

KATERINA TSETSURA, PH.D.

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 Gaylord College of Journalism and Mass Communication
 University of Oklahoma
 Norman, OK 73019 USA
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Education

Ph.D. in Communication Purdue University Lafayette, IN	Communication Department (2004) <u>Major area:</u> Public Affairs & Issue Management <u>Minor areas:</u> International/Intercultural Relations and Organizational/Industrial Communication Dissertation: “ <i>Social construction of identity by female Russian public relations practitioners</i> ” Co-chairs: Carl Botan and Howard Sypher
M.S. in Communication Fort Hays State University Hays, KS	Area: Public Relations (2000) Thesis: “ <i>Conceptual frameworks in the field of public relations: A comparative study of Russian and United States perspectives</i> ”
Post-graduate student Voronezh State University, Russia	Area: Public Relations (1998)
Specialist with Diploma (M.A. equivalent) in Journalism and Advertising/Public Relations Voronezh State University, Russia	School of Journalism, Voronezh State University. Voronezh, Russia (1997) Thesis “ <i>Public relations as a social institute in Russia</i> ” was successfully defended in Russian and English

Research Publications**Peer-reviewed Articles**

Tsetsura, K. (in press). Is public relations a real job? How female practitioners construct the profession. *Journal of Public Relations Research*.

Tsetsura, K. (in press). Performing thyself: Sparking imagination and exploring ethnic identity. *The Journal for Learning through the Arts: A Research Journal on Arts Integration in Schools and Communities*.

Tsetsura, K. & Luoma-aho, V. (in press). The role of trust and innovation in Russian journalism. *Ethical Space: The International Journal of Communication Ethics*.

Klyueva, A. & **Tsetsura, K.** (in press) Exploratory study of media non-transparent practices in Romania. *Institute for Public Relations Online: International Research*.

Tsetsura, K. (2010). How female practitioners in Moscow view their profession: A pilot study. *Public Relations Review*, 36, 78-80.

Tsetsura, K., & Chernov, G. (2009). Constructing corporate reputation in the Russian media. *Russian Journal of Communication*, 2(1-2), 46-65.

Tsetsura, K., & Kruckeberg, D. (2009). Corporate reputation: Beyond measurement. *Public Relations Journal*, 3(3). Available online at: <http://auth.iweb.prsa.org/xmembernet/main/pdfpull.cfm?prcfile=6D-030303.pdf> [last accessed September 12, 2009]

Tsetsura, K., & Grynko, A. (2009). An exploratory study of the media transparency in Ukraine. *Public Relations Journal*, 3(2). Available online at: <http://www.prsa.org/prjournal/Vol3No2/6D-030205.pdf> [last accessed April 25, 2009]

Tsetsura, K. (2008). Hierarchical approach to corporate advocacy: Corporate advocacy as a way of navigation guilt redemption. *The KB Journal*, 5(1). Available online at: http://www.kbjournal.org/katerina_tsetsura [last accessed August 10, 2009]

Kruckeberg, D., & **Tsetsura, K.** (2008). The Chicago school in global community: Concept explication for communication theories and practices. *Asian Communication Research*, 5, 9-30. [Lead article]

Tsetsura, K. (2008). An exploratory study of global media relations practices. *Institute for Public Relations Research Reports: International Research*. Available online at: <http://www.instituteforpr.com/international.phtml> [last accessed January 12, 2009]

Tsetsura, K. (2007). Strategic public relations in the era of technology. In J. Olędzki (Ed.), *Public Relations across Borders (Public Relations Społeczne Wyzwania): Research Annual* (pp. 215-240). Warsaw, Poland: ASPRA-JR Publisher.

Tsetsura, K. (2006). Finding your way to diverse publics through new public relations technologies (peer-reviewed research article). In *Municipal social policy and publics: Reality and perspectives. 2006 Research Reports of Siberian Regional Filial of the Russian Academy of Sciences* (pp. 58-66). Ulan Ude, Russia: Buryat Scientific Center Publishing Company.

Tsetsura, K. (2005). International media transparency experiences (peer-reviewed research article trans. into Polish). In J. Olędzki (Ed.), *Media, reklama i public relations w Polsce: Research Annual* (pp. 83-99). Warsaw, Poland: University of Warsaw.

Tsetsura, K. (2005). Bribery for news coverage: Research in Poland. *Institute for Public Relations Online: International Research*. Available online at: <http://www.instituteforpr.com/international.phtml> [last accessed on October 12, 2007]

Kruckeberg, D., **Tsetsura, K.**, & Ovaitt, F. (2005). International index of media bribery. In *The Global Corruption Report 2005: Transparency International* (pp. 258-261). London: Pluto Press.

Kruckeberg, D., & **Tsetsura, K.** (2003). International index of bribery for news coverage: A composite index by country of variables related to the likelihood of the existence of “cash for news coverage.” *Institute for Public Relations Online: International Research*. Available online at: http://www.instituteforpr.com/international.phtml?article_id=bribery_index [last accessed on January 10, 2009]

Tsetsura, K. (1999). The role of female public relations practitioners in the development of public relations in Russia. *Women & Language*, 22, 50.

