



Lillian Lodge Kopenhaver Center for the
Advancement of Women in Communication
FLORIDA INTERNATIONAL UNIVERSITY

2018 KOPENHAVER CENTER REPORT

**Women earn less, experience negative company cultures and still face a
glass ceiling in the communications industries**

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Introduction

Clear, objective and robust communications reported or distributed by individuals representative of the population they serve are the foundation of a democracy. Even though women make up more than half the population of the United States, and also compose three-fourths of the graduates of college and university communication schools today, a survey of the communication industries in 2018 revealed the following highlights:

- Women earn lower salaries than men
- Women are more likely to spend fewer years in the communications professions than men and lack longevity in their current positions
- More women are middle managers and in junior level positions, while men dominate top management positions
- The culture of the company often prevents women from being promoted in favor of men
- Most communicators, both men and women, enter their positions without any digital training and do not receive digital training in their current jobs

Methodology

These were some conclusions from the second survey distributed nationally by the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication in the College of Communication, Architecture + the Arts at Florida International University. The first survey was distributed in 2015-16 to develop a baseline for a study of the role and status of women in the communications professions. That was the first time that the same survey had been distributed at the same time to all the professional communication industries in the

country. Those industries represented newspapers, digital/mobile/online, broadcast, public relations, advertising, and magazines. The second survey in 2018, "*The Role and Status of Women in the Communication Industries: Are Communication Professionals Achieving their Potential?*", was intended to replicate most of the questions in the first survey, with the addition of a number of questions on digital media, recognizing the rapid growth in this area over those two years. The intent was to also ascertain any substantial changes from 2016 to 2018 in survey responses. Those participating in the 2018 study accessed the survey via 22 national professional organizations which agreed to partner with the Kopenhagen Center to distribute the survey to their memberships over a period of five months, from September 2017 to January 2018.

Demographics of Respondents

A total of 1,378 individuals responded to this survey. For purposes of this study, educators and others who were not working practitioners in the communication industries were excluded, therefore, leaving valid responses from 898 communication professionals. Women (n = 750) represented (83%) of total respondents. Participants represented all 50 states, with the five largest number of returns from Texas, Florida, California, Ohio, and Virginia.

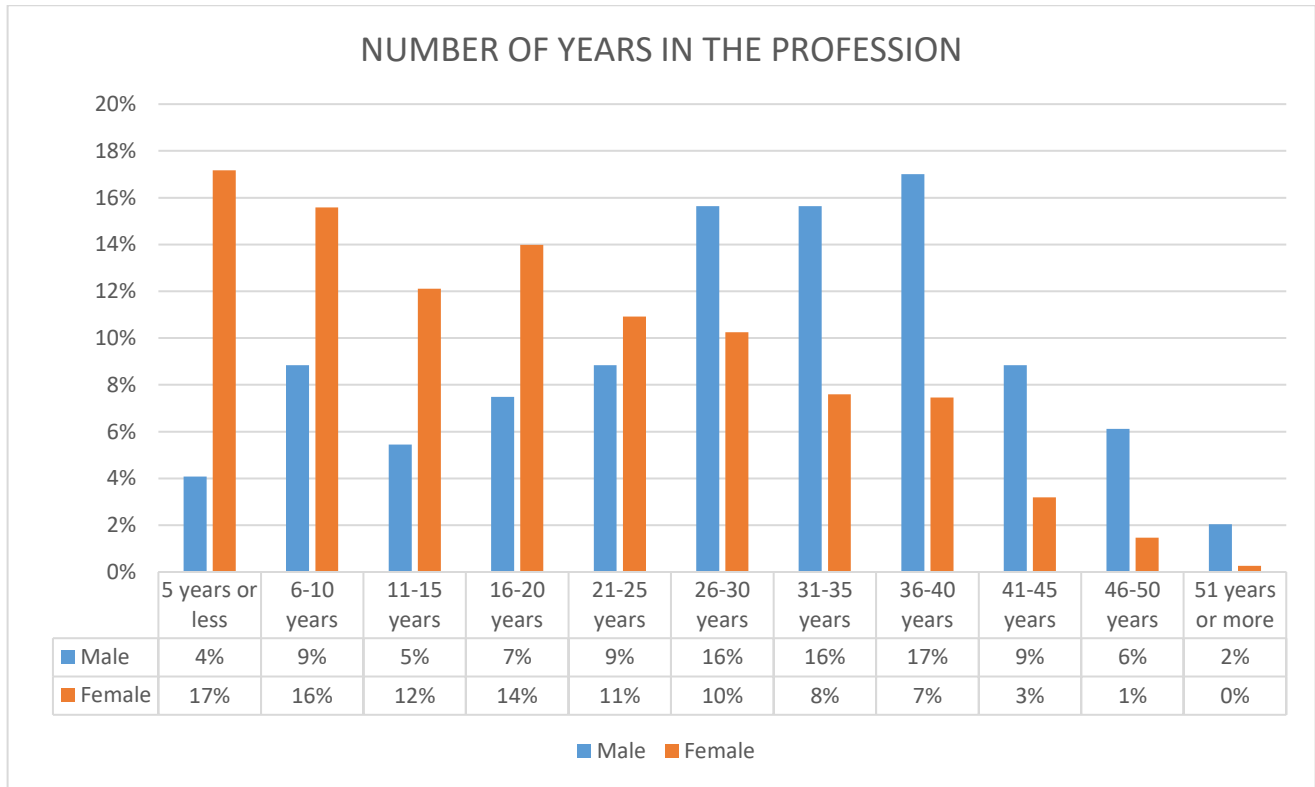
Most respondents, 25%, were between 56 and 65 years of age. Nearly one fourth, 23%, were between the ages of 46 and 55, and another 21% were between 26 and 35. The largest group of male respondents, 38%, was between 56 and 65 years of age, and the largest group of women respondents, 23%, was between 26 and 35 years of age. Women by far outnumbered men in spending fewer years working in their professions, reporting they

