



(Photo credit MMCA)

Meet the Sherone Advocating for Women in Sports

Publishable article by [Richard Leiby](#) courtesy of the BIPOCXChange

Katina Arnold, the vice president of corporate communications at ESPN, is puzzled by an oddly lingering perception: that women aren't into sports.

"You know, we're some of its biggest fans," she says.



[View MMCA 2024 Sherroes in Media Awards Acceptance Speech](#) (Photo credit MMCA)

She has always loved sports, which brought her to her dream job today and made her a noted advocate for women in athletics and overall. That includes chairing the Alliance for Women in Media, an influential organization whose mission is to support women across all media, educate, expand networks, and celebrate achievements. She also pushes for diversity outreach at ESPN, which only makes sense, especially for business.

"By recruiting at organizations such as the National Association of Black Journalists and National Association of Hispanic Journalists, we're able to get more people from more backgrounds, because we're better if we have lots of different perspectives. And that's really because the people that we televise to are from all different kinds of backgrounds, and we need to be able to connect with them."



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Ms. Arnold commands a broad PR portfolio at ESPN, with the NFL, NBA, and MLB under her purview. Her personal success story reflects another kind of American diversity. She is the daughter of Greek immigrants who came to America "with nothing," she says, "to achieve that American dream," and put three children through college. "I was able to witness first-hand their struggle for a better life and the drive. So I've really tried to take everything that they've given me -- and as I've progressed in my career, I've really thought about how can I give back and help people."



[View MMCA 2024 Sheroes in Media Award Interview](#) (Photo credit MMCA)

Her goals are "to get more women and people of color in the C-suite. I really think that there's more room -- to break those ceilings and barriers," she says, "to make sure that I'm bringing them to meetings, getting them into the right rooms, and trying to elevate them when we have opportunities for promotions."

Part of it seems simple but can achieve so much: "What women need to do is lift other women up."

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