Tsetsura, K. (1998). Media relations. *Aktsenty*, 2, 22-25.

Tsetsura, K. (1998). Public relations v Rossii [Public relations in Russia]. *Infra*, 23, 8.

Articles under Review

Tsetsura, K. Constructing public relations as a women’s profession. *Management Communication Quarterly* [Under review]

Tsetsura, K. Discipline and control in negotiating female and professional identities in public relations. *Journal of Communication Management*. [Under review]

Tsetsura, K., & Klyueva, A. Media transparency research: Exploring dimensions of media opacity and effects on media credibility. *JMCQ*. [Under review]

Tsetsura, K., & Klyueva, A. Media relations in the Urals Federal District of Russia: Examination of the non-transparent media practices. *Russian Journal of Communication*. [Under second review after R&R]

Tsetsura, K., & Zuo, L. Ethical considerations of media practices in China. *Journal of Mass Media Ethics*. [Under second review after R&R]

Tsetsura, K. Multidimensional diversity: Opportunities for understanding the development of global public relations. *PR Journal*. [R&R]

Tsetsura, K. How successful is framing of women's rights as human rights at the domestic level? A case study of countries of the former U.S.S.R. *Russian Journal of Communication*. [R&R]

Tsetsura, K., Stahley, M., Buford, L, & Chen, X. Emotional Interaction between Teaching Assistants and Students: Expressing Emotions via WebCT E-mail. *JOLT: Journal of Online Learning and Teaching*. [R&R]

Books

Styopkina, T., & **Tsetsura, K.** (1996). *Methodical work for a Public Relations course for Russian students at School of Journalism*. Voronezh, Russia: Voronezh State University.

Books under Contract

Tsetsura, K. (scheduled publication date: Summer 2011). *Social construction of the public relations field*. Youngstown, NY: Cambria Press.

Tsetsura, K., & Kruckeberg, D. (scheduled publication date: Spring 2011) *Transparency, Public Relations and the Mass Media: Combating Media Bribery Worldwide*. New York: Taylor and Francis/Routledge (Research in Journalism Series).

Tsetsura, K., Kruckeberg, D., & Gallagher, D. (scheduled publication date: Fall 2011) *Global and international public relations*. Public Relations Series (Series Editor Don Stack). Williston, VT: Expert Business Press.

Refereed Book Chapters

Tsetsura, K. (in press). Social construction and public relations. In R. L. Heath (Ed.), *The handbook of public relations* (2nd edition). Sage.

Tsetsura, K. (forthcoming, submitted to the editor). Who is responsible for media non-transparency? Ethical considerations in media relations. In A. G. Nikolaev (Ed.), *Ethics issues in international communication*. Palgrave Macmillan.

Tsetsura, K., & Klyueva, A. (in press). Comparative research in public relations. In T. Hanitzsch & F. Esser (Eds.), *Handbook of comparative communication research* (ICA series publication). Routledge.

Tsetsura, K. (2009). The development of public relations in Russia: A geopolitical approach. In K. Sriramesh, & D. Verčič (Eds.), *The Global public relations handbook: Theory, research, and practice (revised and expanded edition)* (pp. 600-618). New York: Routledge.

Tsetsura, K. (2006). Striving for the nation image building in the international media: A case study of the Finland communications program. In G. Ekachai, & M. Parkinson

(Eds.), *International and intercultural public relations: Campaign cases* (pp. 268-283). Boston: Pearson Allyn & Bacon.

Tsetsura, K. (2004). Russia. In B. van Ruler, & D. Verčič (Eds.), *Public relations and communication in Europe: A nation-by-nation introduction to public relations theory and practice* (pp. 331-346). Berlin/New York: Mouton De Gruyter.

Tsetsura, K. (2003). The development of public relations in Russia: A geopolitical approach. In K. Sriramesh, & D. Verčič (Eds.), *The global public relations handbook* (pp. 301-319). Mahwah, NJ: Lawrence Erlbaum Assoc. Inc.

Invited Book Chapters

Tsetsura, K., Craig, D., & Baisnée, O. (in press). Professional values, ethics, and norms of foreign correspondents. In P. Gross (Ed.), *The handbook for studying foreign correspondence and foreign correspondents*. New York: Routledge.

Tsetsura, K., & Kruckeberg, D. (2004). Theoretical development of public relations in Russia. In D. J. Tilson (Ed.), *Toward the common good: Perspectives in international public relations* (pp. 176-192). Boston: Pearson Allyn & Bacon.

Tsetsura, K., & Kruckeberg, D. (2004). Contemporary Russian journalism's problems and opportunities (pp. 242-256), a part of the chapter "Eastern Europe, the newly independent states of Eurasia, and Russia." In A. S. de Beer and J. C. Merrill (Eds.), *Global journalism*, 4th edition (pp. 212-256). Boston: Pearson Allyn & Bacon.