were more likely to have spent 35 or fewer years there, while men, in contrast, were more likely to have more than 35 years.

One-half of the respondents held the bachelor's degree, 30% the master's and 11% some graduate work, but no graduate degree. More than half the male respondents, 57%, and slightly fewer than half the women, 49%, had bachelor's degrees. Nearly one-third, 32%, of the women and 20% of the men had master's degrees. Most female respondents reported working in public relations/public affairs/corporate communication, 33%; followed by newspaper journalism, 19%; and marketing/ marketing communication/integrated marketing communication, 14%. More men work in newspaper journalism, 38%; followed by broadcast and advertising, both with 16%; and marketing/marketing communication/integrated marketing communication, 13%. More women, 11%, said they were self-employed than men, 7%.

More of those of Asian descent reported working in their jobs 10 or fewer years, 65%, than any other racial or ethnic category, followed by Hispanics, 47%; multiracial, 40%; African Americans, 38%; and Caucasians, 27%. For those in the profession more than 35 years, more were Caucasians, 17%, followed by 10% of African-Americans, 5% of Hispanics, and 2% of multiracial respondents. There were no Asian or Native American respondents in this category.

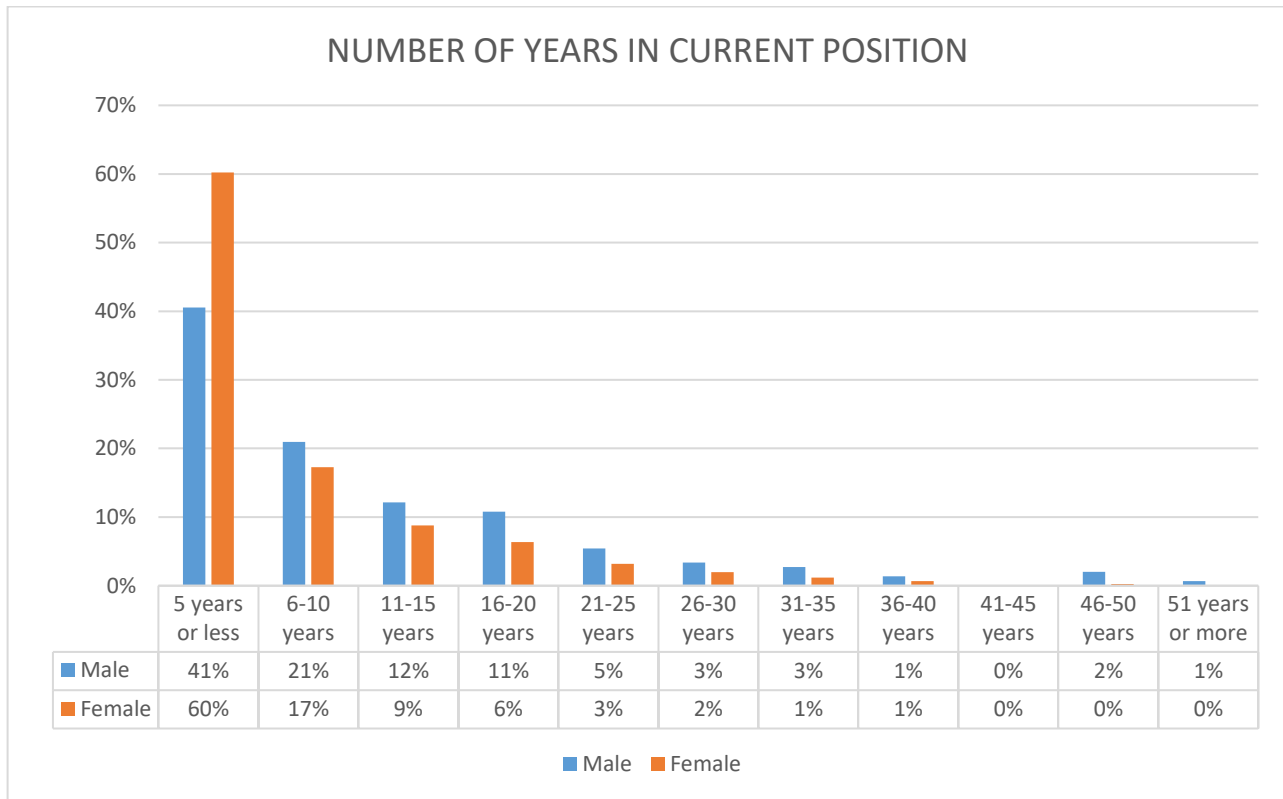
Table 1: Number of Years in the Profession



