

## 1.2. CURRICULA VITAE

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### 1.2.1. Director

Name	Douglas Griffin
Nationality	American
Education	<ul style="list-style-type: none"><li>Georgetown University Law Center, J.D. cum laude (1997)</li><li>University of Kansas, B.S. Business Administration, with distinction (1993)</li></ul>
Languages	Native English, fluent French, knowledge of Russian and Spanish

#### Summary of experience

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Doug Griffin is an expert in communications and media strategy, law and policy, particularly in conflict, post-conflict and transitional environments. He is a lawyer with expertise in drafting important legal documents and assisting with the development of communications and media law and policy. He has significant experience communicating effectively with stakeholders, including the public, government officials and the international community, about key law and policy issues. Doug worked with a team of international experts to develop a regulatory and self-regulatory response to Russian propaganda in Ukraine. He has significant experience training and advising government, civil society and media professionals in Russia, Ukraine, Central Asia, Armenia, Georgia, Azerbaijan and the former Yugoslavia.

#### Employment history

Dates	Description
2006 – date	Director, Albany Associates, London
2004 – 2006	Legal Advisor, Media Development Advisory Team, Baghdad
2002 – 2004	Attorney, Internews Europe, Paris
1997 – 2002	Associate, Latham & Watkins, New York and Moscow

#### Selected roles

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##### **Director, Albany Associates. 2006 to date.**

- Lawyer and expert in communications and media strategy, law and policy.
- Extensive experience in helping to establish broadcast and communications regulators from scratch and in advising existing regulators on best practice.

##### **Attorney, Internews Europe, Paris. 2002 to 2004.**

- Co-creator and leader of the Media Policy Centre, a project providing legal support to local media lawyers in developing countries.
- Reviewed and commented on media legislation proposed for Armenia, Guyana, Iraq and Russia.

##### **Associate, Latham & Watkins, Moscow. 2000 to 2002**

- Advised clients, conducted negotiations and drafted documents in connection with a number of complex cross-border transactions involving Russian enterprises and foreign investors.
- Advised the largest telecommunications provider in Russia.

## 1.2.2. Project Manager

Name	Valeriya Chaschyna Lindholt
Nationality	Danish
Education	MSc Politics and Government in the European Union, Distinction, LSE, and BBA, Hong Kong University of Science and Technology
Languages	English, Danish and Russian

### Summary of experience

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Valeriya is a Senior Associate with Albany Associates, where she works on strategic communications projects, primarily in former Soviet Union countries. She has managed multiple programs designed to counter disinformation and communicate positive narratives for funders such as the UK's Foreign and Commonwealth Office, the European Union and the US Department of State. Prior to joining Albany full time, Valeriya worked with the European Integration and the Communication Manager of European Union Delegation to Ukraine. She is a PRINCE2 Foundation Level certified project manager.

### Employment history

Dates	Description
2016 – date	Albany Associates – Associate & Senior Associate
2016	EU Delegation to Ukraine – Trainee
2015 – 2016	Albany Associates – Intern
2015 – 2016	EXPX (Geofeedia UK) – Intern

### Selected roles

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#### Albany Associates – Associate & Senior Associate

- Managing a €3.7 million project for the EU to counter anti-Europe messages in Ukraine. Responsibilities include running workshops to determine messaging, working with local and international partners on nationwide campaigns, and establishing and managing program activities.
- Leading a fact-checking and media literacy project in Central Asia for the UK's Foreign and Commonwealth Office with responsibility for program design, budget management and reporting.
- Managing two projects in the Russian-speaking world designed to train journalists in the principles of CVE, one focusing on Azerbaijan (with activities in Ukraine) and the other on Central Asia.
- Also managed a project for the FCO designed to counter anti-EU sentiment in the Baltic States and communicate a positive image of European integration.
- Assisted in managing the CVE Centre for Excellence in Djibouti for the US Department of State.

