

Ellie Haworth Curriculum Vitae



Profile

Ellie has over 25 years of professional media experience as a Project Manager, broadcaster and producer, including senior management positions as Head of a BBC Service and Head of Journalism and Production, BBC World Service Training. Ellie has a strong track record as a Project Director in Europe, Asia and the Middle East (including several multi-million Europe and Middle East regional projects).

Employment History

2005 - present – BBC Media Action, London, UK: Head of Projects, Europe and Central Asia

- Design, implementation and oversight of BBC Media Action’s media development projects in Europe, Central Asia and the Middle East; developing and managing relations with funders, beneficiaries and consultants.
- Programmes have included helping the transition to public service of the national broadcasters of Serbia, Georgia, Bosnia, the Russian channels of the Estonian and Latvian public service broadcasters and ongoing work in Ukraine; improving journalism education in Azerbaijan and Ukraine; helping the work of the media regulator in Bulgaria and helping implement digitalisation in Serbia; strengthening the professional capacity of journalists across the 17 countries of the ENPI region, particularly in the areas of media independence and online media.
- Projects which Ellie has led have received funding from the FCO, DFID, the EU, DANIDA, the Norwegian MFA, the Council of Europe, UNDP and OSCE. Many of the projects have had multi-million pound funding with BBC Media Action as the lead partner including in consortia consisting of up to 6 implementing members from various countries including the UK, France, Denmark, Serbia, Greece, Bosnia, etc.
- Managing relationships with beneficiaries, local partners and donors.

1996 – 2005 – Head of the BBC Bulgarian Service

- Responsible for all aspects of broadcasting to the country including managing staff and budgets and representing the BBC in Bulgaria.

1986 - 1996

- Various roles at the BBC as; Manager of Journalism Training and Production at the BBC World Service; trainer; producer; reporter; and correspondent.
- Working on all aspects of broadcasting from interviewing politicians to preparing and presenting current affairs reports and producing longer format programmes including on cultural topics, training new producers at the BBC World Service and in leading on the BBC World Service journalism training programme when BBC World Service Training won an industry award.

Education

- Master of Business Administration (MBA) - Bradford University School of Management, UK
2002 – 2004
- Bachelor of Arts (Hons) in English and French - Sofia University, Bulgaria
1977-1980

Languages

- Excellent English and Bulgarian and good Russian and French

Wendy Pilmer Curriculum Vitae



Profile

Over the last ten years Wendy Pilmer has worked extensively in the former Soviet Union and in the Middle East & North Africa as a freelance consultant & trainer. Wendy's clients include: BBC World Service, Channel 4 News, Latvian Television, BBC Radio 4, Al Jazeera, BBC Scotland, BBC Local Radio, Ofcom, the BBC Trust, Thomson Foundation, BBC College of Journalism, Arab States Broadcasting Union, BBC Media Action, Tele2 (Latvia).

Skills

Designing and delivering training on the subjects of:

- Leadership, including managing teams, managing change
- Strategy development & implementation
- Radio consultancy
- Change consultancy
- Independent project evaluation
- Training needs analysis
- Broadcast regulatory investigations

Contracts include:

- Key expert for a GGF-funded project in Ukraine with Hromadske TV, liaising with the broadcaster, trainers and BBC Media Action to ensure training meets project objectives
- Carrying out training needs analysis for projects in Estonia and Macedonia
- Consultancy for Latvian TV: developing a proposal to create a Russian-language online portal for consideration by the regulator
- Carrying out investigations for the BBC Trust into alleged breaches of editorial standards
- Chair of the Ofcom Community Radio Funding Panel
- Carrying out an independent evaluation of a five-year FCO-funded development project in the Palestinian Territories
- Training channel managers from the Middle East & North Africa in managing media corporations
- Training managers at European telecoms company Tele2 in communication & team-building skills
- Writing an editorial strategy for the BBC World Service
- Providing advice for the Arab States Broadcasting Union in PSB regulation
- Training every new BBC News Editor in leadership skills.

Employment History pre-2008

2002 – 2008 **Head of BBC North East & Cumbria**

- Leading a team of 250 staff based on eleven sites: three radio stations, daily television news, weekly TV current affairs and political programmes, and five web teams; delivering high-quality robust journalism; managing a £15m budget.