Kruckeberg, D., & **Tsetsura, K.** (2004). International journalism ethics. In A. S. de Beer and J. C. Merrill (Eds.), *Global journalism*, 4th edition (pp. 84-92). Boston: Pearson Allyn & Bacon.

Invited Book Chapters under Contract

Gorlov, S., & **Tsetsura, K.** (contracted). Advertising education in Russia. In J. Richards (Ed.), *International advertising education book*.

Kruckeberg, D., & **Tsetsura, K.** (contracted). Toward a global professionalism. In J. A. Ledingham and S. D. Bruning (Eds.), *Public relations as relationship management: A Relational approach to the study and practice of public relations* (2nd ed.). Mahway, NJ: Lawrence Erlbaum Associates.

Published Peer-reviewed Conference Proceedings

Tsetsura, K., & Kruckeberg, D. (2009). Truth, public relations and the mass media: A normative model to examine media opacity. *Proceedings of the 12th International interdisciplinary public relations research conference*, Miami, FL: University of Miami.

- Zuo, L., & **Tsetsura, K.** (2009). An exploratory study of media practices in China. *Proceedings of the 12th International interdisciplinary public relations research conference*, Miami, FL: University of Miami.
- Tsetsura, K.** (2008). Does a level of public relations and journalism professionalism influence media bribery? An exploratory study of global media relations practice. *Proceedings of the 11th International interdisciplinary public relations research conference*, Miami, FL: University of Miami.
- Tsetsura, K.**, & Kruckeberg, D. (2007). Tangible trust: How to make an asset out of corporate reputation. *Proceedings of the 2nd European public relations congress*, Kiev, Ukraine: Ukrainian Public Relations Association.
- Tsetsura, K.** (2006). The role of research in public relations practice. *Proceedings of the IV Polish Congress of PR Experts and Specialists – ICCO Public Relations Forum*, Warsaw, Poland: The Polish Public Relations Consultancies Association.
- Tsetsura, K.** (2006). Social responsibility and “the bottom line”: An aporetic structure of public relations decision-making process. *Proceedings of the 9th International interdisciplinary public relations research conference*, Miami, FL: University of Miami.
- Tsetsura, K.** (2005). The exploratory study of media transparency and cash for news coverage practice in Russia: Evidence from Moscow PR agencies. *Proceedings of the 8th International Interdisciplinary public relations research conference*, Miami, FL: University of Miami.
- Kruckeberg, D., & **Tsetsura, K.** (2004). A composite index by country (66 countries) of variables related to the likelihood of the existence of cash for news coverage. *Proceedings of the 7th International Interdisciplinary public relations research conference*, Miami, FL: University of Miami.
- Kruckeberg, D., & **Tsetsura, K.** (2003). Identification, validation and measurement of variables used to index the propensity for demands for “cash for editorial” by countries’ major consumer news media to indigenous information subsidies provider. *Proceedings of the 6th PRSA Educators Academy international interdisciplinary conference*, Miami, FL: University of Miami.
- Tsetsura, K.** (2002). Development of public relations theory and practice in Russia: A geopolitical perspective. *Proceedings of the 5th PRSA Educators Academy international interdisciplinary conference*, Miami, FL: University of Miami.
- Tsetsura, K.** (2002). Coca-Cola’s corporate apologia strategies in the context of social irresponsibility: How to be excused without saying “I am sorry.” *Proceedings of the 5th PRSA Educators Academy international interdisciplinary conference*, Miami, FL: University of Miami.

In Russian

Tsetsura, E. Y. (1998). Nekotorye problemy publikatsii press-relizov v rossijskoj presse [Some problems of publishing press-releases in Russian press]. *Proceedings of the Moscow State University annual conference "Journalism in 1997", part III*, 62-65.

Tsetsura, E. Y. (1998). "Teen-press" i "Pyatnitsa" (iz opyta regionalnoj detskoj i podrostkovoj pressy) ["Teenpress" and "Pyatnitsa": working with children's and teenagers' press]. *Scholastic practical conference "Journalism in the end of 20th Century: Lessons and perspectives": Materials of the conference* (pp. 58-61). Voronezh: VGU Press.

Tsetsura, E. Y. (1998). Otrazhenie politico-ekonomicheskix vzglyadov posredstvom press-relizov [Presentation of political and economic points of view through press-releases]. *Proceedings of the scholastic practical annual conference of the School of Journalism of the St.-Petersburg State University "Mass Media in the modern world"* (pp. 132-133). St.-Petersburg: St.-P.GU Press.

Tsetsura, E. Y. (1996). Uchet osobennostej pod'yazyka jurnalistiki pri sostavlenii press-relizov [Taking into consideration particularities of sub-language of journalism in preparation of press-releases]. *The first international conference "Language and Culture" of the Voronezh department of Russian academy of government service of president of Russian Federation: conference proceedings* (pp. 107-108). Voronezh: Kvadrat.