#### EU Delegation to Ukraine – Trainee in the Operations Section

- Having written her Master's thesis on the Association Agreement between the EU and Ukraine, Valeriya got to see how the implementation of it is supported by international donors.
- Assisted with project management in the inception phase of a large support project to the Government Office for European Integration. Liaised with some of the 250 ongoing projects managed by the EU Delegation, and advised them on communication and visibility matters.

### 1.2.3. Project Director

Name	Marek Bekerman
Nationality	British
Education	MA in English and Linguistics (Distinction) from the University of Lublin
Languages	Polish (native), English (C2), Russian (C2) and Ukrainian (B2)

#### Summary of experience

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Marek Bekerman is a Polish-born media and capacity-building expert who has 21 years' experience in international news and current affairs broadcasting at the BBC as well as a 12-year track record in media development and journalism training with a focus on the FSU. Marek currently works as a lecturer in journalism at the University of Salford, where he is a programme leader in postgraduate International Journalism.

#### Employment history

Dates	Description
2013 – date	Lecturer in International Journalism and Radio, University of Salford, Manchester
2011 – 2013	Journalism trainer and media development expert for BBC Media Action and other agencies
2009 – 2011	Senior Project and Training Manager, BBC Media Action
2007 – 2009	Project Director (Central Asia), BBC World Service Trust
2005 – 2007	Media Education Expert, EU-funded Ukrainian universities project run by BBC World Service Trust
1990 – 2005	Editor, producer, correspondent, BBC World Service

#### Selected roles

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##### **2017 – date: Albany Associates, Project Director (Central Asia)**

- Leading a CSSF-funded program aimed at promoting fact-checking skills and media literacy programmes in Kyrgyzstan and Kazakhstan as well as the wider region.
- Liaising with partners and other stakeholders including British Embassies in the region.
- Developing project strategy and reporting to the donor.

##### **2015 – 2016: Safage for the EU Delegation in Moscow – Team Leader (Russia and EU countries)**

- Designed, coordinated and delivered a series of meetings of leading EU and Russian think-tanks.
- Orchestrated a series of networking events for Russian and European journalists in cooperation with the European External Action Service East Stratcom Task Force.

##### **2010-2012: BBC Media Action – Media Law Expert (Turkmenistan)**

- Coordinated seminars and roundtables on media law reforms in Turkmenistan.
- Led a team of media lawyers drafting new media legislation for Turkmenistan which was accepted into law in 2012.
- Has since been a regular trainer in media skills for the OSCE in Ashgabat.

##### **2007-2009: BBC World Service Trust - Project Director (Central Asia)**

- Managed an EU-funded project entitled "Mobilising the Media in Support of Women's and Children's Rights in Central Asia" with a budget of €1.5 million
- Organised training and co-production activities;
- Selected and deployed trainers and experts

##### **2005- 2007: BBC Media Action, Senior Expert**

- Worked on a two-year EU-funded project in Ukraine aimed at modernising the journalism teaching curriculum in Kiev, Uzhgorod and Simferopol
- Was responsible for project strategy and liaison with local beneficiaries

## 1.2.4. Strategic Advisor

Name	Michael Randall
Nationality	British
Education	BA in Russian and French from Oxford University
Languages	English (native), Russian (C2) and French (C2)

### Summary of experience

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Michael Randall has 20 years' experience of designing and implementing media development projects in the Middle East, Eastern Europe and the former Soviet Union. Highlights have included an initiative aimed at creating radio networks for Russian penal colonies; the only international media development project to have been implemented in Turkmenistan; and the world's first Arabic-language web drama, "Shankaboot", which was awarded an International Emmy in 2011. In 2016, Michael led the BBC team tasked with developing project ideas for the Good Governance Fund in Ukraine, Moldova and Georgia. He is currently working as a strategic advisor for Albany's fact-checking initiative in Central Asia as well as supporting the M&E programme for the US-funded Eurasia Media Innovation Challenge.

