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## **Education**

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**Ph.D. in Mass Communication, The National University of Kyiv-Mohyla Academy, November, 2012, (*summa cum laude*). The joint PhD program with the Autonomous University of Barcelona, Spain, Department of Audiovisual and digital Communication Departament de Comunicació Audiovisual i Publicitat Continguts de Comunicació a l'Era Digital. Thesis: “*Media Transprency Through Journalists` Interpretations: Research in Ukraine*” (written and defended in English).**

**M.A. in Journalism, Mohyla School of Journalism, (June, 2007), The National University of Kyiv-Mohyla Academy, Ukraine (*summa cum laude*).**  
Thesis: “*Cash for news coverage: research in Ukraine*” (written and defended in English).

**B.S. in Sociology ,The National University of Kyiv-Mohyla Academy (*summa cum laude*).**  
Department of social science, School of Social Work (June, 2005).  
Major area: Social work.  
Completed certificate program in **Public Relations**;  
Completed certificate program in **Social Psychology**.

## Academic appointments and teaching experience

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**Post-doctoral fellow**, Center of Methods in Social Sciences, Georg-August University of Göttingen, Germany (2015).

**Post-doctoral fellow, Harriman Institute, the School of International and Public Affairs Columbia University, New York, USA.** (Fall, 2013 and Fall 2014).

**Lecturer**, the course “*Media in Contemporary Ukraine*” with focus on media change and post-Soviet transformations (in 2013) and on the role of media and Internet in the EuroMaidan protests (in 2014) (undergraduate and graduate students).

**Assistant Director for Research**, Mohyla School of Journalism, the National university of Kyiv-Mohyla Academy (2010 – until now).

**Assistant professor**, the National University of Kyiv-Mohyla Academy (from 2009 until now).

The courses:

“*Media Ethics*” (graduate students in journalism) – Fall 2008, 2009, 2010, 2011, 2012, 2013, 2014.

“*Methodology of Media Research*” (graduate students in journalism) – Fall 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014.

“*Introduction to Research*” (interdisciplinary seminar for doctoral students in mass communication, finance, social work, theory of literature) – Fall 2010.

“*Research seminar*” (graduate students in journalism) – Spring 2012, 2013, 2014.

### Guest lecturer

**Columbia University**, Columbia School of Journalism, communication colloquium, (October, 2013).

**Harvard University**, Ukrainian Research Institute, study group seminar, (October, 2013).

**Columbia University**, Harriman Institute, open lecture (October, 2013).

**University of Oklahoma**, Gaylord College of Journalism and Mass Communication, Global Public Relations course (February, 2013).

### Graduate and doctoral students advising

Yaropolk Brynnykh, 2012 (“*Mediated media relations: are they really helpful for journalists?*”, thesis in English),

Kateryna Benko, 2012 (“*Social talk show “Pro Zhyttya”: ethical issues*”, thesis in Ukrainian),

Ninel Omelyanenko, 2011 (“*Sex Work Presentation in Online Media*”, thesis in Ukrainian),

Olena Pavlenko (“*Choice of documentaries: the comparison of preferences of Ukrainian and German audiences*”, thesis in English),

Halyna Budivska (“*Media coverage of Julia Tymoshenko case*”),

Pavlo Horak (“*Public Relations education in Ukraine: challenges and perspectives*”, thesis in Ukrainian),

Dmytro Stepanets (“*Online media representation of hacker movement Anonymous in Ukrainian online media*”, thesis in Ukrainian, *summa cum laude*).

*Dissertation:*

Olena Kutovenko (research on state of journalism education in post-Soviet countries), Autonomous university of Barcelona, doctoral student in mass communication.

## **Professional experience: Public Relations, strategic communication and media consulting**

2012 (until now) – **Health and Media Initiative Consultant, Open Society Foundations:** media and communication consulting, training and support of civil society organizations and governmental institutions working in the field of public health and human rights, support in elaboration of communication strategies, advocacy campaigns, communication trainings for organizations speakers, consultations on application of online communication tools, media relations.