Survey results revealed that women lacked longevity in their current positions in all of the professions. More than half of all respondents, 57%, said they had been working in their current positions for five or fewer years; nearly two-thirds, 60%, of those were women. Three-fourths of all respondents had worked 10 or fewer years in their current positions; more than three-fourths of those, 77%, were female. Nearly all women, 96%, had worked 25 or fewer years in their current position. In looking at longevity in their position, 10% of men had worked 26 or more years in their current positions, while only 4% of women had done so. More of those of Asian descent, 94%, were in their current positions for 10 or fewer years than any other ethnic or racial group, followed by Hispanics at 87%, African Americans at 83%,

Caucasians at 74%, multiracial at 73%, and one-third of the few Native Americans responding.

Table 2: Number of years in Current Position



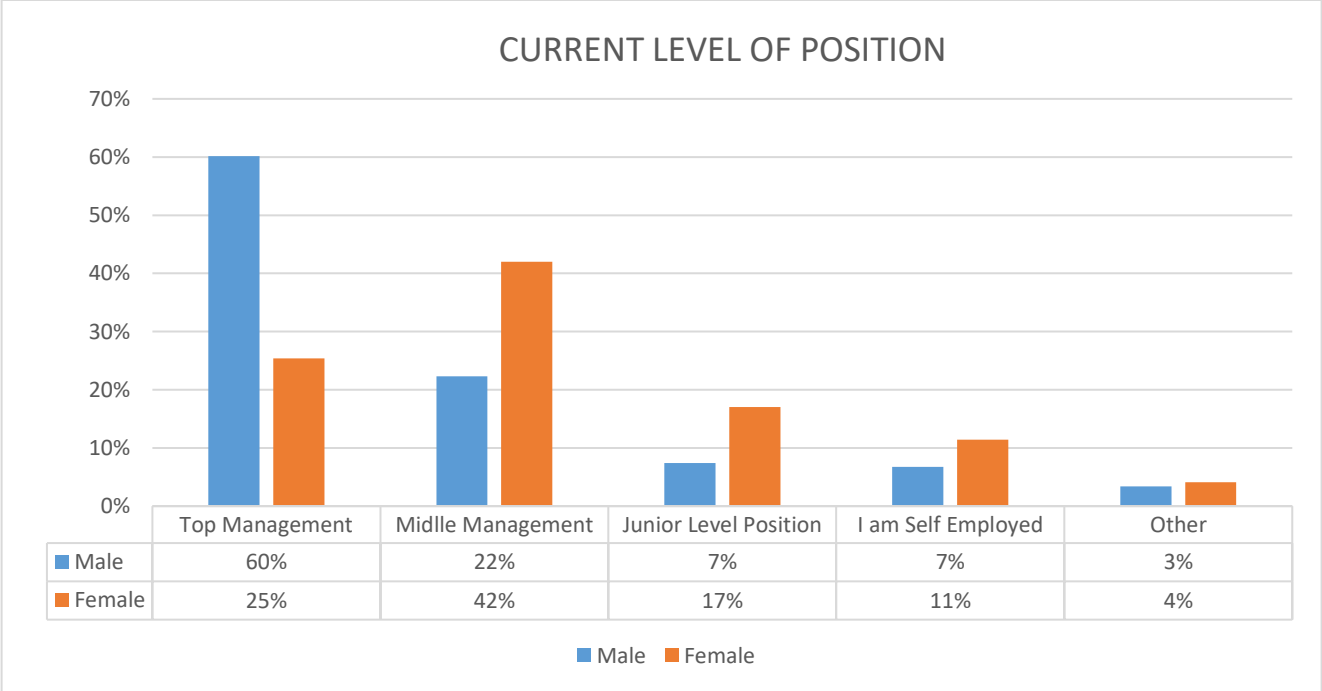
Career Experiences

Nearly half of all respondents, 45%, said they had experienced an interruption in their full-time work; 87% of those were women. More men, 42%, cited layoff, furlough, or reduction in force or termination as the reason for the longest leave of absence from full-time employment, a decrease from 54% in 2016, while, significantly, most women, 32% (M=4.32) (p<.001), cited parental leave. The second-highest reason cited by men, 15%, was personal medical leave, while women’s second highest reason was layoff, furlough, or reduction in

force or termination, 30%; 10% of men cited parental leave, and 7% of women cited personal medical leave.

More women said they were middle managers and in junior level positions, while men dominated top management roles. It was significant that more men, 60%,(M=1.84) (p<.001) described their current jobs as top management, holding positions with titles such as publisher, general manager, CEO or chief executive officer, president, owner/principal/managing partner, CCO or chief communication officer, or chief creative officer, while only 25% of women did so. It was also significant that more women, 42%,(M=2.50) (p<.001) described themselves as middle managers, classified as section editor, manager, director, supervisor, account executive, executive producer, department head, senior reporter/buyer/writer; only 22% of men placed themselves in that category. More women, 17%, described themselves as being in junior level positions, including reporter, assistant account executive, copywriter, producer, or technician, while only 7% of men did so.

Table 3: Current Level of Position



