



NEW YORK STATE SENATOR

Andrea Stewart-Cousins

Rossana Rosado

ANDREA STEWART-COUSINS May 11, 2011



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Award: HONORING WOMEN IN NEW YORK

Year: 2011

Rossana Rosado has been a dominant force in New York media for 27 years. Using her Journalism degree from Pace University, she started as a City Hall reporter at El Diario La Prensa. She left the newspaper to join WPIX, Inc. as a Producer of Public Affairs programming. The move paid off and she was later promoted to Public Service Director, responsible for the creation and placement of hundreds of Public Service Announcements on the air. Ms. Rosado was recognized for her talents when she won an Emmy in 1992 for the production of a series of Public Service Announcements featuring organizations which helped children.

After rejoining El Diario La Prensa in 1995, she held the esteemed position of Editor in Chief, being the first woman to hold that position at the now 95 year old paper. As a testament to her hard work, she was named Publisher and CEO of El Diario La Prensa in 1999, overseeing the day-to-day operations of the oldest Spanishlanguage newspaper in the country where she is responsible for over \$22 million in annual revenue.

Ms. Rosado's dedication extends far beyond the media arena. In 1992 she was appointed Vice President for Public Affairs at the Health & Hospitals Corporation for the City of New York. 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. In addition, she was recently named Director of Corporate Civic Empowerment Initiatives and Community Journalism Projects for ImpreMedia.

Ms. Rosado has received numerous accolades for her superiority in her field, including an Emmy, a STAR award from the NY Women's Agenda, the Peabody Award for Journalism and the NY Press Club President's award, to name a few.

Ms. Rosado is truly an inspiring woman who continues to address diversity and leadership in her community daily.