

# 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 appears to be a celebratory event or a professional gathering. The background is slightly blurred, showing a red wall and some architectural elements.

***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](http://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



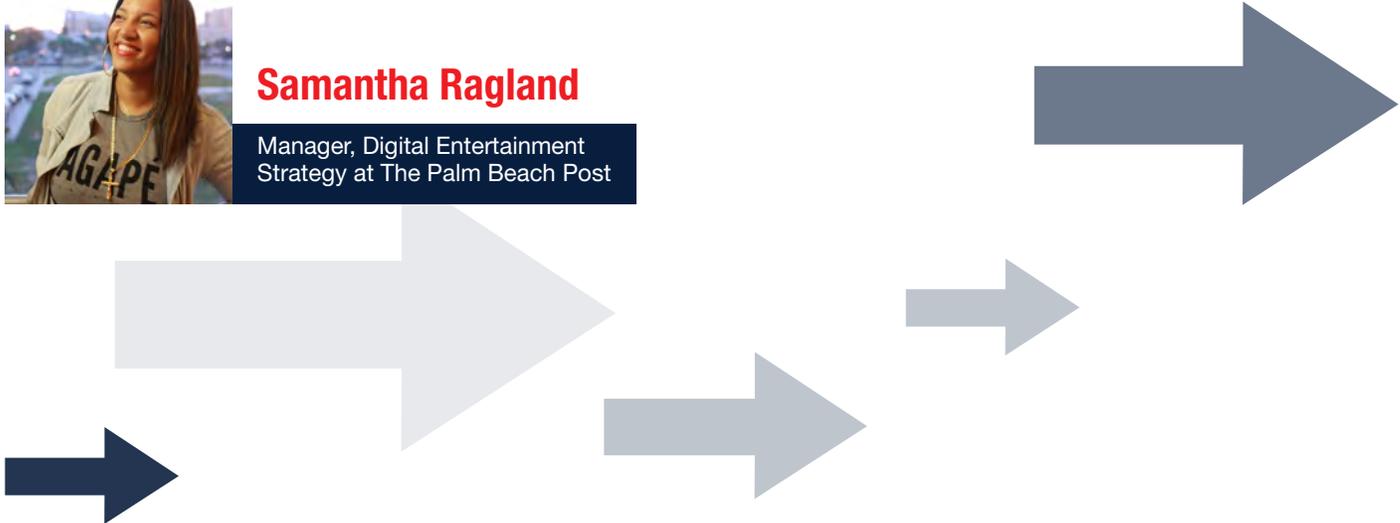
**Rosanna M. Fiske**

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



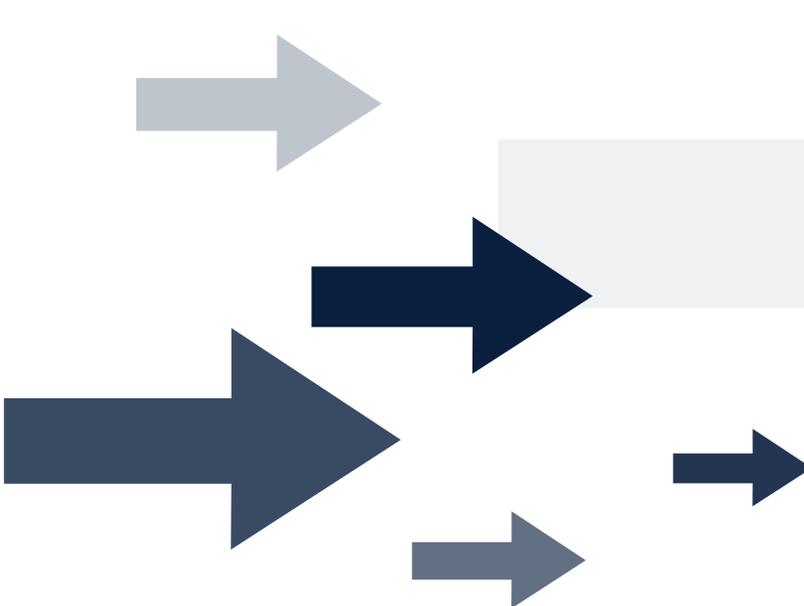
**Alina Falcon**

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 right, some overlapping each other.