1999 – 2002 **Network Manager, BBC Radio 4**

- Controller's deputy, responsible for running the business of Radio 4 managing the commissioning and scheduling processes, running the on-air continuity and news-reading operation, ensuring compliance in financial targets, output guarantees, indie and regional proportionality

1998 – 1999 **Head of Presentation, BBC Radio 5Live**

1995 – 1998 **Executive Producer, Specialist Music, BBC Radio One**

David Hayward Curriculum Vitae



Profile

David Hayward is a journalist, writer and media consultant. He works with news organisations, governments, NGOs and charities all over the world. He designs digital video, mobile journalism, digital/social media and crisis communications strategies.

Employment History

April 2013 - Present - **Founder and Director, Hayward Black Media**

- Hayward Black Media is a media consultancy and training company. It specialises in the future trends of digital journalism, online video, social media and mobile journalism.

April 2007 - April 2013 - **Head of the Journalism Programme, BBC College of Journalism**

- David established and ran the award winning Journalism Programme for the BBC. It is a strategic programme to put the BBC journalism at the heart of future developments in social and digital media.

January 2004 - April 2007 - **TV Editor, BBC Oxford**

- David was the editor of the TV newsroom at BBC Oxford, the first BBC multi-media newsroom.

January 2006 - October 2006 (Secondment) - **Assistant Editor - BBC Local TV Pilot, BBC News, Birmingham**

- David was seconded to run the BBC local TV pilot. The project set up six multi-skilled, multi-media TV stations in the West Midlands region of the UK.

August 2001 - Jan 2004 - **Assistant Editor BBC Midlands Today, BBC Birmingham**

- Output editor of the BBC Midlands Today regional evening news programme.

March 2000 - August 2001 - **Broadcast Journalist, BBC Radio Newsroom, London**

July 1999 - March 2000 - **TV Reporter, BBC East Midlands Today**

January 1998 - July 1999 - **Senior Overseas Project Manager, BBC World Service Trust - based in Sarajevo, Bucharest and Tirana**

December 1994 - January 1998 - **Broadcast Journalist, BBC Radio Leicester**

Qualifications

May 1994 - December 1994

- Birmingham City University, Postgraduate Diploma in Broadcast Journalism

October 1990 - June 1993

- University of Bradford, B.Sc. Hons, History and Politics, grade 2:2

September 1985 - June 1989

- Lutterworth Grammar School, 3 A'levels, 9 O'levels

John-Paul Gravelines
Role: Audience Engagement Expert

Profile

John-Paul Gravelines has over 10 years' experience of applying qualitative and quantitative analytical skills in fragile and conflict-affected environment to improve resilience of local populations to external influence and internal shocks. Well-versed in designing empirically-led logical frameworks and delivering research and capacity building with strong emphasis on local ownership and sustainability. Clients include: UK Foreign & Commonwealth Office, United Nations Office of Counter Terrorism, NATO and NATO Strategic Communications Centre of Excellence.

Skills

Qualitative-quantitative analytical skills

Designing and delivering M&E frameworks:

- Design of theories of change, logical and results frameworks
- Solid grasp of media and audience analysis research, offline and online, with proven track of integrating research results in project design and implementation
- Well-versed in SPSS, audience segmentation techniques and digital marketing tools to amplify media outreach and reach to new audiences

Extensive experience of collecting, analysing and presenting data in conflict sensitive environments

Experience of working with international development stakeholders

Contracts include:

- Support to Independent Media in the Baltic States (2016-2018) – FCO, CSSF
- “Target Audience Analysis in Eastern Europe” (2017) – FCO, CSSF
- Strategic Support to the Tunisian Security Sector – FCO, CSSF
- Technical advisory to the UN Office of Counter Terrorism (2016-2018) – United Nations

Employment History

2016 – Present **M&E and Research Lead Consultant at Aktis Strategy**

- Led the development of M&E Results Framework, data collection and quarterly analysis as M&E Lead in the Support for Independent Media in the Baltic States project in 2016-2018 to provide a data-driven evidence of project work and identify lessons learnt, which were fed back into project implementation.
- Designed and led quantitative-qualitative data instruments as the Research Lead in the CSSF Target Audience Analysis in Eastern Europe. Provided data-driven media development and good governance programming advice for the HMG and Posts in Eastern Europe, as well as assisting supported local media stakeholders to improve their audience growth and sustainable development.