2012-2014 – **Communication Expert and Trainer (European Union Commission and Internews Network, Ukraine):** leaded educational programs, designed and conducted trainings for the European Union supported projects and the European union information regional centers.

2012 – **expert and trainer (USAID):** designed and conducted communication seminars focused on effective key messaging and media relations for the human rights organizations.

2013 – **strategic communication consultant, trainer,** designed and conducted communication education program for the grantees of the Child Well-Being Fund (national-wide Ukrainian network, the project “Empowerment of local communities to solve local problems”). Focused on preparation and communication of projects` success stories.

2008 - 2010 – **Strategic Communication director (headed strategic communication department, the International Renaissance Foundation, Ukrainian office of the Open Society Foundations` global network.** Elaborated and implemented communication strategy, managed Public Relations department, launched and supervised online communication, launched new website, leaded and supervised communication analytical work (audits, assessment of audiences` needs), coordinated media relations, organized media and public events on a wide range of issues including human rights, education, health, freedom of speech, transparent elections), supervised the team working on the intranet platforms and social media activities, trained and consulted speakers, conducted communication and media trainings for the civil society organizations.

2007 - 2008 – **senior account executive, PRP Ukraine (Weber Sandwich Group, a unit of the Interpublic Group of Companies, one of the world's leading public relations agencies).** Worked with the clients: Erste Bank, VTB bank, Master Card, Altera Finance, Embassy of Turkey in Ukraine, Fozzy Group. Coordinated public relations activities, media relations, assisted in public and press-events, conducted reputation and communication research (audits). Elaborated methodology and conducted communication evaluations and research.

2006 – 2007 – **Senior marketing research executive, focus-group facilitator, Synovate** (part of the global research network Ipsos). Worked with clients: Shell (automotive industry), AVK (food).

2005- 2006 – **communication officer, the Harm Reduction Association** (all-Ukrainian network of non-governmental organization working in the field of public health and harm reduction): coordinated communication public relations activities.

2004 – 2007 – **journalist,** freelancer (published articles on business and marketing topics in the magazine “Компаньон» [Companion] and social human rights issues magazine “Добра Воля” [Dobra Volya]).

2006 – 2007 – intern, Kyiv-Mohyla Business school ([kmbbs](#)). Coordinated business and marketing education programs.

## Publications

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(in progress) **Grynko, A.** (2014). Journalists` ethics and roles in turbulent times: Contemporary Controversies in Ukraine. *Media Transformations*. (Vol. 9, Fall 2014).

**Grynko, A.** (2012). Ukrainian journalists' perceptions of unethical practices: codes and every-day ethics. *Central European Journal of Communication* (Vol. 5, No 2 (9). Fall 2012.

**Grynko, A.** (2011). Bridging the ethical norms and real-life practice in media. *Quaderns del CAC*, No 36, Vol. XIV (1), June 2011.

[http://www.cac.cat/pfw\\_files/cma/recerca/quaderns\\_cac/Q36\\_Critica\\_Grynko\\_EN.pdf](http://www.cac.cat/pfw_files/cma/recerca/quaderns_cac/Q36_Critica_Grynko_EN.pdf)

<http://www.rundfunk-institut.uni-koeln.de/institut/pdfs/27710.pdf>

Tsetsura, K., & **Grynko, A.** (2009). An exploratory study of media transparency in Ukraine. *Public Relations Journal*, 3(2). <http://www.prsa.org/prjournal/index.html?WT.ac=PRJournalTopNav>

[Under review] Grynko, A., & Tsetsura, K. Understanding media non-transparency through individual approach to journalistic ethical decision-making.

### Published Peer-reviewed Conference Proceedings

**Grynko, A.** (2010). From State Censorship to Pressure of Money: New Challenges for Media Transparency in Ukraine. Working Papers of the Institute for Broadcasting Economics at the University of Cologne.