Tsetsura, E. Y. (1994). Okkazionalizm kak sredstvo funktsionalnoj derivatsii [Okkazionalism as means of functional derivation]. *Proceedings on the scholastic practical annual conference of the School of Journalism of Voronezh State University "Modern mass media: Beginnings, concepts, poetics"* (pp. 37-38). Voronezh: VGU Press.

Other Work in Progress

Tsetsura, K. Who is responsible for media bribery? Ethical considerations in teaching media relations. Manuscript in preparation (revising after submission).

Tsetsura, K. Educating clients, educating ourselves: A modern state of public relations as viewed by female practitioners. Manuscript in preparation.

Tsetsura, K. The state of modern journalism in Russia. Manuscript in preparation.

Tsetsura, K. An exploratory study of media transparency in Finland. Manuscript in preparation.

Tsetsura, K. An exploratory study of media practices in China and Russia: Methodological challenges. Manuscript in preparation.

Tsetsura, K. Media transparency challenges of local media: A comparative analysis of two Southwest newspapers. Manuscript in preparation.

Tsetsura, K. A preliminary analysis of the relationship between the “cash for news coverage” and the level of freedom of press. Manuscript in preparation.

Tsetsura, K. “Fight for your rights” vs. “realize your rights:” Female Russian professionals’ constructions of feminism. Manuscript in preparation.

Work in Progress with Co-authors

Tsetsura, K., & Grynko, A. Contemporary landscape of Ukrainian media. Manuscript in preparation.

Tsetsura, K., & Luoma-aho, V. Cultural dimensions of trust. Manuscript in preparation.

Tsetsura, K., Miller, C., & Roach, L. Reactance, restoration of freedom, and differential responses to antismoking messages among smokers and nonsmokers. Manuscript in preparation.

Luoma-aho, V., & Tsetsura, K. Trust and media transparency in Finland. Manuscript in preparation.

Competitive Conference Papers

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

Tsetsura, K., & Klyueva, A. (2010, June). *Matters of global strategic communication: Exploring dimensions of media opacity and effects on media credibility*. Paper to be presented at the Public Relations Division of the International Communication Association conference, Singapore.

Tsetsura, K. (2010, March). *The first look at media non-transparency practices in the United States*. Paper presented at the 13th IPR International Public Relations Research conference, Miami, FL.

Klyueva, A., & Tsetsura, K. (2010, March). *Ethicality of media opacity as a predictor of acceptance of non-transparent media practices among the Romanian media professionals*. Paper presented at the 13th IPR International Public Relations Research conference, Miami, FL.

Klyueva, A., & Tsetsura, K. (2009, August). *Media practices in the Urals Federal District of Russia: Examination of the non-transparent practices at three levels*. Paper presented at the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Boston, MA.

Tsetsura, K., & Zuo, L. (2009, August). *Guanxi, gift-giving, or bribery: Ethical considerations of paid news in China*. Paper presented at the Media Ethics Division of the AEJMC annual conference, Boston, MA. [runner-up, Open Call top faculty paper competition]

Tsetsura, K. (2009, May). *Constructing public relations as a gendered profession*. Competitive paper to be presented at the Public Relations Division of the International Communication Association conference, Chicago, IL. [48% acceptance rate]

Tsetsura, K., & Luoma-aho, V. (2009, May). *How much do you trust me? The role of trust and innovation in Russian journalism*. Competitive paper presented at the Sixth Conference on Innovation in Journalism at Stanford, Palo Alto, CA.

Tsetsura, K., & Kruckeberg, D. (2009, March). *Truth, public relations and the mass media: A normative model to examine media opacity*. Competitive paper presented at the Twelve Annual Interdisciplinary Public Relations Research Conference, Miami, FL.

Zuo, L., & Tsetsura, K. (2009, March). *An exploratory study of media practices in China*. Competitive paper presented at the Twelve Annual Interdisciplinary Public Relations Research Conference, Miami, FL.

Tsetsura, K. (2008, November). "We already filled one survey per group:" *Challenges of collecting data in Russia*. Competitive paper presented at the Public Relations Division of the National Communication Association Convention, San Diego, CA.

Tsetsura, K., & Chernov, G. (2008, November). *UnCONVENTIONAL ways to discuss corporate reputation: Corporate reputation in Russian media*. Competitive paper presented at the Public Relations Division of the National Communication Association Convention, San Diego, CA.

Tsetsura, K., & Grynko, A. (2008, August). *An exploratory study of media transparency in Ukraine*. Competitive paper presented at the Public Relations Division of the AEJMC Annual Conference, Chicago, IL.

Tsetsura, K. (2008, June). *International media practices: Results from a global survey*. Paper scheduled for presentation at the 4th annual Russian Communication Association Conference, Moscow, Russia.

Garvin, L., & Tsetsura, K. (2007, November). *Public Relations Theory and Development in South Korea: A Case Study of Communication Practices of Wal-Mart Korea*.