2017-2018 **Senior Technical Advisor at the UN Office of Counter Terrorism**

- Developed methodology governing UN interaction with Member State governmental entities (e.g.: law enforcement, social services, etc.)
- Designed and led workshops in the UN Member States from Minister to working level
- Refined UN's “Global Approach” to communicate on the topic of violent extremism globally

2011-2013 **M&E Consultant at NATO International Security Assistance Force**

- Designed strategic communications assessment method; presented at 4-Star and Ambassador level
- Advised senior officials within the Afghan Ministry of Information and Culture

Viktorija Chumak (preferred pseudonym Lera Lauda)
Role: Strand Lead / Local Media Expert. Ukraine

Profile

Over the last five years Lera Lauda has worked extensively in Ukraine as a Team Leader and subject matter expert specialising in building capacities of local and hyperlocal media outlets, designing and delivering training and mentorship programmes, due diligence, quality assurance and monitoring and evaluation of large-scale media development projects. Clients have included: USAID, National Endowment for Democracy, DANIDA, Media Development Foundation (Ukraine).

Skills

Local and Hyperlocal media development

Training needs analysis

Designing and delivering training:

- Strategy development & implementation
- Leadership, including managing teams, managing change
- Introducing innovative storytelling and digital formats to local media outlets
- Mentorship and on-the-job training

Experience of working with international development stakeholders

Contracts include:

- Ukraine Confidence Building Initiative (UCBI II, 2018-2019) – City Sites for Communities in GCA and NGCA – USAID
- Increasing the Capacity of Regional Media (2017-2019) – National Endowment for Democracy
- MYMEDIA media support programme (2012-2017) – DANIDA

Employment History

May 2017 – Present - **Head of the Local Media Development Agency "Abo"**

- Leads a team of professional mentors supporting local and hyperlocal media outlets. Directs projects throughout the entire cycle from project design to implementation to M&E and lessons learnt. Delivers trainings for regional/local journalists

2017-2018- **Special Projects and Multimedia Content Editor at BZH online magazine (Ukraine)**

2015-2017- **Head of the Hyperlocal Media Laboratory, NGO Media Development Foundation**

- Led and developed a pilot hyperlocal media, Dirigible, in Yampil town, Vynnytsia oblast.
- Designed development strategy, action plans and introduced storytelling formats to increase audience share, content resonance and engagement of local communities.
- Utilised lessons learnt that fed local media development training and mentorship programmes

2015-2017 - **MYMEDIA project subject matter expert.**

- Led marketing and social media outreach focused on building online and offline audiences for local and hyperlocal media outlets in Ukraine.

2012-2015 **Editor and project manager of NGO "Detector Media"**

- Managed media literacy project to raise awareness of the role of independent media in local politics ("Elections and Media", "Media Filter").
- Organised offline and online advertising campaigns and social media outreach efforts to raise visibility of the NGO work.
- Maintained and contributed to reporting on projects

Ronald Popeski
Journalism Trainer

Profile

An accomplished writer, correspondent, copy editor, and trainer, with more than 35 years experience of international journalism. Fluent in Russian, Ukrainian, with good Romanian. Ronald has extensive experience of working in ex-Soviet states and other east European countries. He has interviewed Presidents, Prime Ministers, and other government officials, while covering national and international politics.

Work History

March 2016 - to date - Thomson Reuters Foundation: **Journalism trainer**

January 2017 - June 2017 - Ukraine Business Journal: **News editor**

Aug 2014 - May 2015 - Winnipeg Free Press, Winnipeg, Manitoba, Canada: **Editor**

- Responsible for editing copy for both the website and the newspaper's daily editions. Helped set editorial priorities, and acted as a liaison between senior editors and reporters.

2009–2014 - Thomson Reuters, Singapore: **Specialist Sub Editor**

- Managed editing and filing news copy throughout Asia

2004 - 2009 - Thomson Reuters, Kiev, Ukraine: **Senior Correspondent**

- Supervised a multi-media news team following the "Orange Revolution". Interviewed leaders from Ukraine, Belarus, and Moldova.

1999 - 2004 - Reuters, Moscow, Russia: **Political Correspondent**

- Followed developments in Russia, and other ex-Soviet states

1996 - 1999 - Reuters, Bucharest, Romania: **Senior Correspondent**

1992 - 1996 - Reuters, Kiev, Ukraine: **Senior Correspondent**

1989 - 1992 - Reuters, Moscow, Russia: **Correspondent**

Education

- University of Manitoba, Canada 1977 - Bachelor of Arts (B.A), French, Russian, and Economics

Languages

- Native Language: English
- Fluent: French, Russian, and Ukrainian
- Intermediate Proficiency: Romanian

Ilya Kachaev
TV Producer

Profile

An experienced TV producer with extensive experience of working in Russia and of covering issues across the former Soviet Union. Ilya has been covering major international news for over 30 years with the last 23 with Reuters as TV producer, output and sub editor on various London news desks.