### Employment history

Dates	Description
2017 – date	Freelance consultant specialising in project development and monitoring and evaluation
2001 – 2017	Project Director and Senior Programme Manager at BBC Media Action
1999 – 2001	Project Editor at the Institute for War and Peace Reporting
1993 – 1999	Freelance newspaper and magazine journalist and editor based in St Petersburg

### Selected roles

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#### 2014 to 2017: Team Leader (MENA), BBC Media Action

- Managed MedMedia, a €5-million EU-funded media development project aimed at creating an enabling environment for media reforms in nine countries across the MENA region.
- Promoting public service broadcasting and new regulatory models were core components of this initiative.

#### 2009 to 2012: Project Director (Turkmenistan), BBC World Service Trust

- Led a €1.5 million project which worked to produce public service programming for Turkmen state television as well as providing basic training to journalists and media managers
- Helped to develop a new media law which was passed by the Turkmen Government in 2013.

#### 2009 to 2011: Joint Head of Project (Middle East), BBC World Service Trust

- Designed and managed a £6.7m FCO-funded project aimed at establishing socially responsible media platforms across the Arab world including an Emmy Award-winning web drama in Lebanon and an e-learning programme for journalists in Syria.

#### 2005 to 2009: Programme Manager (Eastern Europe and FSU), BBC World Service Trust

- Designed and secured funding for public service broadcasting projects in countries including Georgia and Moldova.
- Designed two EU-funded projects in Ukraine: a journalism training programme in Odessa and a curriculum modernization initiative in Kiev, Simferopol and Uzhgorod.

#### 2001 to 2005: Project Director (Russia), BBC World Service Trust

- Managed "Voices from the Zone", a two-year project aimed at developing radio networks for six prison colonies in the Urals.
- Core activities included training prisoners in radio broadcasting skills and producing programmes which focused on areas such as health, education and legal rights.
- Managed a DFID-funded training centre for broadcast journalists in Yekaterinburg; devised and enacted a sustainability strategy which saw the centre become largely self-sustainable after the end of grant-funding.

## 1.2.5. Drama Consultant

Name	Bethan Jones
Nationality	British
Education	BA from the Royal Welsh College of Music and Drama
Languages	English (native), French (B2) and Russian (A2)

### Summary of experience

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Trained as an actor and singer at The Royal Welsh College of Music and Drama; worked as a performer in theatre and TV eventually turning to developing new writing and directing. Following the success of Welsh Language New Writing company Dalier Sylw, Bethan became a founder member and Artistic Director of Sgript Cymru, the dual-lingual National New Writing Company for Wales, collaborating with Paines Plough, The Traverse and Soho Theatre. Directing for theatre led to directing TV drama and eventually Bethan joined BBC Wales Drama in 2002 as Producer/Director, and Series Producer for local drama series, eventually becoming an Executive Producer for high profile network drama. In 2017, she joined Cuba Pictures with a remit to develop and produce and attract non Curtis Brown clients to Cuba.

### Employment history

Dates	Description
2017 – date	Cuba Pictures: Executive Producer
2016 – 2017	Acting Head of BBC Wales Drama
2002 – 2017	Executive Producer, Producer and Director for BBC Drama
1993 – 2001	Artistic Director for two theatre companies in Wales
1988 – 1994	Actor

### Selected roles

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#### 2016 – 2017: Acting Head of BBC Wales Drama

Head of Drama responsibilities included management of the department and personnel during the change to BBC Studios; leading development; pitching projects to the Drama Commissioner and potential commercial partners; overseeing all current productions both in house and with indies - e.g. Doctor Who – lead writer Steven Moffat: Class – writer Patrick Ness: The Living and The Dead – writer Ashley Pharoah: A Midsummer Night’s Dream – adapted by Russell T Davies: To Walk Invisible - writer Sally Wainwright in association with Lookout Point.

