



Women in Communication: Securing the Future



Fifth National Conference presented Virtually by



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



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 [The Kopenhaver Center](#).

About the Conference

In this fifth national conference, “Women in Communication: “Securing the Future,” thought leaders in the communications industries from around the country will spend the morning discussing the status and role of women in communication and the challenges they are facing, including pathways that young women have to travel in order to succeed in their profession.

Speakers will also address the topic of “Securing the Future”, and look ahead to opportunities for women in all fields of communications.

The two hour virtual conference will feature a keynote speaker, Marian Liu, Operations Editor of The Washington Post, and a Thought Leaders Panel of five amazing women from all aspects of the field. The conference is free and open to the public.

The conference will be live streamed and available to view via [Facebook live](#). You can also [register in advance](#).



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 secure the future?

Empowerment
Leadership
Innovation



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



A photograph of three women in leopard print shirts engaged in conversation at an event. An American flag is visible in the background. The image has a red tint. The text is overlaid in white, italicized font.

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

- Dr. Lillian Lodge Kopenhaver

Sponsorship Information

Platinum Sponsor - \$2,000

- Verbal recognition during opening remarks
- Complimentary parking at the BBC parking lot available upon request
- Company name included in all public relations 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 other vehicles as appropriate

Silver Sponsor - \$500

- Company name included in all public relations 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 other vehicles as appropriate

Gold Sponsor - \$1,000

- Verbal recognition during opening remarks
- Company name included in public relations 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 other vehicles as appropriate

Bronze Sponsor - \$250

- Company name included in all public relations 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 other vehicles as appropriate

Commitment Form

Sponsorship Level

- Platinum Sponsor Gold Sponsor Silver
- Bronze Sponsor

Sponsorship Contact Information

Name: _____

Contact/Liason + Title: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Email Address: _____

Payment Information

Check Payment

Make check payable to: FIU Foundation, Inc. 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 card

Name on Card: _____

Amount: _____

Card Number: _____

Expiration Date: _____ CVV Code: _____

Signature _____

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.

Checks, mail to:

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

Credit Cards, fax only:

Submit this completed
form via:
Fax: 305.919.4065

Please submit this completed form to:

Lillian Lodge Kopenhagen Center for the Advancement
of Women in Communication
College of Communication, Architecture + The Arts
3000 NE 152 St. AC 2-252, North Miami, FL 33181
PH: 305.348.1805 or 305.919.4065
E-Mail: mgclaver@fiu.edu

Questions? Contact Lillian Abreu at labreu@fiu.edu | 305.919.4065

2019 “Women in Communication: Breaking the Barrier” Conference Highlights



Dr. Lillian Lodge Copenhagen, Executive Director, Copenhagen 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**, **Nadege Green**, WLRN and **Marybel Rodriguez**, CBS4 at the start of conversations 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 Schriener, 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.”



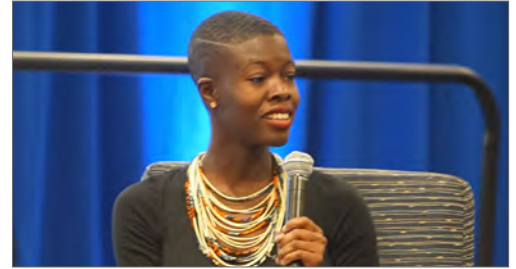
Students receive opportunities to ask for career advice, ways to handle specific situations in the workplace, and other questions during Q&A.



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.



Women in Communication: Securing the Future



Fifth National Conference presented Virtually by



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

Florida International University - Biscayne Bay Campus, 3000 NE 151 Street, North Miami, FL 33181 - 305.919.4065