Over the 90s he worked as a freelance journalist for international networks - BBC, ITN, Channel 4 News - and joined Reuters in 1995 in Moscow. His major focus then was on the collapse of the Soviet Union and the events that followed - secession of former Soviet republics, anti-Gorbachev coup, storming of the Russian White House, war in Chechnya, evolution of new economy, and financial crisis of late 90s, demise of Yeltsin, and rise of Putin.

Working out of Reuters head office in London since 2000, Ilya has continued covering events in Russia and the Commonwealth of Independent States, including militant attacks in Moscow and the Caucasus, elections and political upheavals in Ukraine, and the annexation of Crimea. Wider international story work has included the financial crisis in Greece, the rise of Erdogan in Turkey, and the death of Nelson Mandela in South Africa. Over the last 10 years Ilya worked regularly as a global TV output editor.

Prior to news, Ilya worked on numerous award-winning (Emmy, RTS, and Green Awards) science, environment, cultural, and political TV documentary projects.

Employment History

2000-2018 – Reuters, London, UK: **Television reporter/producer; TV output and sub editor**

- Television reporter/producer: field-producing/reporting of major international events, including long-term postings, military conflicts/militant attacks/elections in Russia, Georgia, Ukraine, Central Asia, Greece, Turkey, and South Africa
- Global TV output editor/sub-editor: managing daily TV output, prioritising, planning, and assigning news stories for delivery to Reuters subscribers

1995-2000 – Reuters, Moscow, Russia: **Chief TV Producer of Programmes for CIS/Financial Reporter**

- Chief TV Producer of Programmes for CIS: producing various documentaries and stories on politics, economy, environment, culture, and science for Reuters international clients, producing on-air current affairs, and news programmes for major nation-wide Russian channels
- Financial Reporter: daily reporting for Reuters Financial Television

Education

- Diploma in Linguistics/Translation Moscow Linguistic University, Moscow (1977-1982)
- UN international diploma in translation United Nations School of Translation, Moscow (1982-1983)

Languages

- English
- Russian
- Spanish

Richard Meares
Foreign Correspondent

Profile

Richard Meares is an experienced journalist with an outstanding record as a senior foreign correspondent and editor for Reuters News. Richard has written for the Reuters News agency for over 20 years, and has covered the worlds' biggest news stories. He has written extensively on various international events, including the fall of the Berlin Wall, the Iraq war, the reaction to 9/11, and the global financial crisis. Richard is based in the UK, continental Europe, and South Africa.

Employment History

2008 to present – Freelance Journalist, Trainer, and Media Consultant

- Journalism:
 - Duty editor on Reuters World Desk in charge of team of staff sub-editors
 - Produced country profiles for TrustLaw, a website promoting international pro bono legal work
 - Reporter, writer, editor, and content manager at the humanitarian news website, AlertNet
 - Deployed in Haiti for Emergency Information Service to bring vital news to earthquake survivors.
 - Deployed to North Africa to pull together wrap-up stories on the Libya conflict in 2011
- Designed and delivered journalism courses globally, including:
 - Thomson Reuters Foundation international news reporting, and reporting HIV/AIDS programmes
 - Instructed on disaster risk reduction in English and French for journalists and UN officials
 - Taught Bosch Foundation economic and financial news course in UK/Germany for Balkan journalists
 - Instructed an Open Minds course in Pakistan for journalists to teach in Madrasas

2001 - 2008 – Reuters, London, England – Chief Sub-Editor, World Desk

- Duty Editor for political and general news from Europe, Africa and the Middle East, directed cover of major stories of the day. Wrote daily wrap-ups of the biggest international stories.

1999 - 2001 – Reuters, London, England – Lead Writer, UK Company News, Technology Correspondent

- Wrote main business stories for a general audience, and covered the internet sector for all our services during a dramatic period of hype and subsequent crash.

1998 - Reuters, Bohn – Special Correspondent

- Half a year covering the German election.

1996 - 1998 – Reuters, Johannesburg, South Africa – Chief Correspondent, Deputy Bureau Chief

- Specialised in general news coverage of large region and helped cover journalism in the rest of Africa.
- Managed a team of reporters across a dozen countries

Education

- Bachelor of Arts (B.A) in Russian and French (1982-1986) - Lady Margaret Hall, Oxford University

Languages

- Native Languages: English
- Advanced Proficiency: Russian and Serbo-Croat