#### 2002 -- 2017: Selected productions for BBC Drama

- 2016 - *The Green Hollow* – by Owen Sheers: Director Pip Broughton (BBC Studios for BBC Four and BBC Wales) Bafta and Grierson Award nominated and Bafta Award winner.
- *War and Peace* – writer Andrew Davies; Director Tom Harper (BBC Wales for BBC ONE in association with The Weinstein Company, LookoutPoint, BBC WW) Bafta Nominated.
- 2010 – 2017 - *Sherlock series 1 – 4 & Special*– writers Steven Moffat, Mark Gatiss, Steve Thompson (Hartwood Films/BBC Wales for BBC ONE) multi award winner including Emmys, BAFTA, RTS.
- 2014 -2015 - *Atlantis series 1&2* – lead writer Howard Overman (Urban Myth Films/BBC Wales for BBC ONE)
- 2014 - *Under Milk Wood* – Dylan Thomas (adapted, co-directed and produced for BBC Wales/BBC Four) BAFTA Cymru nominated
- 2014 - *A Poet in New York* – writer Andrew Davies: Director Aisling Walsh (Modern TV/BBC Wales for BBC TWO) BAFTA and BAFTA Cymru winner
- 2014 - *The Passing Bells* – writer Tony Jordan: Director Brendan Maher
- 2008 – 2012 - *Merlin series 1 – 5* – lead writer Julian Jones (Urban Myth Films/BBC Wales for BBC ONE) NTA Award winner
- 2012 - *Room at The Top* – writer Amanda Coe; Director Aisling Walsh (Great Meadow/BBC Wales for BBC FOUR) BAFTA Winner
- 2009 - *Margaret* – writer Ric Cottan: Director James Kent (Great Meadow/BBC Wales for BBC TWO) RTS Award winner
- *Margaret Thatcher: The Long Walk to Finchley* – writer Tony Saint: Director Neil McCormick (Great Meadow/BBC Wales for BBC FOUR) BAFTA, RTS nominated Broadcast Award winner.
- 2002 – 2005 *Pobol Y Cwm* – director/series producer. (BBC Wales for S4C) RTS Award

## 1.2.6. Drama Consultant

Name	Tim O'Mara
Nationality	British
Education	BA English Literature and Drama at Dudley/Birmingham University
Languages	English (native)

### Summary of experience

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Tim O'Mara is a multiple award-winning writer and director who has worked on some of the UK's most popular sequential dramas such as "Eastenders", "Emmerdale", "Coronation Street" and "Casualty". In 2002, Tim won a BAFTA for "Jeopardy", a sci-fi drama series set on the Gold Coast in Australia. He has also collected three BAFTA nominations including one for "Behind Closed Doors" a drama about child abuse that also won the Prix Europa.

As a drama consultant for BBC Media Action, he has developed the concepts for TV series in Kyrgyzstan, Turkmenistan and Jordan. He has also worked on peace-building dramas in Cyprus and Nigeria. Tim helped launch a new soap for ASTRA in Kuala Lumpur and developed a historical drama on Indira Gandhi for a production company in Mumbai.

### Employment history

Dates	Description
1986 to date	ITV and ITV Studios – Drama Director
2014 to date	C4 Lime pictures – Drama Director
1986 to 2014	BBC, ITV – Freelance Writer/Director
1992 to 1995	Bentley/Chrysalis – Head of Drama and Development

### Selected roles

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#### 1986- to date: ITV and ITV Studios – Drama Director

- Main responsibilities: directing over 100 episodes of ITV's most popular drama series, including "Coronation Street" – the world's longest-running soap opera – and "Emmerdale" which attracts an average of 5-6 million people per episode (an episode directed by Tim in 2008 drew an audience of 13.8 million)

#### 2015- to date: RTÉ – Drama Director

- Main responsibilities: directing "Fair City", the most popular and the longest running Irish soap opera which has tackled a number of controversial and taboo topics for the first time on Irish television.

#### 2014- to date: C4 Lime pictures – Drama Director

- Main responsibilities: directing "Hollyoaks" which was created by Phil Redmond and is aimed at a youth audience. In 2014, it broke the "Eastenders"/"Coronation Street" monopoly on the Best British Soap award.