Half of all respondents said they felt they had been held back from advancing in their careers, an increase from 44% in 2016. Of those, 90% ($M=1.47$) ($p<.001$) were women, a significant increase from 75% in 2016. The culture of the company or organization, 20%, was given as the most frequent reason for that perception; followed by internal office politics and favoritism, 18%; ageism (either too young or too old), 10%; and lack of confidence, 8%, the latter a decrease from 14% in 2016.

More than one-third of all respondents, 39%, said they had been passed over for advancement into a management position by someone of a different gender, a sharp increase from 25% in 2016. It is significant ($M=1.88$) ($p=.02$) that a majority of these individuals, 87%, were women, a measurable increase from 75% in 2016. These women stated that the person most likely got the management position because internal/office politics or favoritism, 22%; culture of the company/organization, 15%; and there is a “men only” culture in the organization that minimizes the role of women, 13%. Men most frequently cited internal/office politics or favoritism, 28%, and more professional expertise, 22%.

With regard to why respondents felt they themselves had been passed over for advancement by someone of a different gender, women most frequently responded that there was a “men only” culture in the organization that minimized the role of women, 25%, while men most frequently said that the other individual had more professional expertise, 26%.

At newspapers, the most frequent answer for why another individual got the management position was twofold: more professional expertise and there’s a “men only” culture that minimizes the role of women. In online/digital/mobile journalism, respondents overwhelmingly replied that internal/office politics or favoritism was the reason for someone else getting a management position; in broadcast journalism, the major reason was also

internal/office politics or favoritism, followed closely by a “men only” culture. Those in advertising cited more professional expertise, and in both public relations and marketing communication, the primary reason was internal/office politics.

Fewer respondents, 13%, said they had been bypassed for advancement for a management position because of race; neither men nor women had significantly different perceptions on this question. Of those who said they had been bypassed for a management position because of race, 59% were white, and 41% were minorities. Women listed their reasons as internal/office politics or favoritism, 20%; race or ethnicity to provide diversity, 18%; and more expertise/skills/abilities, 11%. Men most frequently said the reason for being bypassed was internal/office politics or favoritism, 27%; more expertise/skills/abilities, 19%; and race or ethnicity to provide diversity, 16%.