***“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

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

10:30 a.m.

11:15 a.m.

# Conference Hotel + Site



## Newport Beachside Hotel & Resort

16701 Collins Avenue,  
Sunny Isles Beach, Florida 33160

Rates: \$149 per night

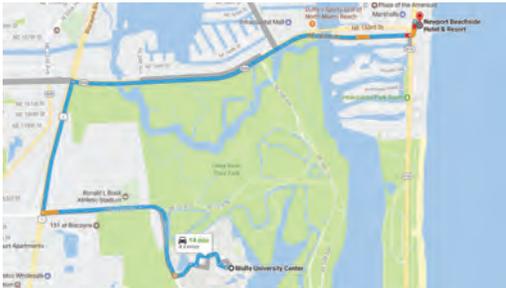
For reservations, call hotel at 305-949-1300 or Toll Free at 1-800-327-5476

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
- 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+)



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## 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
- 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+)

## 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

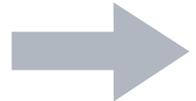
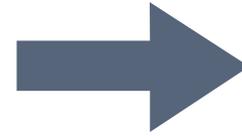
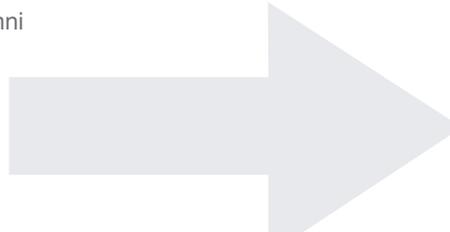
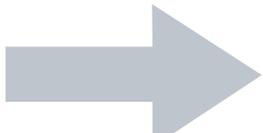
\$500

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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  
 GOLD SPONSOR       BRONZE SPONSOR       GIFT-IN-KIND

## SPONSOR CONTACT INFORMATION

Name: \_\_\_\_\_  
Contact/Laison + Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_

## 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



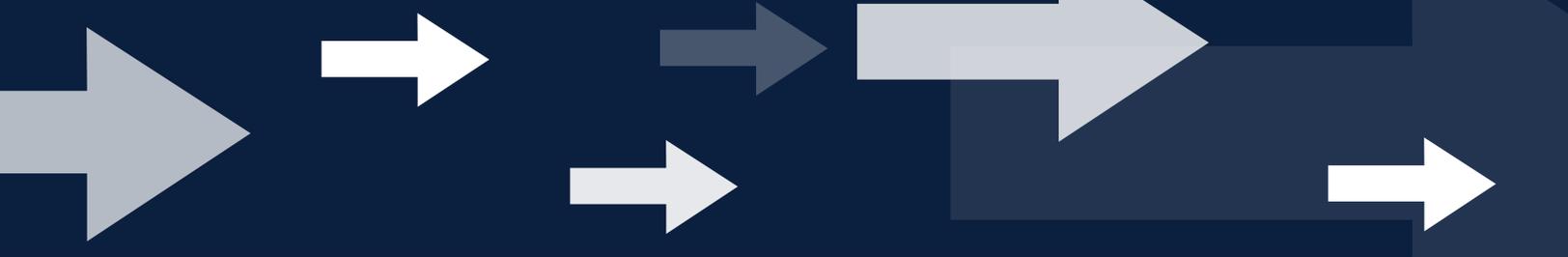
Breaking the Barriers Panelists: **Molly Yanity**, Quinnipiac University, "Are We There Yet?: Continuing to Ask the Question for Women in Sports Media Careers – A Longitudinal Study." **Tracy Everbach**, University of North Texas, "Mediating Misogyny: Gender, Technology and Harassment"; **Kimberly Wilmot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