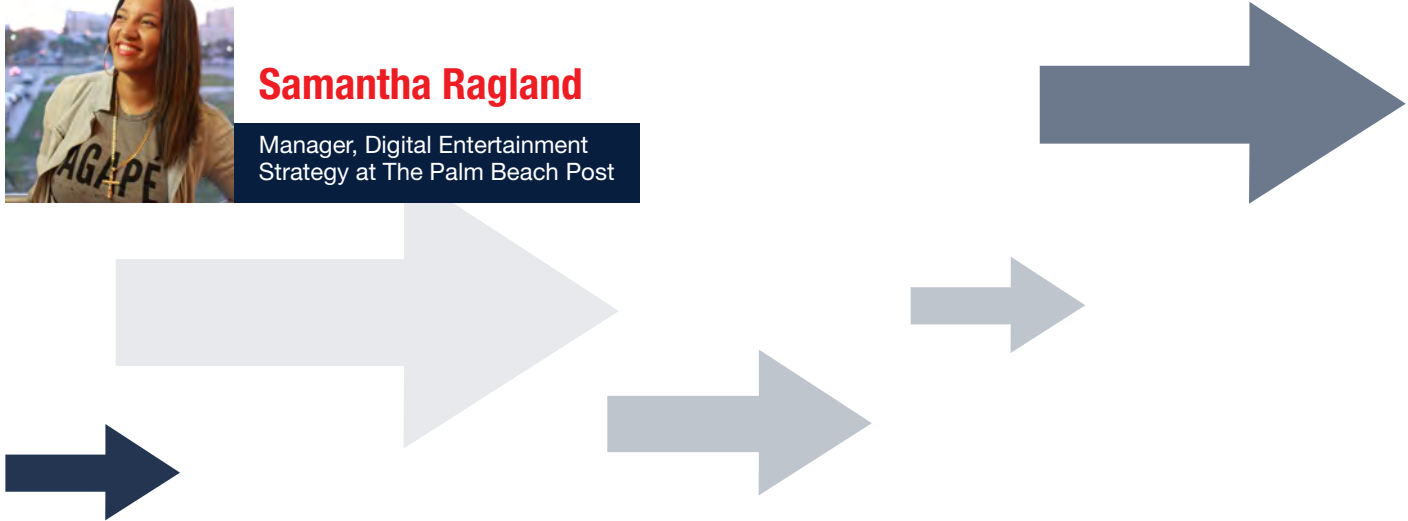
Rosanna M. Fiske

Vice President
Corporate Communications,
Wells Fargo & Company



Samantha Ragland

Manager, Digital Entertainment Strategy at The Palm Beach Post



Afternoon Keynote Speaker



Ilija Calderon

Univision News Anchor
Noticiero Univision

Prior to joining “Noticiero Univision Edición Nocturna” in 2011, she was co-anchor of Univision’s “Primer Impacto” (First Impact), Hispanic America’s No. 1 daily newsmagazine. Prior to that, she served as co-anchor of the weekend edition, “Primer Impacto Fin de Semana.”

Previously, she co-anchored Telemundo’s weekend national newscast where she covered major national and international events, including the 9/11 terrorist attacks, the invasion of Afghanistan, the Iraq war, the capture of Saddam Hussein, and the devastation left by Hurricane Katrina. Calderon was also news anchor for the international cable network Telemundo Internacional, and has interviewed numerous prominent politicians and celebrities, among them former Secretary of State Hillary Rodham Clinton, former Colombian president Álvaro Uribe, and world-famous singer/songwriter Shakira.

As a respected journalist, Calderon has received several recognitions during her professional career, including an Emmy® Award. In 2005, she received the “Premio Orquídea” award, which honors Colombians abroad, for best international journalist of the year. In 2002, she was named one of the 100 most important Hispanic journalists by the Hispanic Media 100 organization. Calderon graduated with a Bachelor’s degree in Social Work from Universidad Pontificia Bolivariana.