More than half the respondents, 51%, said they knew a woman who was passed over for promotion to a management position into which a man was hired instead, and more than one-third, 39%, said there were barriers to women moving into leadership positions. Of the latter, nearly all the women, 92%, felt this way, and cited culture of the company or organization as the most frequent reason for women not moving into leadership positions, 28%, significant at ($M=1.92$) ($p<.001$), followed by internal office politics or favoritism, 17%, and lack of leadership positions, 14%. Men reported lack of leadership positions, 26%, as reasons for women not moving into leadership positions, followed by fewer years of experience, 20%. An overwhelming majority, 89%, of all respondents believed there were no barriers to men moving into leadership positions.

Only 29% said that more than half the managers in the organizations for which they worked were women. Of those, the highest percentage with women in management was in

advertising, 37%, followed closely by marketing communications, 33%; public relations, 28%; magazine journalism, 27%; newspapers, 26%; and broadcast journalism, the lowest at 18%.

Professional Development and Training

Professional development opportunities are critical for career advancement. More than two-thirds, 68%, of respondents said their employers provided such opportunities. Most frequently offered was reimbursement for all or part of professional organization conferences, 85%; reimbursement for all or part of professional development skills workshops, 82%; offering company/organization internal professional development/skills development, 79%; and management training, 58%.

Nearly three-fourths, 73%, reported the organization did not offer initiatives to diversify programs to increase the number of female employees; 71% reported there were no opportunities for employees interested in advancing into management to apprentice with a manager; 70% said their organization did not offer initiatives related to mentoring ethnic and racial minorities, and two-thirds reported their organization did not offer initiatives related to mentoring women. Public relations had the highest percentage of such programs, 81%, followed by broadcast journalism, 75%; marketing communication, 72%; advertising and online/digital/mobile journalism, both 62%; newspapers, 53%; and magazine journalism, 37%.

Nearly three-fourths, 70%, said they had personally taken advantage of these opportunities, a significant increase from 47% in the 2016 survey. Women were more likely, 72%, than men, 59%, to participate in these opportunities.

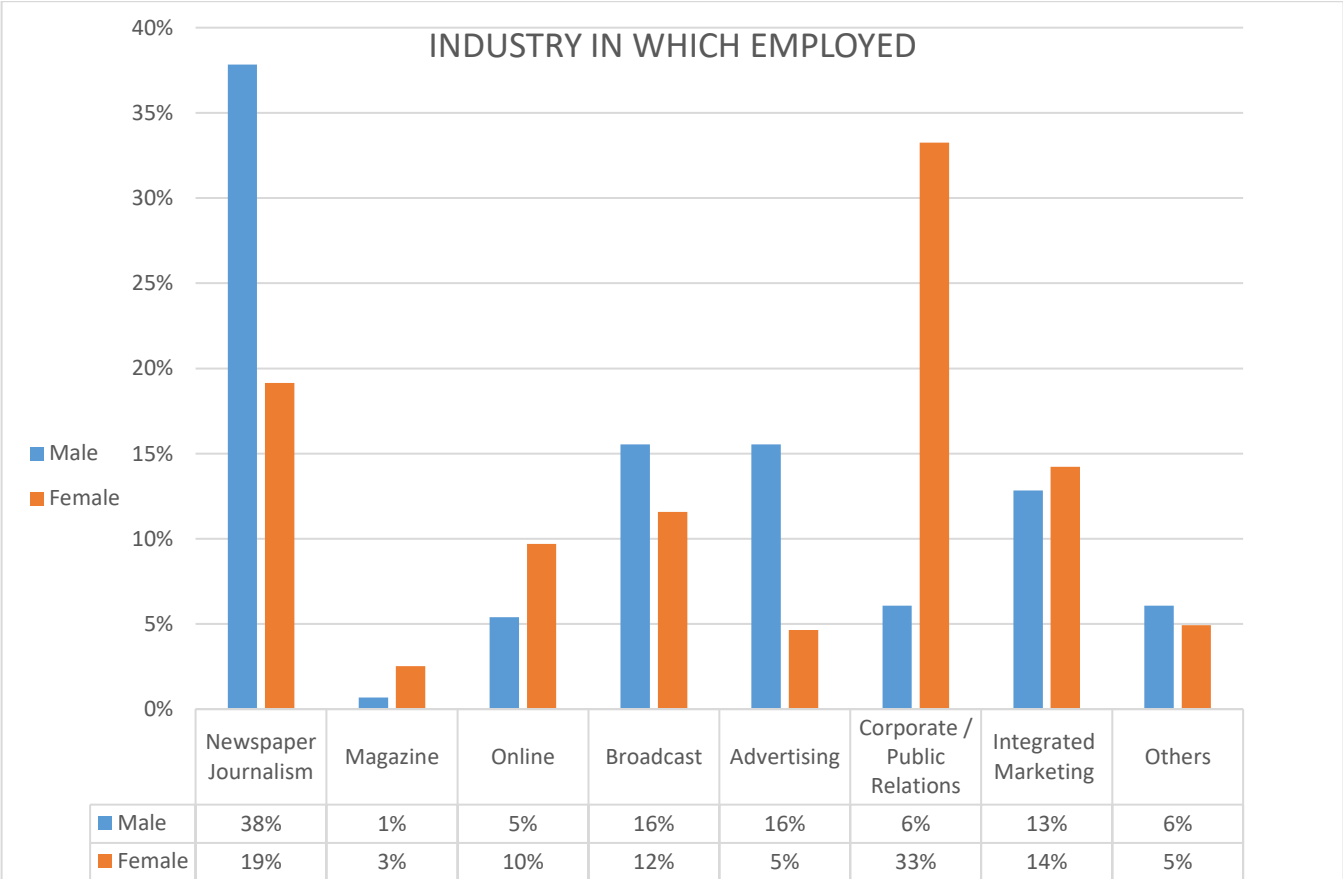
A majority of public relations professionals, 80%, had participated in these programs, followed by those in broadcast journalism, 75%; marketing communication, 72%; advertising, 66%; newspaper journalism, 59%; online/digital/mobile journalism, 58%; and magazine journalism, 53%. Of those who participated, most took advantage of reimbursement for all or part of professional association conferences, 86%; reimbursement for all or part of externally-offered professional development/skills development or workshops, 80%; and company/organization internal professional development/skills development workshops, 79%. Less frequently engaged in was management training, 36%. More than a third, 36%, said that these opportunities were not applicable to their career or job.