Competitive paper presented at the Public Relations Division of the National Communication Association Convention, Chicago, IL.

Tsetsura, K. (2007, November). *Communicating world views through pop-culture and public relations: Representations of Kazakhstan by “Borat” and Kazakhstan’s government*. Competitive paper presented at the Russian Communication Association Division of the National Communication Association Convention, Chicago, IL.

Roach, L., & Tsetsura, K. (2007, November). *Reflecting a “World View”: Tailoring Health Messages to Psychographics of the Audience*. Competitive paper presented at the Health Communication Division of the National Communication Association Convention, Chicago, IL.

Tsetsura, K. (2007, May). *Discipline and control in negotiating female and professional identities in public relations*. Competitive paper presented at the Public Relations Division of the International Communication Association Conference, San Francisco, CA. (45% acceptance rate)

Tsetsura, K. (2006, November). *Creating sites for feminist connection and action worldwide: Female Russian professionals’ constructions of feminism*. Competitive paper presented at the Feminist and Women’s Studies Division of the National Communication Association Convention, San Antonio, TX. (43% acceptance rate)

Tsetsura, K. (2006, August). *Toward a social construction of the field of global public relations: A case of female practitioners in Russia*. Competitive paper presented at the Public Relations Division of the Association of Educators in Journalism and Mass Communication Convention, San Francisco, CA. (Top-five paper)

Tsetsura, K. (2006, April). *International media experiences*. Top-four paper presented at the Public Relations Division of the Central States Communication Association Convention, Indianapolis, IN.

Tsetsura, K. (2006, March). *Social responsibility and “the bottom line”: An aporetic structure of public relations decision-making process*. Paper presented at the Ninth Annual Interdisciplinary Public Relations Research Conference, Miami, FL.

Tsetsura, K. (2005, November). *Who is responsible for media bribery? Ethical considerations in media relations*. Invited paper presented at the competitively chosen panel of the Public Relations Division of the 2005 NCA convention, Boston, MA.

Tsetsura, K. (2005, May) *Is public relations a real job? Constructing public relations as a gendered profession*. Competitive paper presented at the Public Relations Division of the 55th International Communication Association Annual Conference, New York City, NY.

Tsetsura, K. (2005, March). *The exploratory study of media transparency and cash for news coverage practice in Russia: Evidence from Moscow PR agencies*. Paper presented at the Eight International Interdisciplinary PR Research Conference, Miami, FL.

Tsetsura, K. (2004, May). *Social construction of identity by female Russian public relations practitioners*. Paper presented at the top student panel of the PR Division at the 54th ICA conference, New Orleans, LA.

Tsetsura, K., & Kruckeberg, D. (2004, April). *What influences the demand for “cash for news coverage”: A preliminary analysis of the relationship between the existence of the demand for ‘Cash for news coverage’ by countries’ major consumer news media and the level of freedom of press in that country*. Paper presented at the annual CSCA convention, Cleveland, OH.

Kruckeberg, D., & Tsetsura, K. (2004, March). *A composite index by country (66 countries) of variables related to the likelihood of the existence of cash for news coverage*. Paper presented at the annual International PR Research conference, Miami, FL.

Tsetsura, K. (2003, November). *Social responsibility as a condition for forgiveness: deconstructing the relationship between “the I” of corporations and “the Other” of publics*. Paper presented at the annual NCA convention, Miami, FL.

Tsetsura, K. (2003, November). *Reaching in to conceptual frameworks in public relations theory: An updated comparative study of Russian and United States perspectives*. Paper presented at the annual NCA convention, Miami, FL.

Tsetsura, K. (2003, May). *How successful is framing of women’s rights as human rights at the domestic level? A case study of countries of the former U.S.S.R*. Paper presented at the annual ICA conference, San Diego, CA.

Tsetsura, K., Bigam, M., Buford, L., & Chen, X. (2003, May). *E-motional interaction between teaching assistants and students: Expressing emotions via WebCT*. Paper presented at the annual ICA conference, San Diego, CA.

Tsetsura, K. (2002, April). *Hierarchical approach to corporate advocacy: Corporate advocacy as a way of guilt redemption*. Paper presented at the CSCA conference, Milwaukee, WI. (Top paper in the division of Argumentation and Forensics at 2002 CSCA conference)

Tsetsura, K. (2002, April). *Use and abuse of freedom of information: Monitoring freedom of speech in Russian media*. Paper presented at the CSCA conference, Milwaukee, WI.

Tsetsura, K. (2001, October). *Defining feminism internationally: Why is being a feminist in Russia “a bad thing”?* Paper presented at the 24th Annual Meeting of the Organization for the Study of Communication, Language, and Gender, San Diego, CA.

Tsetsura, K. (2001, March). *Can ethics in public relations finally become international? Dialogic communication as basis for a new universal code of ethics in public relations.* Paper presented at the 4th PRSA Educators Academy international interdisciplinary conference, Miami, FL.

