Women in Communication: Moving Ahead

Thursday, April 5, 2018
The mission of our center is to empower both women professionals and academics in all fields of communications.

— Lillian Lodge Kopenhaver
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.

About the Conference

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
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?

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.
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

Samantha Ragland
Manager, Digital Entertainment Strategy at The Palm Beach Post

Rosanna M. Fiske
Vice President Corporate Communications, Wells Fargo & Company
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 Orquidea” 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.
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.

“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.  
REGISTRATION

9:30 a.m.  
WELCOME  
Dr. Lillian Lodge Kopenhaver  
Executive Director, Kopenhaver Center

Stephanie Bertini  
Reporter | WTVJ NBC 6 South Florida, MC

10:30 a.m.  
MORNING KEYNOTE ADDRESS  
Sharri Berg  
Chief Operating Officer, News & Operations  
FOX Television Stations  
Senior Vice President, News & Operations, FOX News

11:15 a.m.  
RELEASE OF SURVEY RESULTS  
Dr. Tracy Everbach  
University of North Texas

12:30 p.m.  
LUNCH BREAK

1:45 p.m.  
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

2:45 p.m.  
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

4:00 p.m.  
CLOSING SESSION: FUTURE DIRECTIONS  
Candi Carter Olson  
Assistant Professor of Media and Society at Utah State University, Moderator
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.
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
- 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+)
SILVER SPONSOR
$2,000
• VIP Priority seating at the Wolfe University Center Ballroom available upon request
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• 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+)

BRONZE
$1,000
• 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+)

FRIENDS OF THE KOPENHAVER CENTER
$500
• Company name included in all public relation campaigns
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• Company logo in all collateral materials including banners, posters, flyers, email blasts, and social media
• Recognition in FIU News, College newsletter, FIU Alumni Association and Florida Communication organizations (approximate circulation of 60,000+)

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

☐ GOLD SPONSOR  ☐ BRONZE SPONSOR  ☐ GIFT-IN-KIND

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

QUESTIONS?

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

Please submit this completed form to:
Lillian Lodge Kopenhaver 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

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 Lilian Lodge Kopenhaver 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.
**2017 Highlights + More**


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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