Afternoon Panelists - Thought Leaders Talk



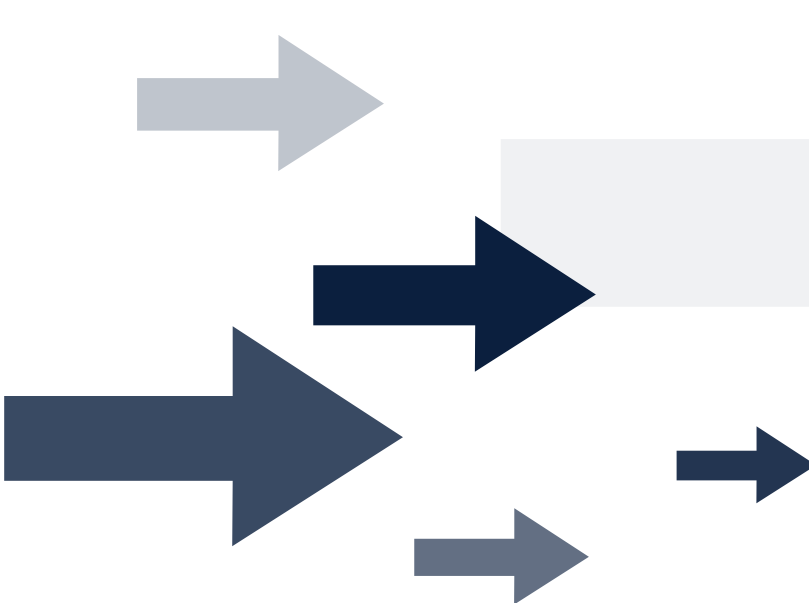
Alina Falcon

Senior Vice President of Daytime Programming, NBC/Universal Telemundo Network



Cynthia Hudson

Senior Vice President and General Manager of CNN en Español and Hispanic Strategy for CNN/U.S.

Several arrows of varying sizes and shades of blue and grey point towards the quote on the right.

“Own your space in this world and make it better. Not just for women, but for everyone.”

— Anne Vasquez, 2017 Keynote Speaker

Schedule

8:30 a.m.

9:30 a.m.

REGISTRATION

WELCOME

Dr. Lillian Lodge Kopenhaver
Executive Director, Kopenhaver Center

Stephanie Bertini

Reporter | WTVJ NBC 6 South Florida, MC

MORNING KEYNOTE ADDRESS

Sharri Berg

Chief Operating Officer, News & Operations
FOX Television Stations
Senior Vice President, News & Operations, FOX News

RELEASE OF SURVEY RESULTS

Dr. Tracy Everbach
University of North Texas

A CONVERSATION WITH PROFESSIONALS

Rosanna M. Fiske

Vice President, Corporate Communications
Wells Fargo & Company

Samantha Ragland

Manager, Digital Entertainment
Strategy at The Palm Beach Post

Michelle Zubizarreta

Co-Owner at Zubizarreta
Investments, Inc.

Candi Carter Olson

Assistant Professor of Media and Society at
Utah State University, Moderator

12:30 p.m.

1:45 p.m.

LUNCH BREAK

AFTERNOON KEYNOTE ADDRESS

Mayte Padron Cordones
Director of Community Affairs
WPLG – Local 10, MC

Ilia Calderon

Univision News Anchor,
Noticiero Univisión Edición Nocturna
Univision News

THOUGHT LEADERS TALK

Alina Falcon

Senior Vice President of Daytime Programming,
NBC/Universal Telemundo Network

Cynthia Hudson

Senior Vice President and General Manager of
CNN en Español and Hispanic Strategy for CNN/US

Nathalia Ortiz

Reporter | WSCV -Telemundo 51, Moderator

CLOSING SESSION: FUTURE DIRECTIONS

10:30 a.m.

11:15 a.m.

