

ROSALIA SCALIA

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PROFESSIONAL EXPERIENCE

VA Maryland Health Care System

Aug. 2008 to present

Public Affairs Specialist

Public & Community Affairs

- Established and manage the health care system's social networking presence on Facebook and Twitter, both launched in April 2010. The sites attained top 10 status of all VA medical center sites.
- Handle media traffic for the health care system, including requests from multiple local, national and international media outlets and pitching good news stories about Veterans and Veterans' health, hospital and industry business stories, profiles, features, etc.
- Write news and feature stories for the VAMHCS' Web site, publications, weekly employee newsletter.
- Write content for its first Annual Review.
- Write letters to the editors, Op-Eds, and other external communications for leadership and physician staffs.
- Write science research stories about VAMHCS for *VA Research Currents*.

University of Maryland Baltimore

Jan. 1999 to 2008

Media Relations Officer

Office of External Affairs

- Responsible for media relations for schools of social work and nursing
- Launched the University's Local News Bureau and Internship program
- Write news and feature stories for the monthly campus newspaper, *VOICE*, and for the Web.
- Write features for biannual *Maryland Magazine*.
- Assisted Dental Museum with media relations in 1999 and 2000.
- Developed content for a publication for prospective School of Social Work students.

Maryland Department of Human Resources

Dec. 1997 to Jan. 1999

Publications Specialist II

- Launched a new eight-page quarterly tabloid, *Connections*.
- Revamped and expanded bimonthly employee newsletter, *Central News*.
- Assisted with media relations for five administrations: wrote and distributed press releases, managed media traffic, placed stories about vital programs and projects in major print and electronic media.
- Copy-edited text for brochures produced by various units within the five administrations.
- Served on Steering and Planning Committee for 1998 Girls Conference, directed its publicity campaign, and assisted with fund-raising efforts.

Columbus Center for Marine Biotechnology

Jan. 1996 to Dec. 1997

Media Relations Officer

- Generated international, national, regional, and local print and electronic media placements for Columbus Center and its four components.

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- Assisted with special event planning for the grand opening of the Hall of Exploration.
- Developed and implemented special programming such as “Worm Weekend” to attract visitors.
- Developed and launched a four-page employee newsletter, *Rockfish Files*.

Baltimore Messenger

April 1995 to Nov. 1995

General Assignment Reporter

Patuxent Publishing

- Wrote between seven and nine stories weekly, including articles about late-breaking news, crime, politics, business and traffic.
- Wrote feature profiles of community activists and events.
- Served as back-up editor: handling all necessary tasks such as editing copy and articles by other writers, and writing captions, headlines and cutlines.

Loyola College in Maryland

Nov. 1988 to April 1995

Assistant Director of Public Relations

Development and College Relations

- Managed news bureau: wrote between 180 and 195 press releases per academic year.
- Initiated media guide listing Loyola’s faculty experts.
- Wrote, edited, and did layout for weekly employee newsletter, *The Bulletin*.
- Served as managing editor of the college’s alumni publication: created story budgets, worked with freelance writers, photographers, illustrators, and art designers.
- Initiated and implemented a successful op-ed service for faculty.
- Initiated and implemented a successful internship program for Writing/Media, English and photography students that grew, within three years, from two to five students per academic year.
- Planned and implemented the college’s annual weeklong Maryland Day celebration.

Freelance and Fiction writer

Jan. 1986 to 2008

- Research and write articles for local, regional and national publications, including *The Baltimore Sun*, *The City Paper*, *Baltimore Jewish Times*, *The Daily Record*, *Physician’s Practice Digest*, *Gig Magazine*, *Builder and Contractor*, *Maryland Music Monthly*, *ParentGuide Magazine*, *Skin, Inc.*, *Dermascope*, *Social Work Today*, and E-Diets.com, *Baltimore Examiner*.
- Wrote how-to book for The Loading Dock, a Baltimore-based nonprofit organization.
- Designed, wrote, and edited *The Dental Health News* as a marketing tool for a local dentist.
- Ghostwrote a book proposal and articles for Linda Seidel, local rehabilitation esthetician.
- Researched and wrote sections of a book about the history of the Baltimore archdiocese.
- Contributor to *Baltimore Magazine* and in the latter part of 2005
- Contributed to seven books by Catholic publisher Editions du Signe
- Short story, “Sister Rafael Heals the Sick,” nominated for 2006 Pushcart Prize
- Accepted into the Sewanee Writers’ Conference, summer 2006
- First prize winner, Taproot Literary Fiction Competition, 2007
- *Delia’s Concerto*, first chapter, novel in progress, finalist in the National League of American Pen Women Competition and finalist in the New Century Writers Awards Competition, both 2003
- Maryland State Art Council Individual Artists Grant 2010
- Editors Select, *Willow Review*, “You’ll Do Fine,” 2011
- Story collection shortlisted in the Santa Fe Writers Project Literary Competition, 2013

EDUCATION

M.A in Writing, (fiction track), May 2003, Johns Hopkins University

B.A. in English with a concentration in writing, May 1982, Towson State University

Certificate in Freelance Writing, July 1985, College of Notre Dame of Maryland

Courses and workshops in fiction writing, 1987 – 1997, Johns Hopkins University and Loyola College in Maryland

VOLUNTEER WORK

- Designed and edited first newsletter for Forward Visions, a nonprofit organization for mentally challenged adults.
- Taught in the five-day My WORD! writing workshop at a Baltimore City public school.
- For two years, initiated, planned and implemented writing workshops at St. Pius X School.
- For two years, taught religious education classes at St. Vincent de Paul Church.
- Wrote press releases for the Nepali and American Friends organization, Chicago Chapter.
- Assisted local business, Mt. Everest Variety Store, with public relations and marketing strategies.
- Pro bono media work for Baltimore American Indian Center's Pow Wow, 2004 and 2005
- Pro bono media work for The Baltimore Village, Inc. 2005, a fledgling food co-op
- Pro bono media and marketing work for St. Leo's Roman Catholic Church 2007, 2008, 2009, 2010
- Pro bono media and marketing work for Father Rusty Pandola Learning Center, 2008, 2009, 2010