Tsetsura, K. (2000, March). *Some aspects of Russian public relations education: A brief analysis of curriculum of PR program at Voronezh State University, Russia.* Paper presented at the 3rd PRSA Educators Academy international interdisciplinary conference, Miami, FL.

Tsetsura, K. (2000, March). *Understanding public relations terms: “Evil” nature of public relations as it is seemed by some of Russian publics.* Paper presented at the 3rd PRSA Educators Academy international interdisciplinary conference, Miami, FL.

In Russian

Tsetsura, K. (1998, May). *Svjazi s obschestvennostju v organizatsijax tretogo sektora: Analiz PR campanii po podgotovke i provedeniyu Vserossijskogo detskogo festivalya komputernogo tvorcestva “KidSoft”* [Public relations in the non-profit organizations: Analysis of PR campaign for organizing All-Russian children festival of computer-related arts “KidSoft”]. Paper presented at the annual journalism conference of the Voronezh State University, Voronezh, Russia.

Tsetsura, K. (1998, April). *Detskaya pressa v Tsentralnom Chernozeme: Analiz raboty Voronezhskoj gorodsskoj gazety dlja podrostkov “Pyatnitsa”* [Youth press in Central Black-Soil region: Analysis of work for Voronezh city newspaper for teenagers “Pyatnitsa”]. Paper presented at the annual journalism conference of the St. Petersburg State University, St. Petersburg, Russia.

Tsetsura, K. (1997, May). *Svjazi s obschestvennostju kak sotsialnyj institut v Rossii* [Public relations as a social institute in Russia]. Paper presented at the annual journalism conference of the Voronezh State University, Voronezh, Russia.

Tsetsura, E. (1996, December). *Professiya praktika PR* [Profession and practice in PR]. Paper presented at the seminar “Rol’ PR v etsu obschestve” [Role of PR in the modern society] of the School of Journalism at Voronezh State University, Voronezh, Russia.

Tsetsura, E. Y. (1996, April). *Rol’ SMI v razvitii vzaimoponimaniya i sotrudnichestva mezhdu narodami* [Role of the mass media in development of mutual understanding and collaboration among nations]. Paper presented at the Voronezh State University’s

international scholastic student conference “World in the beginning of the 21st Century: Future through the eyes of youth.” Voronezh, Russia.

Tsetsura, K. (1995, May). *Media relations kak napravlenie v praktike public relations: analiz situatsii v Rossii i SShA* [Media relations as a part of public relations practices: Situation analysis in USA and Russia]. Paper presented at the annual journalism conference at the Voronezh State University, Voronezh, Russia.

Tsetsura, K. (1993, May). *Okkazionalizm kak yavlenie funktsionalnoj derivatsii*. [Occasionalism as a linguistic phenomenon of functional derivation]. Paper presented at the annual journalism conference of the Voronezh State University, Voronezh, Russia.

More than 90 journalistic articles published in the local, regional, national, and international media in Russian and English.

Invited Conference Papers

Tsetsura, K. (2010, June). *Promoting public relations values: Emotional labor in the age of transparency*. Paper to be presented at a competitively chosen panel, Public Relations Division, the International Communication Association conference, Singapore.

Tsetsura, K. (2009, November). *Media practices around the world: Developing a global understanding of media transparency*. Paper presented at a competitively chosen panel, Public Relations Division, NCA conference, Chicago, IL.

Tsetsura, K. (2008, November). *Public Relations ethics: How to reach the impossible*. Paper presented at the competitively chosen panel at the National Communication Association Convention, San Diego, CA.

Tsetsura, K., & Kruckeberg, D. (2008, August). *Chicago school and global community typology*. Paper presented at the special Korean Communication Association pre-conference session at the AEJMC convention, Chicago, IL.

Tsetsura, K. (2007, November). *Construction of gendered identities in Postcommunist Poland*. Paper presented at the competitively chosen panel of the International and Intercultural Communication Division at the National Communication Association Convention, Chicago, IL.

Tsetsura, K. (2007, November). *Graduate education in public relations*. Paper to be presented at the competitively chosen panel of the Division on Communication and the Future at the National Communication Association Convention, Chicago, IL.

Kruckeberg, D., & Tsetsura, K. (2007, October). *The intrinsic and extrinsic value of corporate reputation—priceless in value and beyond measurement*. Paper presented as

keynote at the 2nd European public relations congress, Kiev, Ukraine.

Tsetsura, K. (2007, August). *Multidimensional diversity: Opportunities for understanding the development of global public relations*. Paper presented at the competitively chosen Public Relations Division panel at the AEJMC annual conference, Washington, DC.

Tsetsura, K., & Craig, D. (2006, May). *Professional values, ethics, and norms of foreign correspondents*. Paper presented at the competitively chosen panel of the Journalism Studies Division at the International Communication Association annual conference, Dresden, Germany.

Tsetsura, K. (2005, April). *Unicorns' horns and Pegasus' wings: Sparking imagination in communicative pedagogy*. Participant at the competitively chosen panel scheduled for presentation at the Central States Communication Association convention, Kansas City, MO.