More than three-fourths, 76%, of employers provide work-life balance accommodations for employees. Most common was flexible hours, 87%; working from home, 83%; overtime pay or compensatory time off for extra hours, 60%; and working the same number of hours per week but spread over fewer days, 51%. More than half, 56%, reported their employer does not make accommodations to bring children to work when school is closed, or daycare is unavailable, 43%; a majority, 82%, do not have job sharing accommodations available, and most, 93%, said child care on site was not commonly offered.

By profession, these work-life balance accommodations vary. All professions provide flexible hours to some extent, from a high of 100% at magazines and 92% at newspapers, to 78% in broadcast journalism. Most professions also do permit employees to work from home. The highest percentage is in online/digital/mobile journalism, with 95%, followed by newspapers at 88%. Lowest is broadcast with 70%. Overtime pay or compensatory time off for extra hours varies significantly from a high of 77% at broadcast companies and 76% at

newspapers to a low of 33% in advertising and 40% at magazines; public relations came in at 49%. Child care at all professions was not a priority. However, between 35% and 61% of employers allowed children to be brought to work when school was closed or daycare was unavailable; the highest percentage was in advertising.

Table 4: Industry in Which Employed



Role of Digital Media

Most communicators do not have digital training when beginning their positions and then do not receive that type of training in their current jobs, a major concern in an era when communications are growing exponentially on the digital level. Nearly all respondents, 94%,

replied that using digital media was part of their current positions; however, nearly two-thirds, 65%, said that they did not have digital media training prior to coming to their current position. In addition, more than half, 54%, said that they did not receive digital media training in their current positions. All percentages were comparable for both men and women.

Only 27% of those working in advertising had digital training prior to their current positions, followed by newspaper journalism and marketing communication, both with 35%. Those professions with individuals being a little better prepared were online/digital/mobile journalism, where 55% had received prior training, followed by magazines at 46%, and broadcast journalism at 42%.

Among those who did receive digital training, more than three-fourths, 77%, took advantage of professional development courses or workshops offered by a professional association; that is true for 76% of women and 81% of men. Online training courses were used by 63% of respondents, while another 62% took advantage of professional development courses or workshops offered by their employers; that is true of 81% of men and 57% of women. To a lesser extent, only 36% took academic courses, but significantly more women, 38%, did so than men, 18%.

More of those working in broadcast journalism, 54%, received digital training in their current positions than in any other profession. Those in public relations/corporate communication received the least training, 39%, followed by magazines, 42%; marketing communication, 44%; advertising and online/digital/mobile journalism, both 45%; and newspapers, 47%.

Mentoring and mentorship programs

More than three-fourths, 77%, of respondents said they had one or more mentors; more than half of those, 54%, cited a combination of both men and women. One-third said they had two mentors over their careers, and another one-fourth said they had four or more. More than two-thirds, 67%, sought out their own mentors, while 28% had mentors assigned to them as well as individuals they sought out. All percentages were comparable for both men and women.

