

CLOSING THE GAP

50 YEARS SEEKING EQUAL PAY



YWCA Greater Pittsburgh CEO Magdeline Jensen (left) and Board President Marsha Jones (right) received the YWCA USA Association Excellence Award for Advocacy for *Closing the Gap*.

FOR IMMEDIATE RELEASE
July 9, 2015

CONTACT: Laura Harwin
412-255-1279
harwin@ywcapgh.org

George Hazimanolis
412-662-1366
ghazimanolis@wqed.org

Next Step in Equal Pay Campaign Focuses on Building Negotiation Skills 'Negotiation Know-How' Webcast set for Thursday, August 13 WomenWageGap.org

PITTSBURGH, PA—Learning to negotiate is one step women can take to counteract the gender wage gap, and they can get started on Thursday, August 13. The YWCA Greater Pittsburgh and WQED Multimedia invite women to learn how to build their negotiation skills during a free live-streaming webcast, ***Negotiation Know-How: Clearing the Hurdles to Making the Ask***.

Negotiation Know-How is the second of five webcasts offered this year as part of ***Closing the Gap: 50 Years Seeking Equal Pay***, a two-year multimedia campaign produced by WQED Multimedia in partnership with YWCA Greater Pittsburgh. The campaign kicked off in October 2014 with a live talk show special on why the wage gap exists and how to improve it. Last month, ***Closing the Gap*** received the YWCA USA Association Excellence Award for Advocacy at the YWCA 2015 Annual Conference.

"The national recognition speaks volumes to the importance of the gender wage gap issue," said Magdeline E. Jensen, CEO, YWCA Greater Pittsburgh.

Closing the Gap is now focused on the five webcasts, each of which addresses a topic that contributes to the wage gap. The webcasts are intended to equip audiences with information and skills that will help them achieve fair pay throughout their careers and work toward a secure retirement.

(more)

eliminating racism
empowering women
ywca
greater pittsburgh

#WomenWageGap
WomenWageGap.org



“We are pleased to bring these valuable skill-building webcasts to women in Pittsburgh and nationwide,” Jensen said. “These webcasts empower women with the knowledge to speak out for themselves and for future generations of women, especially when it comes to the gender wage gap.”

Fifty years after President Kennedy signed the Equal Pay Act, women are still only making, on average, 77 cents for every dollar earned by men. In that time span the current wage gap has improved at a rate of less than half a cent per year...and if it continues at that pace, the wage gap won't close completely until the year 2053.

Negotiation Know-How: Clearing the Hurdles to Making the Ask live streams August 13, at 4 p.m. For more information and to register, go to WomenWageGap.org. Watch parties are also encouraged. This webcast will arm women with information and skills to assist them in earning fair pay throughout their own careers and toward a secure retirement. Participants have the opportunity to:

- Learn to recognize and clear their negotiation hurdles.
- Discover the power structures and stereotypes that affect their negotiations.
- Prepare themselves to negotiate effectively.

Future **Closing the Gap** webcasts include **Financial Freedom: Standing on Your Own Financial Feet after Graduation** (Tuesday, September 22, 2015 at 4:00 p.m.); **Wage Gap Legal Issues: Know Your Rights** (Thursday, October 15, 2015 at 4:00 p.m.); **Your Personal Board of Directors: Cultivating Mentors & Sponsors in the Workplace** (Thursday, November 12, 2015 at 4:00 p.m.). The first webcast from May 2015, **Step Out With a Plan: Balancing Work, Life & Financial Security**, is also archived for viewing at WomenWageGap.org.

Closing the Gap is made possible by the Eden Hall Foundation; Chatham University; and the Mary Hillman Jennings Foundation; as well as support from Cathy Raphael; Buchanan Ingersoll & Rooney PC; MSA; Georgia Berner; and the Women & Girls Foundation.

About YWCA Greater Pittsburgh

Since its proud beginnings in 1867, the YWCA Greater Pittsburgh has worked to empower women and their families, advocate for fair and equitable conditions, and challenge social and racial injustice. As society has changed, so have the challenges we face. But women's underlying need for support and encouragement that empowers them to take command of their lives and their families remains. For more information, visit www.ywcapgh.org.

About WQED

WQED changes lives by creating and sharing outstanding public media that educates, entertains, and inspires. It is the parent company of WQED-TV (PBS); WQED Create; WQED WORLD; WQED Showcase; Classical WQED-FM 89.3/Pittsburgh; Classical WQED-FM 89.7/Johnstown; the Pittsburgh Concert Channel at WQED-HD2 (89.3-2FM) and www.wqedfm.org; local and national television and radio productions; WQED Interactive (www.wqed.org) and iQ: smartmedia, WQED's Educational initiative (www.wqed.org/edu).

###