### Book (practical manual):

**Grynko, A.** (2012). Public Relations and Communication Toolkit (Practical guide for non-governmental organizations). European Union Commission and Internews Network.

### Book chapters:

**Grynko, A.**, Tsetsura, K. (2014). History of Public Relations in Ukraine. In *National Perspectives on the Development of Public Relations*, Palgrave Macmillan.

### Encyclopedia Entry:

**Grynko, A.** (in press). "Open Society Foundation", "Reporters without borders". In *Encyclopedia of Social Media and Politics*. Thousand Oaks: Sage

### Articles and Interviews in media

"Facebook speeds up the Euromaidan protests" - Expert". ("Фейсбук прискорив події Євромайдану" - Експерт"). Live TV Interview for the Voice of America, 28 November, 28, 2013, <http://ukrainian.voanews.com/content/article/1799207.html>

Live Interview for the National Public Radio ("How old values clash new rules in Ukraine")- March, 2013.

"Як і чому українські журналісти виправдовують непрозорі практики в ньюзрумах". How and why Ukrainian journalists justify nontransparent practices in newsrooms". *European Journalism*

Observatory. November, 2012, <http://ua.ejo-online.eu/694/етика-та-якість/як-і-чому-українські-журналісти-випра>

“Гра за гроші”: (Не)прозорість медіа в Україні та світі”. МедіаСапієнс (“Pay for Play”: (Non)Transparency in Ukraine and worldwide). Mediasapiens, January 13, 2011. (<http://osvita.mediasapiens.ua/material/1383>)

Interview: “За межею добра і зла” (“Beyond the good and evil”. Commented on the journalism ethics` case”). Mediasapiens, March, 27, 2011. <http://osvita.mediasapiens.ua/material/4957>

### **Conferences and Competitive Papers**

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Grynko, A. (2014). Between Propaganda and Freedom: Variations of Neo-Soviet Media Model in contemporary post-Soviet countries. Association for the study of nationalities Annual convention, April, 2014, Columbia University, New York.

Grynko, A. (2014). Participation Culture at Ukrainian EuroMaidan 2013: The Role of Internet and New Media". The panel "A 'Eurasian Spring' or 'Occupy Movement'? Social Media, Security Threats, and Policy Opportunities". ASEES 2014 Convention (46<sup>th</sup>), November 2014, San Antonio, TX.

Grynko, A. (2013). Challenges in Converging Old and New Media: Researching Experience of Ukrainian Journalists, National Communication Association Annual Convention, Washington, USA, November 2013.

Grynko, A. (2013). Press Freedom Violations in Contemporary Ukraine: Beyond Normative Concepts. The 9<sup>th</sup> Annual Danyliw Research Seminar on Contemporary Ukraine, Ottawa, Canada, 31 October-2 November 2013.

Tsetsura, K., & Grynko, A. (2013, October). Public relations, media, and democracy: Journalists' perspectives on media situation in Ukraine. Competitively selected paper to be presented at the EUPRERA annual conference, Barcelona, Spain.

Grynko, A. (2013). Speechless And Manipulated: How Journalists Interpret Their Role in Ukraine". Conference 'Breaking news: censorship, media, and Ukraine", February 2013, Columbia University, the U.S.A.

*Keynote speaker:* "Media Research in Ukraine: market needs vs. possibilities of the educational system". International Conference. Mohyla School of Journalism. The National University of "Kyiv-Mohyla Academy". Kyiv, Ukraine. April 17, 2013.

Grynko, A. (2012). "Journalism: Understanding Professional Challenges and Dilemmas", Polish Communication Association and the Faculty of Philosophy, Sociology and Journalism at the University of Gdańsk, September 14 - 15, 2012.

Tsetsura, K., & Grynko, A. (2011, June). Understanding the cost of independence for Ukrainian media: Examining the tensions between professional ethics and influences on the media in Ukraine. Paper scheduled for presentation at a competitively chosen panel, IAMCR conference, Istanbul, Turkey.

