

ROSSANA ROSADO
Publisher & CEO
El Diario-La Prensa



Rossana Rosado has spent many of her twenty seven years in the New York media at *El Diario-La Prensa*. She has been Publisher and CEO since 1999, overseeing the day-to-day operations of the oldest Spanish-language newspaper in the country, where she is responsible for over \$22 million in annual revenue. She was recently named Director of Corporate Civic Empowerment Initiatives and Community Journalism Projects for ImpreMedia.

Prior to becoming publisher, Ms. Rosado was Editor in Chief of the paper (where she also worked as a journalist in the early 80's). She was the first woman to hold that position at the now 95-year-old paper.

During her media career, Ms. Rosado has been a reporter at *El Diario-La Prensa* where she covered The Bronx, City Hall, and wrote a weekly column. In 1988, she joined WPIX, Inc. as a producer of Public Affairs programming. She was later promoted to Public Service Director, responsible for the creation and placement of hundreds of Public Service Announcements on the air. She won an Emmy in 1992 for the production of a series of PSAs featuring organizations that help children.

In 1992 she was appointed Vice President for Public Affairs at the Health & Hospitals Corporation for the City of New York. She spent three years working for both the Dinkins and then Giuliani administrations in the same post.

Her prior experience includes positions at WCBS-AM and FM radio, and WNYC-TV 31.

Her many awards include an Emmy, a STAR award from the NY Women's Agenda, the Peabody Award for Journalism and the NY Press Club President's award. She served on Mayor Bloomberg's transition team and as one of six co-chairs for Governor Spitzer's transition team. She served on Governor Paterson's Task Force for Juvenile Justice

She currently serves on the board of The Innocence Project, the New York Women's Foundation, Repertorio Español, 100 Hispanic Women of Westchester and the Downtown Brooklyn Partnership.

Ms. Rosado is married and the mother of two children – ages 15 and 18. She received her B.A. in Journalism from Pace University in White Plains, New York.