

IN CELEBRATION OF

INTERNATIONAL WOMEN'S DAY **BREAKING** NEWS



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<sub>OF</sub>

PRESENTS

**WOMEN** *IN*  
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Effective 02/24/2022

# PROGRAM 03.03.22 **BREAKING NEWS**

**5:00 – 6:00 PM** Registration, Mini-Expo, & Networking

**6:00 – 7:30 PM** AGENDA

**REMARKS**—Univision Arizona

**EMCEE**—**Kaley O'Kelley**, Morning Anchor,  
ABC15 Arizona

**SPONSORS REMARKS**

**Tracy Bame**, President, **Freeport-McMoRan Foundation** and Director of Community Development, **Freeport-McMoRan Inc.**

**Ken Schutz**, The *Dr. William Hizingh* Executive Director, **Desert Botanical Garden**

**KEYNOTE SPEAKER**—**Liliana Soto**,  
Assistant Professor of Practice & Assistant  
Director, Bilingual Journalism Program,  
**University of Arizona School of Journalism**

**REMARKS**—**Angela Gonzalez**,  
Senior Reporter, **The Arizona Republic**

**“WOMEN IN JOURNALISM” PANEL**

**Panel Moderator: Lisa Urias**,  
Chief Program & Community Engagement  
Officer, **Arizona Community Foundation**

**Panelists:**

- **Vanessa Ruiz**, Associate Vice President,  
Educational Outreach & Student Services,  
**Arizona State University**
- **Elvia Diaz**, Columnist/Editorial Board  
Member, **The Arizona Republic**
- **Mary Rabago**, President & CEO,  
**Mary Rabago Productions**

**REMARKS**—Telemundo Arizona

**CLOSING REMARKS**

**RAFFLE**

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TV STUDIO ILLUSTRATION BY  
VACHOM VIA [DEPOSITPHOTOS.COM](https://www.depositphotos.com)

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**DESCUBRE** MÁS DE **50,000** PLANTAS DESÉRTICAS  
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Dale Chihuly, Blue Birch Reeds and Scorpion Tails, 2021, Desert Botanical Garden, Phoenix, Arizona.  
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**CHIHULY IN THE DESERT** EN EXHIBICIÓN HASTA EL 19 DE JUNIO

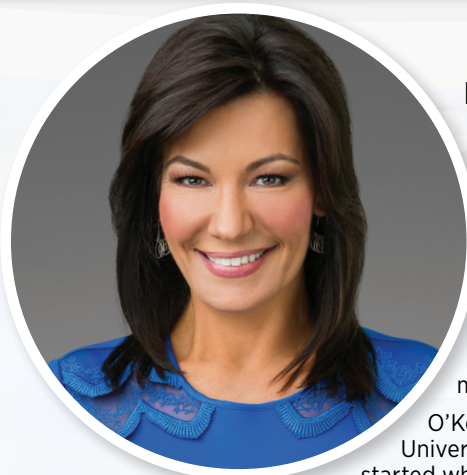




# EMCEE

## BREAKING NEWS

### Kaley O'Kelley



#### Morning Anchor ABC15 Arizona

A six-time Emmy-Award winning journalist and a self-professed weather fanatic, Kaley O'Kelley is passionate about storytelling.

She is also fascinated with the challenge of television news relevance, connecting with people and the ever-evolving world of "new media."

O'Kelley graduated from Pepperdine University, but her broadcasting career started while she was in high school. At 17 years old, she was tapped to host a Los Angeles-based television talk show. That experience eventually lead O'Kelley to KYMA in Yuma to co-anchor the morning news and forecast the weather. It's also where she won an Associated Press award for investigative journalism.

O'Kelley went on to work at KEYT (ABC) Santa Barbara, XETV (FOX) San Diego, and Phoenix to co-host Sonoran Living Live and forecast the weather for ABC15 Arizona.

O'Kelley later joined 3TV in Phoenix where she was voted Best News Personality in 2013 and 2014.

