

# STACEY RANGE MESSINA

## Writer & Communications Consultant

Award-winning writer and communicator specializing in powerful prose, expert editing, and dynamic marketing that engages, informs and inspires.

Writing & Editing

Digital Content & Analysis

Messaging & Planning

Media & Public Relations

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### EDUCATION

MA, Strategic Communications, Michigan State University, 2019

BA, Journalism and Political Science, Magna Cum Laude, University of Nebraska-Lincoln, 1997

Writing Fellowship, The Poynter Institute, 2002



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### EXPERIENCE

August 2008-present **President, Consilia Communications LLC**

Owner and operator of an independent consulting business providing research, communications and strategic planning services for diverse clients, including the Michigan League for Public Policy, Michigan's Early Childhood Investment Corporation, Voices for Michigan's Children, Michigan State University's Office of Campus Sustainability, and the Art for Charlie Foundation. Specialization in strategic communications planning, and media and marketing materials production, with a reputation for managing complex and politically sensitive issues. Examples:

- Developed marketing, media and informational materials, including reports, briefing papers, fact sheets, news articles, editorials, digital content and messaging documents for the successful launch of the state of Michigan's child care and development rating system for providers and families.
- Crafted a coal energy transition report for the Michigan State University Board of Trustees that received praise from both sides of the debate.
- Wrote legislative and Congressional testimony for clients on issues of economic security, health care, education, child wellness, and criminal justice.
- Ghost wrote several columns, opinion articles, and sign-on letters for Michigan leaders, including politicians on both sides of the aisle on a broad range of health, budget and family issues for diverse audiences.

- Served as Interim Director of Communications for the Michigan League for Public Policy, a nonpartisan policy institute, from February-August 2015, directing legislative and Congressional communications and media relations.
- Increased media coverage 400% for one client, doubled subscriptions to the organization's electronic newsletter, and doubled the number of monthly Web hits, adding 1 million visits in the first year and 2 million over the next year.
- Tripled public and media support for an annual art auction over three years, attracting 500 guests and raising more than \$60,000 in one evening for Michigan children with terminal illness.

### November 2006-August 2008 **Communications Director & Policy Analyst, Voices for Michigan's Children**

Promoted the nonprofit organization and public policy issues affecting children and families in Michigan to state legislators, Congress, state agencies, partner organizations, funders, media, communities and other stakeholders.

- Wrote legislative and Congressional testimony.
- Testified on key issues before state legislators.
- Developed policy briefs on legislative actions.
- Created and implemented strategic communications plans.
- Managed media and member relations, securing coverage and appearing on numerous local, state and national radio and television programs.
- Designed, populated and managed the website.
- Launched social media campaigns, action networks for targeted audiences and issues, and digital communications.
- Planned legislative and stakeholder receptions and summits.
- Researched and produced promotional materials, newsletters, annual reports, news releases, columns, opinion articles, speeches, and issue briefs.
- Served as a national expert on the federal Children's Health Insurance Program for media and partner agencies, and managed an extensive statewide coalition of diverse interests supporting the successful reauthorization of CHIP.

### January 1997- November 2006 **Reporter**

Advanced from general assignment reporter to political writer and columnist, covering Michigan's state government, Legislature and Congressional delegation from February 2001 to November 2006. Consistently among the top content producers at each outlet.

*Lansing State Journal*, Political writer, columnist and Sunday editor

*Fort Lauderdale Sun-Sentinel*, General assignment/features reporter

*Orlando Sentinel*, Crime reporter

*Omaha World-Herald*, General assignment/crime reporter

*The Kansas City Star*, City Hall reporter

*Lincoln Journal Star*, General assignment reporter

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## **SERVICE**

Campaign Cabinet, University of Alabama Performing Arts Academic Center Campaign, 2019-present

Serving with a group 20 other dedicated volunteers who share a love of performing arts and are committed to helping UA renovate a former mental health hospital into the University welcome center surrounded by a new world-class performing arts center.

Senior Advisor, University of Alabama School of Music Board of Advisors, 2019-present

Serving on a nine-member board offering support and advice regarding planning, mission and development activities at the UA School of Music, home to the Million Dollar Band and world-renowned musicians, vocalists and faculty.

Girl Scout Leader, 2013-2020

Lead a troop of 10 amazing girls, teaching them community service, leadership skills, philanthropy, self-confidence and empowerment.

Women's Caring Program, Marketing Committee, 2010-2012

Provided marketing and communications assistance to a statewide nonprofit foundation supporting disadvantaged children through fundraising and granting of scholarships for early care and education.

Potter Park Zoo Board, Public Relations & Marketing Committee Chair, 2007-2010

Appointed by the Ingham County (MI) Commission to a three-year term on the zoo board. Overhauled the zoo's communications and marketing efforts, including Web redesign and member relations, regional advertising campaigns, promotional materials, event development and promotion.

Junior League of Lansing, Public Relations & Marketing Chair, 2006

Promoted the volunteer organization's charitable activities throughout Greater Lansing with extensive media and public relations initiatives, including public service announcements and community outreach that boosted membership 35%, built awareness of project goals and helped meet fundraising goals.

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## **ACADEMIC PUBLICATIONS**

Airing Live Risks Error: Responsible Journalism in the Trump Era, *Journal of Media Ethics*, 33:2, 92-94, DOI: 10.1080/23736992.2018.1435495

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## **HONORS & AWARDS**

Phi Kappa Phi Honor Society, inducted 2019

Phi Beta Kappa Honor Society, inducted 1997

Exemplary service to Ingham County and the Potter Park Zoo Board, 2010

Michigan Press Association, second place public service, 2006  
American Red Cross and St. Vincent Catholic Charities, public service award, 2006  
Michigan AP Editorial Association, third place for enterprise writing, 2005  
Michigan Press Association, second place enterprise writing, 2004  
Nebraska Press Association Award, first place spot news, 1999  
Society of Professional Journalists, Mark of Excellence, features writing, 1998  
William Randolph Hearst Award, in-depth writing, 1997  
William Randolph Hearst Award, profile writing, 1997