Grynko, A. (2010). "Understanding of Media Opacity in Ukraine (political communication and journalism standards, case of Presidential Elections 2009)". Competitive paper presented at the National Communication Association annual convention, San Francisco, November 2010.

Grynko, A., & Tsetsura, K. (2010, June). Matters of media ethics: Understanding media non-transparency through individual approach to journalistic ethical decision-making. Paper presented at the Journalism Studies Division of the International Communication Association conference, Singapore.

Grynko, A. (2010). "From State Censorship to Pressure of Money: New Challenges for Media Transparency in Ukraine". Conference "Public Service Broadcasting: A German-Ukrainian Exchange of Opinions." Institut für Rundfunkökonomie an der Universität zu Köln, Germany, October 2010.

Гринько, А. "Викладання журналістської етики: від теоретичних засад до практичних рішень" (досвід Могилянської школи журналістики). Міжнародна конференція "Світові стандарти сучасної журналістики" [Grynko, A. (2010). "Teaching of Journalism Ethics: From Theoretical Principles to Practical Decisions". International Conference "World standards of contemporary journalism"]. Cherkasy, May 20-21, 2010.

Grynko, A. (2010). "Responsible journalism and media transparency in Ukraine: developing the interpretative approach to media practices". Competitive paper presented on International symposium of doctoral studies, Toronto, Canada, January 2010.

Grynko, A. (2009). "Media transparency in Ukraine: Evidence from Editors and Journalists". Competitive paper presented at the National Communication Association Convention, Chicago, USA, November 2009.

"An exploratory study of media transparency in Ukraine". Competitive paper presented on Annual Conference of Association for Education in Journalism and Mass Communication, Chicago, USA, August 2008.

### **Research Project**

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Spring 2011: researcher in the study "Mapping Media Worldwide" (Internews Network, The World Bank, The Brookings Institution and sponsored by Bill and Melinda Gates Foundation). The report is available online: <http://www.mediamapresource.org/wp-content/uploads/2011/04/Ukraine.pdf> (PI: Dr. Katerina Tsetsura).

Spring 2009: Principle investigator, communication research/audit, public health projects on Hepatitis C: communication evaluation of the national public health program, Rinat Ahmetov Foundation 'Development of Ukraine' ('Rozvytok Ukrainy').

Autumn 2011: Leader of the research team. Assessment of the new media education program "Digital Future Journalism" (supported by the Rinat Akhmetov Foundation "Development of Ukraine" ("Rozvytok Ukrainy"): evaluation of new media educational program for editors and Public Relations professionals, assessment of new media market changes, educational needs of journalists, new media practices journalists apply in news room.

Autumn 2009: researcher, the Global Report on the Status of Women in News.

Autumn 2009: researcher, evaluation of the Parliament communication in Ukraine (in cooperation with Reuters Foundation), prepared research report and communication recommendations for MPs.

2008-2009: global media transparency research collected and analyzed data from Ukraine (International PR Association, PI: Dr. Katerina Tsetsura).

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### **Awards and Recognitions**

2012 – the National University of Kyiv-Mohyla Academy, reward for outstanding teaching activities and contribution to the university life.

2010 - Turchin Scholarship and Scholarship of Lozynskiy Foundation - recognition for the outstanding research work.

2008 - National Vyacheslav Chornovil, top-student in journalism reward.

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### **Fellowships and Professional Training**

2013: post-doctoral fellowship (Petro Jacyk scholarship), Columbia University, Harriman Institute.

2011: January: research fellowship, sponsored by the University of Warsaw.

2010: November: Curriculum development fellowship (“Media and state interventions issues”), Curriculum Research Center, Central European University, Budapest, Hungary.

2010, August: Summer University 2010: Introduction to Strategic Sustainable Development, Swedish Institute (Sweden).

2010, June: X European Young Leaders Conference (Prishtina, Kosovo).