O'Kelley co-hosted "The Emmitt Zone" with Dallas Cowboys great Emmitt Smith. She also worked regularly on The Weather Channel and Good Morning America Weekend, where she filled in forecasting weather for nearly five years.

In 2015, O'Kelley was offered an opportunity to anchor the evening news at CBS in Dallas/Fort Worth, and while she was in Texas, she was invited to Los Angeles to guest co-host The Talk on CBS.

After three and a half busy years, a few health scares and starting a business in emerging web-streaming technologies, O'Kelley made the move back to Arizona!

In August 2018, Kaley returned to ABC15 Arizona to co-anchor the morning news.

O'Kelley is originally from East Wenatchee, Washington. She is a proud member of the Native American Journalists Association, The American Meteorological Society and the National Weather Association.



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# KEYNOTE

# BREAKING NEWS

## Liliana Soto



**Assistant Professor  
of Practice & Assistant  
Director, Bilingual  
Journalism Program  
University of Arizona  
School of Journalism**

Award-winning journalist Liliana Soto is an Assistant Professor of Practice at the University of Arizona School of Journalism, an assistant director for the school's Bilingual Journalism Program and a freelance bilingual multimedia journalist.

She has 10 years of experience in broadcast news in English and Spanish with a specialization in bilingual investigative journalism, immigration, the U.S.-Mexico border, Latino issues, marginalized communities, and Mexican-centric Latin Culture.

Liliana was one of the founders of the Central Texas chapter for the National Association of Hispanic Journalists.

She graduated with a bachelor's degree from The Walter Cronkite School of Journalism and Mass Communication at ASU.

Prior to joining academia, Liliana was an investigative/enterprise news reporter and a news leader for ABC15 Arizona in Phoenix.

She was the station's first multimedia journalist to report in both English and Spanish. Her unceasing advocacy for the Spanish speakers includes creating a Spanish language section of ABC15's website with most of her English stories translated into Spanish. Prior to joining ABC15, Liliana was a multimedia journalist and weekend news anchor for Univision in Phoenix, Arizona and Austin, Texas. As a reporter for Univision, Liliana was also assigned to news Correspondent for the Texas regional newscast "Primera Edición" & "Conexión Texas" based in Houston. Her journalistic experience also includes working as a Communications Specialist for Mayo Clinic, a recognized world leader in patient care, education, and research and as a freelance journalist for NBC Universal Telemundo Network.

Liliana is a proud mother and strives to motivate young mothers to pursue a higher education.

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## Lisa Urias

### Chief Program & Community Engagement Officer Arizona Community Foundation



Lisa Urias is Chief Program & Community Engagement Officer for the Arizona Community Foundation. She leads the foundation's engagements and relationships with diverse communities across Arizona and is responsible for an aggregate annual grantmaking budget of more than \$30 million. Lisa oversees ACF's

discretionary grantmaking, efforts in special

program initiatives, including the New Arizona Prize and Philanthropy for All; ACF's six statewide regional networks and rural philanthropy; community initiatives including immigration and border-related philanthropy, and ACF's Community Impact Loan Funds which provides loans to nonprofit organizations, municipalities and educational institutions for their various needs including affordable housing, and the USDA rural development loan fund.

When Lisa joined ACF in 2021, she brought three decades of experience in both corporate and community leadership. She joined ACF after serving as President & CEO for Urias Communications, a nationally recognized multicultural marketing and communications agency which she founded in 2006. The agency, headquartered in Phoenix, experienced substantial growth under Urias' leadership serving corporate, government, and large nonprofit clients and received numerous awards including Addy Awards, International Association of Business Communicators (IABC) Copper Quill Awards, and others. She remains president emerita of the agency.

