



Women in Communication: Pathways to Success

Fifth Annual National Conference presented by the



Lillian Lodge Kopenhaver
Center for the Advancement
of Women in Communication

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



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

- Dr. 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 fifth annual national conference, “Women in Communication: Pathways to Success,” thought leaders in the communications industries from around the country will spend the day discussing the status and role of women in communication and the challenges they are facing, including if they have made any progress in such areas as salaries, leadership positions and other facets of moving ahead.

Speakers will also address the topic of “Pathways to Success,” and look ahead to opportunities for women in all fields. Speakers will represent the fields of advertising, broadcasting, digital and online media, magazines, journalism, and public relations. The day-long conference will feature keynote addresses, thought leadership conversations and a panel of professionals and is free and open to the public.



Introduction

Are communication professionals achieving their potential? Findings from a national survey conducted by the Lillian Lodge Kopenhagen 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 navigate different pathways to success?

A photograph of three women in leopard print shirts engaged in conversation at an event. The woman on the left is seen in profile, facing right. The woman in the center is looking towards the woman on the right. The woman on the right is wearing glasses and looking towards the center woman. In the background, there is a large American flag and a blue railing. The scene is set in a well-lit indoor space, possibly a conference or exhibition hall.

We want to empower future communicators while diversifying leadership in the communication industry.

- Dr. Lillian Lodge Kopenhaver

Statistics

The Kopenhagen Center survey in 2018 reported the following:

- Women earn lower salaries than men; 54 percent of women but only 37 percent of men earn \$75,000 or less annually.
- Women are more likely to spend fewer years in the communications professions than men and lack longevity in their current positions
- Men dominate top management positions (60 percent) as versus 25 percent of women, but women dominate middle management (42 percent), as versus 22 percent of men.
- A “men only” culture in companies often prevents women from being promoted in favor of men and marginalizes the role of women.
- Two thirds of communicators, both men and women, enter their positions without any digital training, and more than half do not receive digital training in their current jobs.

Full results of the survey can be found by going to kopenhagencenter.fiu.edu.

Target Audience

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



Keynote Speaker



Marsheila J. Hayes

Vice President, Diversity and Inclusion, Fox Corporation, New York.

Marsheila J. Hayes is responsible for leading, developing and supporting diversity and inclusion initiatives across the entire FOX Corporation, which produces and distributes content through FOX News, FOX Sports, FOX Entertainment and the FOX Television Stations. In this role, she leads the company's inclusion initiatives and develops recruiting, retention, and engagement strategies for diverse talent.

In addition to providing governance to the company's eight employee resource groups, Hayes oversees the company's enterprise-wide internship program and manages FOX's external partnerships with diverse journalism associations and talent partners. In her dual role as an HR business partner, she also provides strategic partnerships to people managers and interns across the company. Hayes launched the company's first employee resource group, Women@FoxNews, geared toward the advancement, engagement and empowerment of women across Fox News Channel and Fox Business Network.

Hayes believes in the power of mentorship and the importance of community service. She is a member of the New York Urban League of Young Professionals and serves on the Morgan State University School of Global Journalism and Communication Board of Visitors. Prior to joining Fox, she was Talent Acquisition Manager for Branding and Programs for the USA TODAY Network where she was responsible for creating strategies to position the USA TODAY NETWORK brand in the marketplace as an employer of choice via print, digital and social media to better attract, retain, and develop millennial talent.

At the Gannett Corporation she also managed the award-winning Talent Development Program and served as a career coach and mentor to young professionals across different disciplines to help them foster their skill sets and progress in their area of expertise within the organization. Hayes chaired the company's first employee resource group for women.

Panel of Professionals



Ana Peralta Chammas
Business Relationship Manager
Miami-Dade County Information
Technology Department



Nancy San Martin
Managing Editor
El Nuevo Herald



Neki Mohan
Anchor
WPLG-Channel 10



Nathalia Ortiz
Reporter
Telemundo 51 and NBC6

Thought Leaders



Rosa Flores
Correspondent
CNN



Marisabel Muñoz
Vice President of
Communications
Major League Soccer, New York



Caridad Hernandez
Content Discovery and
Production Lead
WUSA-TV, Washington, D.C.



Dianne Lynch
President
Stephens College

Program

8:30 a.m.

Registration

9:00 a.m.

Welcome and
Keynote Address



Dr. Lillian Lodge Kopenhaver
Executive Director
Lillian Lodge Kopenhaver Center
for the Advancement of Women in
Communication



Brian Schriener
Dean
College of Communication,
Architecture + The Arts



MC: **Stephanie Bertini**
Reporter
WTVJ NBC 6 South Florida

Keynote Speaker



Marsheila J. Hayes
Vice President of Diversity
and Inclusion
FOX Corporation, New York

10:15 a.m.