Mentors were more common in broadcast journalism, 86%, than any other profession. Those working in advertising, 69%, were on the lower side. African Americans, 83%, were more likely to have one or more mentors, followed by Hispanics at 82%. Caucasians followed at 77%, and those of Asian descent at 76%. Of those classified as multiracial, 80% had one or more mentors, and the few Native American respondents all had mentors.

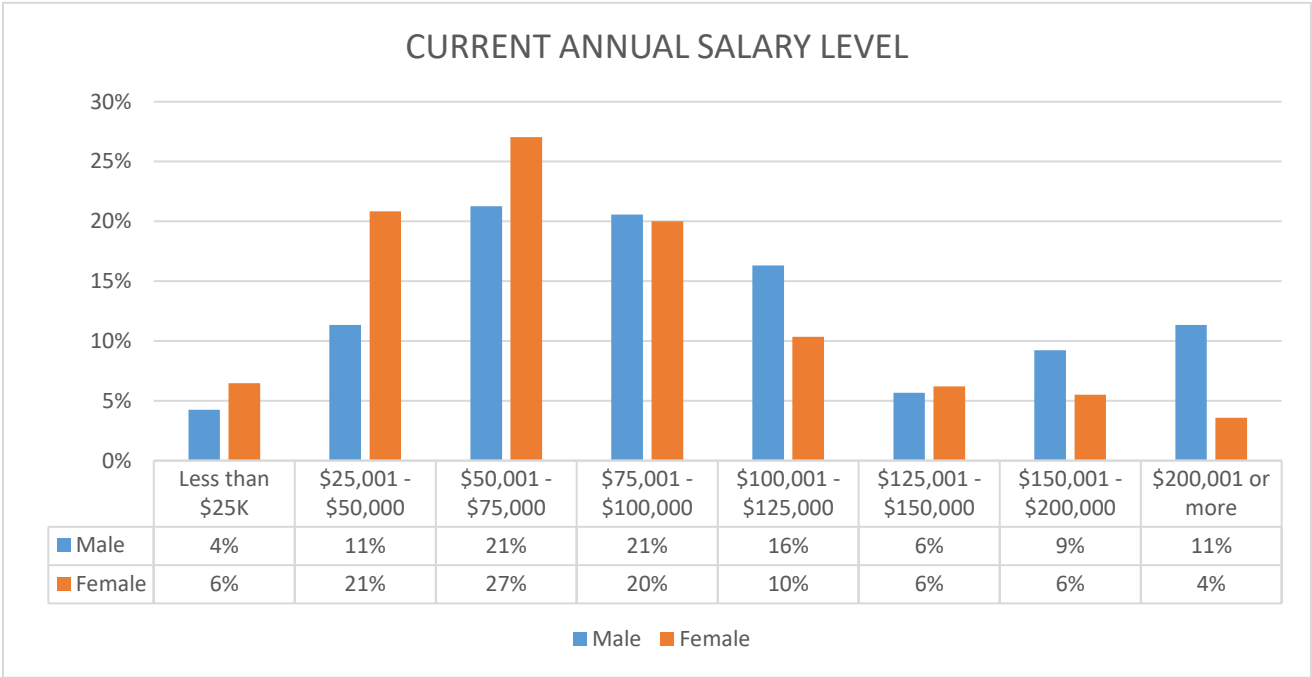
Mentors can serve a variety of roles in one's career. Nearly all the survey respondents, 98%, stated their mentors were individuals from whom they could seek work-related advice. Mentors serving as role models came next, 93%, followed by individuals who could provide advice about workplace culture and politics, 89%, and those who could be asked about job responsibilities, 82%. Nearly two-thirds, 62%, stated their mentors introduced them to people outside their organization who could help them gain promotion and/or salary increases and serve as an external professional network. Percentages for men and women were close on all choices.

Salaries and Education

More women earn lower salaries than men. Considerably more women, 54%, earned \$75,000 or less a year, compared to 37% of men. Men dominated the salary ranges above

\$75,000 annually, and had the highest percentage in the top salary brackets of \$150,000 or more; significantly, 21% of men but only 9% of women fell into that category (M=1.7) (p<.001). The annual salary range most frequently reported by both , 21%, and women, 27%, was \$50,001 to \$75,000. In the 2016 Kopenhagen Center survey, the most frequent salary range was \$25,001 to \$50,000, reported by 28% of women and 17% of men, so salaries have increased for both men and women in those ensuing two years. Of all respondents, 6% earned \$25,000 or less.