Lisa's background also includes serving as the Director of International Markets for SRP. In this role, she implemented a comprehensive market entry strategy for SRP into the Mexican energy markets and was in-house liaison to federal agencies including the U.S. Department of Energy, USAID, the World Bank, and Mexican federal agencies including the CFE, Mexico's federal electric commission, and the Mexican Secretary of Energy's office.

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### Elvia Diaz



**Columnist, Editorial Board Member, The Arizona Republic**

Elvia Díaz is a columnist and editorial board member at the Arizona Republic.

She has more than 20 years of print, radio and online journalism experience in English and Spanish.

After earning a master's degree in journalism from the University of California at Berkeley, the Mexican native worked for the Statesman Journal in Salem, Oregon, and the

Albuquerque Journal in Santa Fe, New Mexico.

In 1999, she joined The Republic where she has held several reporting and editing positions. Elvia is also an adjunct professor at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.

## THE ARIZONA REPUBLIC

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# PANELIST

**BREAKING NEWS**

## Mary Rabago

**President & CEO  
Mary Rabago Productions**



With a career spanning over 25 years in various media companies nationally and internationally, Mary Rábago has become a very well-known and respected public figure, a multi-award winning journalist. Born in Sonora, Mexico, Mary Rábago was the main news anchor of Univision

Arizona as well as Univision California.

Serving as correspondent for national shows such as “Noticiero Univision” and “Primer Impacto”. She is one of the “Top 10” Hispanic women with more media presence on both sides of the United States and Mexico border.

With a long list of regional and national awards for her career, she has displayed great versatility embracing every role from journalist, news anchor, reporter, producer and writer.

For the last 8 years Mary Rábago has taken on a new role, that of entrepreneur, opening “Mary Rabago Productions” a multimedia company that has already garnered national attention for their creative solutions. She has been recognized by Latina Style Magazine as Entrepreneur of the year, Cox Communication as entrepreneur of the year and Outstanding Women in Business by the Phoenix Business Journal in her short career as an entrepreneur.

In addition, she continues promoting family values, sharing her experience with “Sí se puede” (Yes you can) with families in Arizona providing support to those in need exhibiting a strong commitment with the Latino community in Arizona on important issues such as education, health, politics and finances on her social media platforms as an influencer, marketing opportunities and productions based on storytelling, Mary Rabago’s passion to tell stories and educate the community has set her aside from traditional journalism.



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# PANELIST

**BREAKING NEWS**

## Vanessa Ruiz



### **Associate Vice President, Educational Outreach & Student Services Arizona State University**

Vanessa Ruiz is the Associate Vice President for Outreach Partnerships within Educational Outreach and Student Services at Arizona State University. In her current role, Ruiz leads several teams creating a vision to develop and implement strategic partnerships with non-profits, K-12 schools, foundations, corporate partners, faith-based leaders, and other community stakeholders

to advance the educational attainment and economic opportunity for underserved communities.

Previously, as director for diversity initiatives and community engagement, Vanessa Ruiz led ASU's Walter Cronkite School of Journalism and Mass Communication's strategy and tactical planning for recruiting and retaining diverse faculty, staff and students, as well as first-generation college students. She also served as the lead instructor for all ethics and diversity courses, worked with student clubs and organizations to ensure they are diverse and inclusive and designed ongoing professional development and leadership pathways for faculty and faculty associates in diversity, equity and inclusion.

As a three-time Emmy award-winning broadcast journalist, Vanessa also taught on-air skills to Cronkite News students, preparing them for professional success while leading the charge on changing industry standards relevant to what journalists should look and sound like on air.

Ruiz also currently serves as fill in anchor for PBS NewsHour West, the Western U.S. broadcast of the PBS NewsHour, focusing on stories and issues with an origin and special interest in the western region of the United States.

Ruiz was born in Miami, Florida and is of Colombian descent. She studied part of her elementary and high-school education in Palma de Mallorca, Spain. She graduated with honors from Florida International University with a B.S. in Mass Communication, a minor in International Relations and holds a Masters in Liberal Studies, with distinction, from Arizona State University.

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