2:45 p.m.

4:00 p.m.

Conference Hotel + Site



Newport Beachside Hotel & Resort

16701 Collins Avenue,
Sunny Isles Beach, Florida 33160

Rates: \$149 per night

For reservations, call hotel at 305-949-1300 or Toll Free at 1-800-327-5476

Reservation Deadline: March 3rd, 2018



Wolfe University Center

3000 NE 151st St
North Miami Beach, Florida 33181
305.919.5800
305.919.5825



Click here for Mapquest Directions from the Hotel

- Head south toward Collins Ave.
- Turn right onto Collins Ave.
- Get on FL-826 W/NE 163rd St/Sunny Isles Blvd.
- Continue on FL-826 W/NE 163rd St/Sunny Isles Blvd to North Miami.
- Continue on NE 151st St to your destination.

Sponsorship Information

PLATINUM SPONSOR

\$5,000

- Company giveaways and handouts distributed throughout the event (materials provided by the company)
- Verbal recognition during opening remarks
- VIP luncheon and sponsorship recognition with keynote speaker, Dean, Executive Director and other leadership members
- Recognition at closing networking reception with the College Dean and Center's Leadership Council members.
- Photo opportunity with Keynote Speaker and Executive Director of the Kopenhaver Center
- VIP Priority seating at the Wolfe University Center Ballroom available upon request
- Complimentary parking at the BBC parking lot available upon request
- Company name included in all public relation campaigns
- Company logo on website with link to company website
- Company logo in all collateral materials including banners, posters, flyers, email blasts, and social media
- Recognition in conference program
- Recognition in FIU News, College newsletter, FIU Alumni Association and Florida Communication organizations (approximate circulation of 60,000+)

GOLD SPONSOR

\$3,000

- Verbal recognition during opening remarks
- Recognition at closing networking reception with the College Dean, and members of the Center's Leadership Council
- VIP Priority seating at the Wolfe University Center Ballroom available upon request
- Complimentary parking at the BBC parking lot available upon request
- Company name included in all public relation campaigns
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- Recognition in FIU News, College newsletter, FIU Alumni Association and Florida Communication organizations (approximate circulation of 60,000+)



SILVER SPONSOR

\$2,000

- VIP Priority seating at the Wolfe University Center Ballroom available upon request
- Complimentary parking at the BBC parking lot available upon request
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- Recognition in conference program
- Recognition in FIU News, College newsletter, FIU Alumni Association and Florida Communication organizations (approximate circulation of 60,000+)

BRONZE

\$1,000

- Company name included in all public relation campaigns
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- Recognition in FIU News, College newsletter, FIU Alumni Association and Florida Communication organizations (approximate circulation of 60,000+)

FRIENDS OF THE KOPENHAVER CENTER

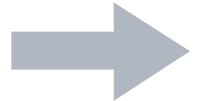
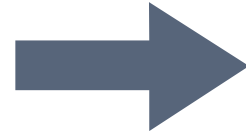
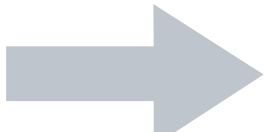
\$500

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GIFT-IN-KIND

As an In-Kind Donation Sponsor, you are helping the Kopenhaver Center by providing your product or service for student participants and guests to use free of charge.

- Recognition in FIU News, College newsletter, FIU Alumni Association and Florida Communication organizations (approximate circulation of 60,000+)
- Company logo on website with link to company website
- Company logo on collateral materials



Commitment Form

SPONSOR LEVEL

- PLATINUM SPONSOR SILVER SPONSOR FRIENDS OF THE KOPENHAVER CENTER
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SPONSOR CONTACT INFORMATION

Name: _____
Contact/Laison + Title: _____
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PAYMENT INFORMATION

Make check payable to: FIU Foundation Memo Line: Kopenhagen Center – Women in Communication Conference

Check Enclosed In the amount of: _____

Credit Card Payment:

This is my personal card This is my company credit card

Amount: _____
Name on Card: _____
Card Number: _____
Exp. Date: _____ CVW Code: _____
Signature: _____

CHECKS. MAIL TO

Biscayne Bay Campus
Academic Two - 252
3000 N.E. 151 St. North Miami, FL 33181

CREDIT CARDS. FAX ONLY

Submit this completed form via:
Fax: 305-919-4410

QUESTIONS?