Table 5: Current Annual Salary



A significant number earn \$75,000 or less annually. That includes nearly two-, 65%, of those working in newspapers, 73% of those in online/digital/mobile journalism, and 74% of those in magazines. Broadcast journalists fare better, with 41% falling into that category. Of those working in advertising, 64% earn more than \$75,000, as do 57% of those in public relations and 56% of those in marketing communication.

All of those in the journalism-related fields, with the exception of broadcast, reported the most frequent salary levels in the \$25,001 to \$50,000 range. Those in broadcast journalism most frequently reported salaries at the \$50,001 to \$75,000 level, as did those in public relations and marketing communications. Advertising reported the highest salaries across the board; most were in the \$75,001 to \$100,000 range. There is little change in all of those categories from the 2016 survey except for advertising, where the most common salaries fell into the next higher range.

When comparisons are run for salary by racial or ethnic characteristics, 62% of those of Asian descent, more than half the Hispanics, 57%, and half the Caucasians, earn \$75,000 or less annually. African Americans do slightly better, with 47% earning at this level, as do multiracial individuals, 46%. Across all groups, the most common salary range is \$50,001 to \$75,000 a year, except for Native Americans who fall into the next higher category. These salary ranges for minority groups are higher than the 2016 survey.

Across educational levels, with the exception of those with high school or associate degrees, most communicators fall into the \$50,001 to \$75,000 annual salary range. However, of those who earn \$125,001 or more, 18% had some graduate work or master's degrees, 31% had doctorates, 16% had bachelor's degrees or some college work, and 22% had associate degrees.

When education is broken down by profession, the bachelor's degree is more common in all professions except magazines, similar to the 2016 survey. At newspapers, 58% have bachelor's degrees, followed by 21% with master's degrees. In broadcast journalism, two-thirds have bachelor's and 22% have master's degrees. Online/digital/mobile journalism respondents reported 52% with bachelor's degrees and 35% with master's degrees, while at

magazines, 60% have master's degrees, and 25% have bachelor's degrees. In advertising, 64% hold bachelor's degrees and 16% have their master's.

In the public relations profession, percentages are close, with 42% having bachelor's degrees and 38% having master's degrees. There are more individuals with doctoral degrees in marketing communications and in online/digital/mobile journalism than any other area. Those reporting only a high school diploma are working in broadcast journalism and newspapers.

Conclusion

There is a saying that the more things change, the more they remain the same. The results of this 2018 survey mirror that saying in many ways when compared to the Kopenhagen Center survey in 2016, which established a baseline for this study. Women have not progressed up the ladder significantly into management positions, but rather remain as middle managers and in junior level positions. They also lack longevity in their current positions and more frequently experience an interruption in their full-time careers. They therefore have fewer years in the communications professions than men.

Women more frequently perceive they have been held back from advancing in their careers than men, and also report they have been passed over for advancement into a management position by someone of a different gender. A "men only" culture and internal office politics or favoritism are factors for both men and women in getting ahead in their careers.

Women also earn lower salaries than men, with both men and women in all the journalism professions, except broadcasting, earning the lowest salaries, while those working in public relations, advertising, and marketing communication being paid higher

salaries. Most report having the opportunity for professional development in their places of employment, but most also report not having digital training prior to their present jobs, nor receiving that training in their current jobs. Digital training is a factor that deserves strong attention from employers and is critical in every profession in the communications industries. Since more women are graduating from college and university journalism/communication programs, more are and will be entering the communications industries. It can only be hoped that women will measure more on a par with men sooner rather than later.

Survey Organizational Partners

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1	American Advertising Federation (AAF)
2	American Society of News Editors (ASNE)
3	American Society of Journalists and Authors (ASJA)
4	Asian American Journalists Association (AAJA)
5	Associated Press Media Editors (APME)
6	Association for Women in Communications (AWC)
7	Florida Association of Broadcasters
8	Florida Press Association
9	Investigative Reporters and Editors (IRE)
10	Journalism and Women Symposium (JAWS)
11	Local Media Association
12	LION Publishers
13	National Association of Black Journalist (NABJ)
14	National Association of Hispanic Journalists (NAHJ)
15	National Newspaper Association (NNA)
16	Native American Journalists Association (NAJA)
17	News Media Alliance
18	Online News Association
19	Public Relations Society of America (PRSA)
20	Radio Television Digital News Association (RTNDA)
21	Society of Professional Journalists (SPJ)
22	Southern Newspaper Publishers Association (SNPA)