#### 2009 to 2013: BBC Media Action – Drama Consultant

- Main responsibilities: delivering training workshops in script-writing skills; helping to develop storylines and characters for drama series pilots in Turkmenistan, Kyrgyzstan and Jordan; mentoring the production of a pilot episode for KTRK in Kyrgyzstan.

#### 1986- to 2014: BBC, ITV – Freelance Writer/Director

- Main responsibilities: writing and directing sequential dramas such as "Eastenders" (one of the most popular programmes on UK television with an average audience of eight million), "Broker's Man" and "Casualty".

#### 1992 to 1995: Bentley/Chrysalis – Head of Drama and Development.

- Main responsibilities: devising, writing and directing new programmes including "Rumble", "Broker's Man" and "The Warrant" for the BBC and "Midsomer Murders" for ITV.

## 1.2.7. Counter-Messaging Consultant

Name	Zurab Kodalashvili
Nationality	British
Education	Petrodvorets Naval Academy of Radio-Electronics, Leningrad (USSR)
Languages	Russian, Georgian and English

### Summary of experience

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Zurab is a Georgia-born, UK-based media and multi-media professional. A seasoned war reporter, he has more recently translated his experience and expertise into developing, leading and managing Russian-language TV channels and online media outlets that provide alternative to Kremlin-sponsored propaganda. He first moved into TV management with the role of Executive Director at First Caucasus Channel (PIK) in Tbilisi which was followed by role of Divisional Director for RFE/RL in Prague. Zurab also has a long track-record in journalism training, consultancy and mentoring, particularly for BBC Media Action.

### Employment history

Dates	Description
2016 – date	Freelance consultant with the Thomson Foundation and BBC Media Action
2013 – 2015	First Deputy Director and General Producer at the Caspian Broadcasting Company
2011 – 2013	Divisional Director for Multimedia and Social Media Strategy, Radio Liberty
2010 – 2011	Executive Director, First Caucasus Channel (PIK), Georgia
2005 – 2008	Video Producer, Russia Today, London
1993 – 2003	Staff cameraman and producer at the BBC's Moscow bureau

### Selected roles

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#### Senior consultant, BBC Media Action. 2016 – 2017

- In partnership with the FCO and DFID, worked on plans to combat Kremlin propaganda in Ukraine, Moldova, Georgia, Estonia, Latvia and Lithuania.
- Developed project ideas for the Good Governance Fund.

#### Divisional Director, Multimedia, Social Media, Training and Strategy Development, RFE/RL 2011-2013

- Led video and TV production for 23 language services with 23 direct reports and dotted reporting lines from all services
- Developed the multimedia, and digital media strategy for the whole corporation and worked closely with individual services to implement the strategy
- Coordinated internet, technology and language departments to ensure effective cooperation

#### Executive Director, First Caucasus Channel (PIK), Tbilisi, Georgia. 2010 - December 2011

- Responsible for building the channel's online presence and social media capacity
- Daily responsibility for nine departments and for hiring more than 300 staff
- Hosted one of the channels weekly programs on new technologies, gadgets and web blogs

#### Staff Cameraman/Producer at BBC Moscow Bureau, 1993-2003

- Highlights include: regular, long-term experience of covering the wars in Karabakh, Abkhazia and Chechnya; first BBC camera-producer to enter Afghanistan in 2001.
- Extensive coverage of all major stories in Russia, from the Yeltsin years to the radical changes brought about by Vladimir Putin.

## 1.2.8. Independent Media Consultant

Name	Natalia Morari
Nationality	Moldovan
Education	Lomonosov Moscow State University, Faculty of Sociology, Specialist's Degree in Sociology, (2002-2007); The European Institute of Political Studies in Moldova (EIPSM), Alumni Diploma, (2010-2011)
Languages	Russian, English, Romanian

### Summary of experience

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A successful journalist and producer, with 10 years' experience in TV, Radio and investigative journalism, media expertise, communication and social marketing.