Panel of Professionals



Ana Peralta Chammas
Business Relationship Manager
Miami-Dade County Information
Technology Department



Nancy San Martin
Managing Editor
El Nuevo Herald



Neki Mohan
Anchor
WPLG - Channel 10



Natalia Ortiz
Reporter
Telemundo 51 and NBC6

Continued on next page

Program

11:45 a.m.

Thought Leaders Talk



Rosa Flores
Correspondent
CNN



Marisabel Muñoz
Vice President of Communications
Major League Soccer, New York



Caridad Hernandez
Content Discovery and Production Lead
WUSA-TV, Washington, D.C.



Moderator, **Dianne Lynch**
President
Stephens College

1:30 p.m.

Closing Remarks

Sponsorship Information

Platinum Sponsor - \$5,000

- Company giveaways and handouts distributed throughout the event (materials provided by the company)
- Verbal recognition during opening remarks
- Photo opportunity with Keynote Speaker and Executive Director of the Kopenhagen 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
- 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+)

Sponsorship Information

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 Sponsor - \$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
- 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 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

Sponsorship Level

- Platinum Sponsor Gold Sponsor Silver
 Bronze Sponsor Gift-In-Kind Friends of the Kopenhaver Center

Sponsorship Contact Information

Name: _____
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Payment Information

Check Payment

Make check payable to: FIU Foundation

Memo Line: Kopenhaver Center -
Women in Communication Conference

Check Enclosed in the amount of _____

Credit Card Payment This is my personal card This is my company card

Name on Card: _____

Amount: _____

Card Number: _____

Expiration Date: _____ CVV Code: _____

Signature _____

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 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.

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North Miami, FL 33181

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Submit this completed
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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

Conference Hotel + Site



Newport Beachside Hotel & Resort

Address: 16701 Collins Avenue
Sunny Isles Beach, Florida 33160

Directions: [Click here](#) for directions from hotel.

Rates: \$129 plus taxes
Ask for Koppenhaver Center rates

Reservations: Call hotel at 305-949-1300 or
Toll Free at 1-800-327-5476

[Koppenhaver Center Conference Link](#)



Wolfe University Center

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

2019 Conference Highlights



Dr. Lillian Lodge Kopenhagen, Executive Director, Kopenhagen Center: *"Women make up half of the population of the United States. It is therefore important that communications in this country represent our population equitably."*



Conference MC **Stephanie Bertini**, NBC6, introduces the morning panelists **Natalie Boden**, Boden, **Nadege Green**, WLRN, and **Marybel Rodriguez**, CBS4, at the start of the Conversation with Professionals.



Dianne Festa, Senior VP, Partnerships, NBC/Universal: *"Women have to have the freedom to speak truth to power, stand their ground, own their space, and know they belong. And most importantly, women have to feel safe in the workplace, and it has to be a place where suggestive comments are not tolerated."*



Ellen Weiss, Vice President and Washington Bureau Chief, The E.W. Scripps Company: *"How do we begin to shatter not just the ceiling, but also our culture? Well I think that one place to start is in the words that we use to communicate about women."*



Brian Schriner, Dean, CARTA: *"Our distinguished speakers and panelists demonstrate one thing: that women are already leaders in this industry. But unfortunately not in equal proportions. Today's conference presentations will generate necessary conversations."*



Students receive opportunities to ask for career advice, ways to handle specific situations in the workplace, and other questions during Q&A.

2019 Conference Highlights



Natalie Boden and Marybel Rodriguez discuss their experiences in the communications industry.



Students meet with keynote speakers and panelists after the Conversation with Professionals to network, receive mentorship, and gain further insight into the industry.



Nadege Green talks about the importance of being confident in the integrity of her work: "I don't know if we've yet shattered the ceiling, but I am here in this space, and you will hear my voice in this space."



Stephanie Bertini interviews **Dr. Lillian Lodge Kopenhaver** for NBC6: *"Our conference provides us with an opportunity to explore the reality of the role and status of women in communication and chart a pathway to help women realize their potential and become the visionaries and leaders of tomorrow."*



Nancy Ancrum, The Miami Herald, and **Patricia Alvarado**, FleishmanHillard, share their enthusiasm for their profession and motivational advice during the afternoon Thought Leaders Talk.



Patricia Alvarado, **Mayte Padron**, **Dr. Lillian Lodge Kopenhaver**, **Ellen Weiss**, **Dianne Festa**, and **Nancy Ancrum** (left to right) gather together at the end of the conference.



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305.919.4065



Communication,
Architecture +
The Arts

Thursday, April 2, 2020



Communication
+ Journalism