Tsetsura, K. (1999, October). *The role of female public relations practitioners in the public relations development in Russia*. Paper presented at the Organization for the Study of Communication, Language and Gender (OSCLG) Conference, Wichita, KS.

Tsetsura, K. (1999, April). *Women and the development of public relations in Russia*. Paper presented at Central and Southern States Communication Association Convention, St. Louis, MO.

Conference Panel Presentations

Tsetsura, K. (2010, June). *Global public relations and strategic communication: Envisioning the interplay of culture and communication outside the two-way symmetrical box*. Presentation at the preconference ICA sponsored session panel, ICA conference, Singapore.

Tsetsura, K. (2010, April). *Public Relations: Western Europe and Eastern Europe*. Presentation at a competitively chosen panel, Public Relations Interest Group, the Central States Communication Association conference, Cincinnati, OH.

Tsetsura, K. (2009, November). *Twenty years down and five years out: The Public Relations Division reflects on stability and change*. Presentation at a Chair's panel, Public Relations Division, NCA conference, Chicago, IL.

Tsetsura, K. (2009, September). *Public relations practices and models in Poland*. Paper presentation at a competitively selected panel scheduled for presentation at the EUPRERA conference, Bucharest, Romania.

Tsetsura, K. (2009, August). *Normative theories of the media worldwide: Issues of responsibility and freedom*. Presentation at a competitively chosen theme panel co-

sponsored by the International Communication Division and Media Ethics Divisions at the AEJMC convention, Boston, MA.

Tsetsura, K. (2008, November). *Negotiating intercultural differences in the conduct of communication research in the Post-Soviet countries*. Presentation at a competitively chosen panel of the Russian Communication Association Interest Group at the National Communication Association Convention, San Diego, CA.

Tsetsura, K. (2008, November). *Corporate accountability and social responsibility in Poland*. Presentation at a competitively chosen panel at the Public Relations Division of the National Communication Association Convention, San Diego, CA.

Tsetsura, K. (2008, November). *Women voices in organizational life in Poland*. Paper presented at a competitively chosen panel at the Feminist and Women Studies Division of the National Communication Association Convention, San Diego, CA.

Tsetsura, K. (2008, August). *Politics of culture: Geopolitical considerations of doing business in Russia*. Presentation at a competitively chosen panel, the Intercultural Communication Division of the AEJMC Annual Conference, Chicago, IL.

Tsetsura, K. (2007, August). *How the Roschwalb Grant helped my research*. Remarks at the Public Relations Division panel at the AEJMC annual conference, Washington, DC.

Tsetsura, K. (2007, May). *Public relations in Poland*. Participant at the invited by the Russian Communication Association panel at the International Communication Association annual conference, San Francisco, CA.

Tsetsura, K. (2005, May). *Questioning the public relations dialogue: Examination of international publications*. Participant at the competitively chosen Public Relations Division panel scheduled for presentation at the International Communication Association annual conference, New York City, NY.

Tsetsura, K. (2004, May). *Defining the "public interest": International perspectives on the civic role of communication research*. Participant at the competitively chosen theme and student program panel presented at the ICA annual conference, New Orleans, LA.

Tsetsura, K. (2003, November). *Teaching communication and law: Ideas for the classroom*. Participant at the competitively chosen panel at the National Communication Association 2003 Convention. Miami, FL.

Tsetsura, K. (2003, April). *Effective e-communication with students outside of the classroom*. Poster session presented at the 6th Annual Teaching and Learning with technology conference at Purdue University. West Lafayette, IN.

Tsetsura, K. (2001, November). *How study of the American corporate campaign phenomenon can help corporate public relations in other countries to move toward more*

ethical practice. Paper was accepted to presentation at the National Communication Association Convention, Atlanta, GA.

Tsetsura, K. (2001, May). *How well do American heroes sell products in Russia? To the question of cross-cultural aspects of public relations campaigns*. Paper presented at the International Communication Association conference, Washington, D.C.

Tsetsura, K. (2001, March). *Working as an intern in public relations: Brief analysis of past internships in Russian and United States non-profit organizations*. Panel presentation at the 4th PRSA Educators Academy international interdisciplinary conference, Miami.

Tsetsura, K. (2000, June). *Applications of PRSA report on public relations education "Port of Entry" in Russia*. Paper presented at the Chair's panel of the International Communication Association conference, Acapulco, Mexico.

