

# PROFILE

## Alex Vitalo

Managing Director  
Creative Services & Digital Studios



As managing director of Creative Services & Digital Studios, Alex Vitalo is responsible for the editorial and creative direction of MPT's broadcast promotion, including local and national productions, underwriting messaging, station image, the station's website, and Digital Studios.

Ms. Vitalo joined Maryland Public Television as on-air promotion manager in 2000, bringing more than 20 years of experience in both creative services and television program production with major market broadcasters and national cable networks.

Early in her career, Ms. Vitalo worked as a producer-director for WTIC-TV in Hartford, Connecticut, and at ESPN as an associate director of live sports programming. Additionally, she directed live international news coverage of the 1987 Reagan-Gorbachev summit for Pyramid Video's international clients in Washington, D.C. In 1988, as WNET national promotion producer in New York, she produced on-air spots for *Great Performances*, *Nature*, and other WNET series and programs.

In 1990, Ms. Vitalo joined WTXN-TV, New Haven, Connecticut, as creative services producer where she was responsible for the production of all primetime on-air promotion, sweeps radio and print advertising for New Haven's chief movie station. In 1994, she joined the BET Network in Washington, D.C., first as creative services producer creating on-air promotion and image spots and then, in 1997, as online AVID editor for BET's *Planet Groove* and *BET on Jazz's* concert series and channel branding.

Immediately prior to coming to MPT, Ms. Vitalo was responsible for editing of news documentaries and weekly feature stories for the Media Studies Center at Newseum, New York, a media foundation dedicated to First Amendment issues and press ethics.

Ms. Vitalo has earned numerous honors for her work, including Communicator Awards, Davey Awards, a PromaxBDA Award, Telly Awards, W3 Awards, and both national and regional Emmy® Awards.

She earned a bachelor's degree in journalism/communications with honors from Rutgers, the State University of New Jersey.

Ms. Vitalo resides in Baltimore, Maryland.