### Employment history

Dates	Description
2017 - present	Founder and President, "Media Alternativa" Public Association, holder of TV8 broadcasting license
2013 - present	Founder and General Director, "Media Sapiens" TV Production Company, Chisinau, Republic of Moldova Planning, managing and monitoring the whole activity of the company; leading the production team, producing TV programming (political talk-shows, hard talks, infotainment, entertainment, weather forecast); production and hosting three of the highest audience political TV shows – "Interpol", "Politica" and "Candidat".
2009 – present	Editorialist and Radio Anchor, Radio Free Europe, Chisinau, Republic of Moldova Covering the main topics of Moldovan political and social life in permanent editorial for local branch of RFL; hosting a Russian language version of popular radio show "Punct și de la capăt"
2010-2012	Host of daily prime-time political talk-show "Fabrika" with the highest TV audience in the country at that time. It was in my responsibility to decide on topic, scenario and the list of guests for each show.

### Awards

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- 2013 - Special prize for "The best political programme" of the year awarded by the National Press Council and the Centre of Independent Journalism
- 2014 - Golden Award for the best TV journalism of the year awarded by the National Press Council and the Centre of Independent Journalism,
- 2015 - Golden Award for the best TV journalism of the year awarded by the National Press Council and the Centre of Independent Journalism.



## 1.2.9.PSB Consultant

Name	Radka Betcheva
Nationality	Bulgarian
Education	<ul style="list-style-type: none"><li>MA in Diplomacy and International Affairs from the Fletcher School of Law and Diplomacy, Tufts University, Boston</li><li>Nieman Fellowship at Harvard University, Cambridge</li><li>MA in Economics from the University of National and World Economy, Sofia</li><li>Diploma in Journalism from the University of National and World Economy, Sofia</li></ul>
Languages	Bulgarian (native), Russian (C2), English (C2), German (C2), Serbo-Croat (C2), Macedonian (C1) and French (C1)

### Summary of experience

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Radka Betcheva is Head of Member Relations, Eastern Europe in the Director General's Office of the EBU. She works on strategic, advisory and policy issues related to EBU members. She manages a programme for the support of public service media in the EU accession countries. Ms Betcheva has 16 years of experience in Bulgarian public service broadcasting as a journalist, editor and executive producer and part-time lecturer at the New Bulgarian University.

### Employment history

Dates	Description
2012 to date	Head of Member Relations Central and Eastern Europe, European Broadcasting Union
2005 – 2012	Head of Media Programme, OSCE Mission to Montenegro
2004 – 2005	Media Democratisation Officer, UNMIK OSCE Mission to Kosovo
1994 – 2004	Executive Producer, Head of Deutsche Welle Section, Bulgarian National Television
1988 – 1994	Editor, Bulgarian National Television

### Selected roles

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#### 2012 to date: Head of Member Relations Central and Eastern Europe, European Broadcasting Union

- Develop and maintain relations and knowledge about Members and the EBU
- Analyse and assess professional, political and economic developments and challenges in Members' environments and provide analytical input
- Lead Partnership Programme designed to provide special assistance to Members from Eastern Partnership – Moldova, Ukraine, Georgia, Belarus, Azerbaijan, Armenia and Western Balkan countries
- Devise and implement systems to assess and measure the impact of the EBU activities in Central and Eastern Europe (CEE) through surveys and personal interviews
- Lead correspondence with CEE Members, their parliaments, governments, respective authorities and other interlocutors
- Proactively liaise and cooperate with international organizations EP, EC, UNDP, OSCE, CoE, UNESCO, SEEMO, foundations, etc. to mobilize support to PSM
- Non Key Expert for EC funded project "Technical assistance to Public Service Media to the Western Balkans" (2018 to 2020)

#### 2005 – 2012: Head of Media Programme, OSCE Mission to Montenegro

- Assess and analyse the media landscape in the host country
- Develop and manage OSCE Mission's media programme strategy
- Responsible for coordinating Mission's events and the Mission's brand management
- Design and implement projects in most needed areas
- Draft and edit activities' reports, background reports, analysis reports, talking points
- Liaise and maintain communication with national and international interlocutors
- Provide advisory and conducts professional presentations on relevant topics

