

DONNA TALARICO

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OVERVIEW

Innovative and energized freelance journalist with varied media background reentering job market, fresh from academia.

PROFESSIONAL EXPERIENCE

Marketing Communications Student Assistant, December 2003-January 2006

Wilkes University Marketing Communications Department, Wilkes-Barre, Pennsylvania

- Under the direction of associate director of marketing communications, write and disseminate press releases, write and publish stories for the university website, serve as contributing writer and copy editor for quarterly alumni magazine, arrange photographs for media and marketing materials, act as media relations liaison during campus events and other public relations tasks

Correspondent, March 2001-present

The Times Leader and The Weekender (Knight-Ridder), Wilkes-Barre, Pennsylvania

- Cover local school board and municipal meetings, as well as write human interest and lifestyle stories for daily newspaper; contribute in-depth feature and investigative stories on the arts and entertainment scene for weekly alternative newspaper

Freelance Production Assistant, October 1996-present

WVIA-TV, Pittston, Pennsylvania

- Serve as floor director or camera operator for local live and recorded productions both in studio and remote locations

Admissions Representative, October 2002-November 2004

Allied Medical and Technical Institute, Scranton, Pennsylvania

- Assist prospective students through entire enrollment process including interview, tour and paperwork; meet personal and team budget goals for several start dates throughout the year; contact prospective students via telephone to schedule meetings; manage new and old leads from various sources: web, direct mail, call-in; gain back 'lost' business by following up with students who previously were interviewed, but did not enroll; coordinate with financial planning office to ensure student is financially packaged; coordinate with education department to plan new student orientations; coordinate with director of admissions to plan various recruitment and community service events; create informational material for distribution to prospective students; assist in training new admissions representatives

Promotion Director, June 1998- February 2001

Entercom Radio/WGY-FM, Pittston, Pennsylvania

- Collaborate with general sales manager to create added-value promotions for station clients; coordinate with record companies and promoters to plan concert and artist-oriented promotions; plan station contests and events; write promotional copy and scripts for live and recorded promos; run live action broadcasts and occasionally cover on-air shifts

ACADEMIC EXPERIENCE

- Arts and Entertainment Editor, The Wilkes University Beacon
- Staff writer, The Wilkes University Beacon
- Student Advisory Board, Communication Studies Department
- Peer Mentor, Communication Studies Department
- Students-in-Media, Wilkes University/Wyoming Seminary Upper School
- Account Team Manager, student-run public relations firm Zebra Communications

EDUCATION

Wilkes University, Wilkes-Barre, Pennsylvania

Bachelor of Arts in Communication Studies and Sociology, to be awarded August 2006

-Earned 18 credits of women's studies courses

COMPUTER SKILLS

Adobe InDesign

Adobe PageMaker

Adobe Photoshop

Microsoft Publisher

Basic HTML

Microsoft Word and Excel

Advanced Internet/E-mail user

BOOKS

Inside Guide to Wilkes University, CollegeProwler, forthcoming

"Kids, have you seen my backpack?" and Other Inspirational Stories of Non-traditional Students, iUniverse, 2005

PUBLICATIONS

"Someone Like You, Someone Like Your Students," Career College Association's *The Link*, Aug. '05

Various, *The Wilkes Universe*

"Why I Deleted E-mail Interviews," AbsoluteWrite.com, 2005

"Writing Music Reviews Music to My Ears," AbsoluteWrite.com, 2004

"Merger Madness," *Games Magazine*, 2003

"Independence Day," *Games Magazine*, 2006

Greeting Card, Oatmeal Studios

TELEVISION, ON-AIR

Contestant, "*Help Wanted: Private Investigator*," The Learning Channel, August 2004

Spokesperson, Allied Medical and Technical Institute segment, "*NEPA Today*," WOLF-TV, 2002

Contestant, "Media Skydive," *Dreams2Reality*, WOLF-TV, October 2002

AWARDS/HONORS

2005 Wilkes University Leadership Scholarship, for The Beacon

Presidents Club, Allied Medical and Technical Institute, 2004

2000 Country Radio Broadcasters Promo Award, 3rd Place

InterCollegiate Leadership Wilkes-Barre, 1997

Various Oklahoma Interscholastic Journalism awards, 1993-1995

COMMUNITY INVOLVEMENT

Member, Society of Professional Journalists, present

Member, Luzerne County Historical Society, present

Member, POWER- Professionals Organized and Working to Enrich the Region, present

REFERENCES

Dr. Andrea Breemer-Frantz, 570-408-4165

Professor, Communication Studies/Advisor, The Wilkes University Beacon

Dr. Jane Elmes-Crahall, 570-408-4162

Professor, Communication Studies/Advisor, Zebra Communications

Christine Tondrick-Seitzinger, 570-408-4773

Associate Director of Marketing Communication, Wilkes University

Alan K. Stout, 570-829-7131

Editor, The Weekender