

Conversation Café - Women in Media

Wednesday, March 11, 11:30 a.m. Panel, 12:30 p.m. Lunch

Casa Garden, 2760 Sutterville Road, Sacramento

Sponsored by the Renaissance Society at Sacramento State University and Casa Garden

Join our accomplished panelists for a discussion of the history – and future – of women in the media. Historically, women and minorities were blocked from professional media jobs by discriminatory hiring and promotional practices, and news coverage was too often biased, incomplete and inaccurate. While hiring and promotional opportunities have improved, the influence of web-based and social media --and the decline of “legacy” print media -- have brought new challenges.

Bertha Gaffney Gorman was a staff writer for the *Sacramento Bee*, Associate Secretary for External Affairs at the California Health and Human Services Agency, Director of State and Local Government Affairs for Lockheed Martin Corporation, and a Consultant in the California State Assembly.

Jennifer Kerr was a reporter for the *Associated Press* for more than 40 years, based in the California Capitol Bureau in Sacramento from 1977-2001, mainly covering the state Legislature. She previously worked in AP bureaus in West Virginia and Los Angeles.

Ann Reed was a staff writer for the *Sacramento Bee*, Associate Vice President of Public Affairs at Sacramento State, Vice Chancellor of Communications and Public Affairs for the California Community Colleges, and California Communications Manager for AARP.

Pamela Wu is Director of News and Media Relations for UC Davis Health, and is formerly Executive Director of Marketing and Communications for UCD School of Law, News Anchor for *KCRA-TV*, and a contributor and “Insight” guest host at *Capital Public Radio*.

Sigrid Bathen (Moderator) is an Adjunct Professor of Communications and Journalism at CSUS who has been a staff writer for the *Sacramento Bee*, Senior Editor for the *California Journal*, and Communications Director for three state agencies. She has been a contributing writer for many publications, including *Capitol Weekly*, the *California Health Care Foundation* and the *L.A. Times*



Bertha Gaffney Gorman



Jennifer Kerr



Ann Reed



Pamela Wu



Sigrid Bathen

Lunch \$27. RSVP by Monday, March 9, to Casa Garden at 916-452-2809

Staffed by volunteers, Casa Garden is a restaurant and event space benefiting the Sacramento Children's Home

Please arrive by 11:15 a.m. to register – panel will start promptly at 11:30 a.m., March 11