## 1.2.10. PSB Consultant

Name	Boris Bergant
Nationality	Slovenian
Education	<ul style="list-style-type: none"><li>Faculty of Sociology, Political Sciences and Journalism, University of Ljubljana</li><li>Kenyon College, Ohio, USA</li></ul>
Languages	Serbo-Croat (native), Russian (C2), English (C2), French (C1) and German (C1)

### Summary of experience

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Since 2008 Media Advisor (Senior Consultant of the EBU, expert for the Council of Europe), assisting media transition in Central and Eastern Europe, strategy, legislative and management assistance in Croatia, Bosnia and Herzegovina, Montenegro, Kosovo, Serbia, FYR Macedonia, Albania, Georgia, Armenia, Moldova, Ukraine, Belarus, Lithuania, Mongolia and Kyrgyzstan. He was deputy general director of RTV Slovenia from 1989 to 2006 and is co-founder of the longest-running European radio and TV co-production, Alpe-Adria. Boris was President of the Journalistic Association of Slovenia (1987-1991), Vice President of the European Broadcasting Union (1998-2008); Secretary and President of the European regional TV association Circom-Regional (1990-2001) and is a member of International Academy of Television Arts & Sciences New York.

### Employment history

Dates	Description
1969 – 2008	Journalist, TV editor for foreign policy, TV editor-in-chief News and Current affairs, Deputy TV Director, Deputy Director General of RTV Slovenia
1976 – date	Member of diverse bodies of the European Broadcasting Union: News, TV Committee (Vice President), Member of the Administrative Council, Vice President of the EBU with the longest mandate (1998-2008)
1991 – 2008	Representative of the Republic of Slovenia in diverse committees on media

### Selected roles

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#### 1976 to date: European Broadcasting Union

- Shaping the policy of the EBU in diverse areas
- Executive role in merging of OIRT-EBU 1992/93
- Co-authorship in definition of the Values of PSM and Strategy 2020
- Strategic advice, consultancy for PSBs, governments, parliaments in Central and Eastern Europe (Slovenia, Croatia, BiH, Montenegro, Kosovo, Serbia, Northern Macedonia, Albania, Georgia, Armenia, Moldova, Ukraine, Belarus Lithuania, Mongolia and Kyrgyzstan)

#### 1969 – 2008: RTV Slovenia

- Worked in all professional positions and situations
- Shaped the media legislation in Slovenia and reforms of PSM

#### 1998 – 2010: Board Member, President and Secretary-General of Circom Regional

- Organising, co-ordinating activities, projects and content of regional broadcasting in Europe

#### 1982 – 1993: Board Member, International Federation of Journalists

- Improvement of professional and societal role of journalism
- Activities related with assistance of media outlets and media professionals during wars in Croatia and Bosnia

## 1.2.11. Fact-Checking Trainer

Name	Vitaly Moroz
Nationality	Ukrainian
Education	<ul style="list-style-type: none"><li>• Master of Arts in Journalism (print and multimedia journalism), Emerson College, USA</li><li>• Master of Arts in Political Science, The University of Kyiv Mohyla Academy</li><li>• Bachelor of Arts in Political Science, The University of Kyiv Mohyla Academy</li></ul>
Languages	Ukrainian (native), Russian (native), English (C2) and Polish (C1)

### Summary of experience

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Acknowledged leader in the media field in Ukraine; has vast media experience in journalism, digital technologies, fact-checking and social media, cooperation with the EU projects, including with the EU Delegation; 9-year experience in journalism and blogging (Mr. Moroz's publications appeared in key national media outlets and online sites, including Korrespondent, Ukrainska Pravda, Profil, Gazeta po-Ukrainsky, Krytyka, etc.); training development, e-newsletter editing, production and advocacy programs for Ukrainian independent media professionals; vast experience of project management, including the big-budget framework projects and sustainability grants, particularly experience the overall management of the project team, coordination & communications with all partners and in coordination techniques to ensure the quality of all results.