Contact Lillian Abreu at
labreu@fiu.edu
305-348-4065

Note that your contribution may be considered tax deductible, where allowed, to the fullest extent under the law as allowed by IRS regulations. Purchase of Ads are not considered charitable. Any and all net proceeds from this event, after payment of associated expenses, may be used to support the Lillian Lodge Kopenhagen Center through the FIU Foundation, Inc. The amount of your contribution that is deductible is limited to the excess of your contribution over the value of the goods and services provided to you. In accordance with Foundation policy, the Foundation may assess a one-time Advancement Initiative Fee in the amount of 3% of the Gift ("Initiative") to support the University's general fundraising and capital campaign expenditures. The Initiative will be collected with the first installment of the Gift (and any subsequent installment, if necessary) in order to fulfill the Initiative as soon as practicable.

Please submit this completed form to:

Lillian Lodge Kopenhagen Center
School of Communication + Journalism
Biscayne Bay Campus
Academic Two - 252
3000 N.E. 151 St. North Miami, FL 33181
PH: 305-348-1805 or 305-919-4065
E-mail: mgclaver@fiu.edu

2017 Highlights + More



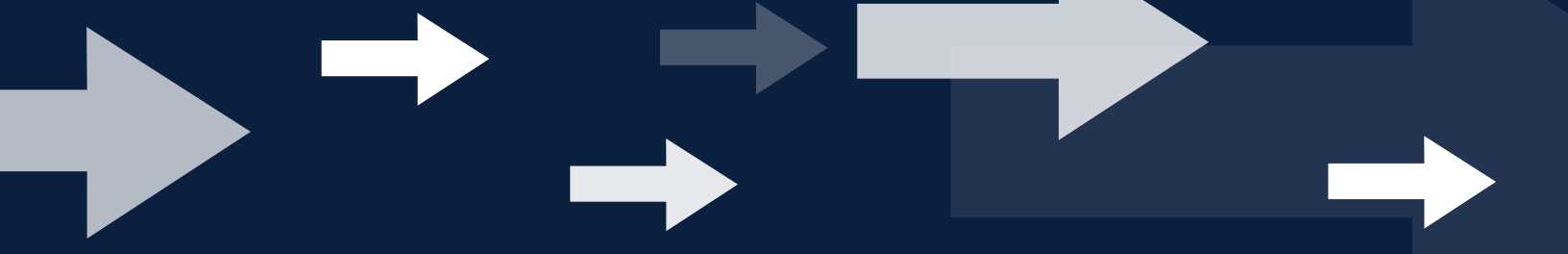
Breaking the Barriers Panelists: **Molly Yanity**, Quinnipiac University, "Are We There Yet?: Continuing to Ask the Question for Women in Sports Media Careers – A Longitudinal Study." **Tracy Everbach**, University of North Texas, "Mediating Misogyny: Gender, Technology and Harassment"; **Kimberly Wilmot Voss**, University of Central Florida, "Politicking Politely: Advancing Women in the 1960s and 1970s."



Thought Leadership Panelists: **Lauren Wolfe**, Director of Women's Media Center's Women Under Siege, **Mindy Marques**, Executive Editor and Vice President for News, The Miami Herald; **Rochelle Oliver**, Staff Editor, The New York Times; moderated by **Stephanie Bertini**, NBC6-Miami.



Keynote Speaker **Anne Vasquez**
Chief Digital Officer | tronc, Inc.



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