2009, November: Seminar on gender and media (Kharkiv, Ukraine), sponsored by the USAID.

2008, April: spring school for trainers/educators on web TV production, (Munster, Germany).

2008, November: seminar in media ethics for journalists (Odessa, Ukraine).

2006, November: training on international news standards, organized by Internews, Ukraine.

2006, July: International Media Literacy Summer School, Kyiv, Ukraine.

2006, January-March: video production workshop (Ohio University and Mohyla School of journalism).

2006, March: daily press production workshop, (the Embassy of France and Mohyla School of journalism).

2005, November: International news workshop, (the Embassy of France and the Mohyla School of journalism).

2005, October: production of information materials, workshop for communication officers (the International HIV Alliance), Crimea, Ukraine.

2004, January: communication and fund-raising skills (Resource Center “Hurt”).

2003, September-November: Workshop on the Skills of Communication, organized by Social Work School in “Kyiv-Mohyla Academy”.

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### **Professional Associations and Networks:**

Media Anthropology Network

National Communication Association

International Communication Association

Polish Communication Association

### Service Activities

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2014, October: Organizer and chair, the panel presentation discussion on social networks of political elites in Ukraine (speaker: Tetiana Kostiucho), Columbia University, Harriman Institute.

2013-2014: Vice-President of the Columbia Central and Eastern European Club.

2013, October: Organizer and chair, the panel discussion on Participatory Democracy in Ukraine (speaker: Dmytro Khutkyy), Columbia University, Harriman Institute.

From 2010 and until now: Member of the Board, Media Reform Center (non-governmental organization aimed at development of journalism).

2012, September: participated and assisted in organization of the 64th World Newspaper Congress or 19th World Editors Forum, worked as interpreter.

2012: Faculty project leader, Higher Education Support Program, Academic Fellowship Program ("Open Society Foundation") at the National university of Kyiv-Mohyla Academy.

2011 – until now: Faculty adviser for the students` public relations working group, Mohyla School of Journalism.

2008. December: Volunteer, New Year's Project in Orphanage (Denyshy), charity program in orphanage (2008) , Rotary Club, Kyiv, Ukraine.

2005-2007: Volunteer, programs for youth, Center "Hurt" (2005-2007).

### Languages

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Fluent in English, Ukrainian and Russian; basic Japanese (completed a one year course).

### References:

**Katerina Tsetsura**, Ph.D., Associate Professor of Strategic Communication/Public Relations, Gaylord College of Journalism and Mass Communication, University of Oklahoma, [tsetsura@ou.edu](mailto:tsetsura@ou.edu)

**Carles Llorens**, Ph.D., Professor of Media Economics and Policy, Communications Faculty Autonomous University of Barcelona, Spain, [Carles.llorens@uab.es](mailto:Carles.llorens@uab.es).

**Serhiy Kvit**, Ph.D., Professor of Media Theory, Mohyla School of Journalism, the President of the University of Kyiv-Mohyla Academy, Ukraine, [kwit@ukma.kiev.ua](mailto:kwit@ukma.kiev.ua)



**Marta Dyczok**, Ph.D., Associate Professor, Departments of History and Political Science, University of Western Ontario, [mdyczok@uwo.ca](mailto:mdyczok@uwo.ca)

**Beth E. Barnes**, Ph.D., Professor and Director, School of Journalism and Telecommunications Executive Director for International Studies, College of Communication and Information University of Kentucky, [bbarnes@uky.edu](mailto:bbarnes@uky.edu)

**Kimberly A. Kline**, Ph.D., Chair, Associate Professor Chair, Higher Education Administration Department, SUNY College at Buffalo, Buffalo, New York

**Dean Kruckeberg**, Ph.D., The Department of Communication Studies is one of the largest majors in the College of Liberal Arts & Sciences at the University of North Carolina at Charlotte, [Dean.Kruckeberg@uncc.edu](mailto:Dean.Kruckeberg@uncc.edu)