### Employment history

Dates	Description
2008 to date	Head of New Media Department, Internews-Ukraine
2007 to date	Blogger, columnist, Internews-Ukraine
2004 – 2007	Programme Manager, Freedom House Kyiv
2003	Information Specialist for Softline Inc

### Selected roles

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#### 2008 to date: Head of New Media Department, Internews-Ukraine

- Planning and development of action that uses the power of new media technologies for journalists and civic activists, including training in media literacy and fact-checking;
- Development of <http://verify.org.ua/> website; Developed and launched online course on verification and fact-checking for journalists <https://vumonline.ua/course/verification-in-the-internet/>
- Management and oversight of project implementation;
- Management of EU-funded projects;
- Social media management and Internet research;
- Development and implementation of journalism-focused trainings and workshops;
- Research in journalism-focused education, social media development;
- Management of educational initiatives in the field;
- Launching New Media Department as new division of the organization.

#### 2007: Senior Research Advisor for the Atlantic Council of the United States

- Research on business opportunities for foreign investors in Ukraine

#### 2004 – 2007: Programme Manager, Freedom House Kyiv

- Management of major USAID pre-election program for Ukraine in 2004-2007;
- Conducting trainings and internships, providing consultations for 200 Ukrainian NGOs;
- Conducting supervision of sub-grants' implementation and evaluation;
- Creation of relevant press materials;
- Management of internships with partner organizations in Hungary, Romania, Poland and Serbia;
- Development and implementation of media strategy for the program in Ukraine

## 1.2.12. Consultant in Media Business Models

Name	Graeme Moreland
Nationality	British
Languages	English

### Summary of experience

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Graeme Moreland has supplied media strategy and content development advice and support to TV, radio, news and print media organizations worldwide since 1994. Graeme consults clients, including many of the world's leading TV, news and media brands in some of the most competitive media markets including those in the USA, Europe, Middle East, The Gulf, South East and Central Asia, South and West Africa.

An experienced media strategist and turn-around management specialist, he has helped media clients to formulate and execute effective strategies to create distinctive and profitable media brands and revitalize others in 41 countries. His expertise covers a wide range of essential elements from audience research, insight and analysis to market strategy, media management, content development, news strategy, promotion and marketing, revenue strategy, brand development and optimization.

Graeme also delivers custom-designed training programs in media management, competitive programming and revenue generation for business sustainability. Management support also includes coaching and one-to-one mentoring for management professionals from introductory to advanced level.

### Employment history

Dates	Description
1994 – date	Strategic Media Consultant, Graeme Moreland Media
1992 – 1994	Programme Director, Jazz FM
1991 – 1992	Programming Consultant, Capital Radio
1981 – 1987	Head of Music & Entertainment Programming, North Sound Radio Aberdeen
1975 – 1981	Producer / Presenter, Radio Clyde

### Selected roles

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#### **1994–date: Strategic Media Consultant, Graeme Moreland Media**

- Work with TV, radio, online and print partners to help develop successful strategies to deliver and maximize business profitability.

#### **1992-1994: Programme Director, Jazz FM**

- Provided strategic vision, planning, direction and implementation of competitive programming and market strategy.

#### **1991-1992: Programming Consultant, Capital Radio**

- Oversaw programming development, responsible for turning around underperforming stations in Capital Radio portfolio. Developed and delivered the re-launch of Ireland's first national commercial radio station, Century FM.

#### **1981-1987: Head of Music and Entertainment Programming, North Sound Radio Aberdeen**

- Headhunted to develop, program and launch the first independent radio service in Scotland's oil capital. Managed the station's core music and entertainment programming output, scheduling, recruiting and talent development responsibilities.

#### **1975-1981: Producer/Presenter, Radio Clyde**

- Produced and presented programs across all genres on Scotland's first and most successful radio independent station.