Grants, Fellowships and Scholarships

Faculty Travel Assistance Grant OU Vice President for Research	University of Oklahoma. (2010) \$2,975
Faculty Enrichment Grant	Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2010) \$2,500
Presidential International Travel Grant	President's Fund, University of Oklahoma. (2009) \$1,950
Faculty Travel Assistance Grant OU Vice President for Research	University of Oklahoma. (2009) \$ 635.46
Junior Faculty Research Grant	Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2009) \$3,200
Faculty Enrichment Grant	Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2008) \$2,500
The Gaylord College Institute for Research and Training Grant	Tsetsura, K., Veil, S., & Tindall, N. <i>Diversifying the diverse publics: Creating a theoretical framework for communicating with Native Americans</i> . (2007) \$11,000
Faculty Enrichment Grant	Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2007) \$2,500

Faculty Enrichment Grant, Research Travel Assistance	Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2006) \$2,500
Presidential International Travel Grant	President's Fund. University of Oklahoma. (2006) \$2,900
Junior Faculty Research Program	Research Council, University of Oklahoma. (2005) \$6,000
Faculty Travel Assistance Grant	Vice President for Research, University of Oklahoma. (2004) \$2,950
Faculty Enrichment Grant	Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2004) \$2,500
Susanne A. Roschwalb Grant	International PR research travel grant, PR division of AEJMC. (2003) \$200
Purdue Travel Grant	Purdue University Graduate Student Government. (2003) \$200
Purdue Research Foundation Summer Grant	Preliminary research and data gathering for the dissertation, Purdue University. (Summer, 2002)
Purdue Travel Grant	Purdue University Graduate Student Association. (2001) \$3,000
Global Supplementary Grant Open Society Institute	A special grant of OSI (Soros Foundation) for doctoral students in humanities and social sciences to support doctoral studies and research. (2001/2002) \$1,500
Rotary Scholarship	Rotary International Club, Kansas. (1999/2000) \$1,500
Graduate School Scholarship	Fort Hays State University, Hays, KS. (1998/1999) \$8,000
Student fellowship named after Peter the Great	Provided by the governor of Voronezh region to the best ten students of the region, Voronezh, Russia. (1996/1997) N/A in USD
Personalized student fellowship	Provided by Voronezh State University, Russia. (1995/1996) N/A in USD
Special scholarship for the excellent study and service activities	Provided by School of Journalism, Voronezh State University, Russia. (1994/1995) N/A in USD

Grants Pending

Garlough, K., Tsetsura, K., Wildman, S., & Al Assaf, A. *Al Khansa'a Project for Women's Human Rights and Democratic Initiatives in Iraq*. The University of Oklahoma's response to the Office for the Promotion of Human Rights and Democracy of the Bureau of Democracy, Human Rights and Labor (DRL/PHD), Department of State, US. FY 2005-2010. Pending funding (\$999,332).

Academic Appointments

**Associate Professor in
Strategic Communication/
Public Relations,
Tenured**

Gaylord College of Journalism and Mass
Communication, **University of Oklahoma**.
(July 1, 2010-present)

**Assistant Professor
Strategic Communication/
Public Relations,
Tenure-track**

Gaylord College of Journalism and Mass
Communication, **University of Oklahoma**.
(Fall 2004-June 30, 2010)
Undergraduate courses:
Introduction to Public Relations (65-125 students),
PR Research (10-120 students),
PR Writing (15 students),
Careers in PR (10-25 students),
PR Campaigns (6-30 students),
International and Global Public Relations,
Independent Studies (1-3 credit hours).
Graduate courses:
Advertising Management,
Approaches to Teaching (doctoral-level seminar),
Thesis/ Project Graduate Seminar (required course),
*Theories of Strategic Communication (doctoral-level
seminar)*,
Global Public Relations,
Independent Studies (1-3 credit hours),
One credit hour graduate seminars: *Global Public
Relations, Technology and Strategic Communication*,
Crisis Communication.

**Visiting Professor
University of Erfurt, Germany**

SPICE: Summer Program in Communication at of
Erfurt, Germany. (Summers 2008-2010)
Teaching *Global Public Relations* to a group of
German and U.S. students from seven universities,
including the University of Oklahoma.

Invited Faculty
**Kiev Mogyla Academy/
 Lviv State University, Ukraine**

Media Governance and Strategic Communication: Teaching the Teachers. Soros Foundation project, Towson University, Kiev Mohyla Academy, and Lviv State U. Lviv, Ukraine. (Summer 2007, 2008)
 Teaching a week-long seminar *Media and governance: Establishing media literacy in post-communist universities* to university faculty from Kazakhstan, Poland, Romania, Slovenia, Turkmenistan, Ukraine, Uzbekistan.

**Instructor, JSA Summer School
 Stanford University**

Junior Statesmen of America Stanford Summer School. (Summer, 2003)
 Teaching *Speech Communication* with emphasis in political and economic argumentation, rhetoric, and debate. Responsible for creating a syllabus, lecturing, developing in-class activities, and grading students' performances.

**Graduate Teaching Assistant
 Purdue University**

Department of Communication, Purdue University. Lafayette, IN. (2000-2004)
 Teaching *Advertising* (two summer semesters). Basic advertising course. Responsible for choosing a book/additional readings, creating a syllabus, lecturing, creating and conducting in-class activities, and evaluating students' performances.

Assisting in teaching a basic lecture course (217-474 students) *Advertising* (five semesters). Responsible for co-editing syllabus, designing exams and quizzes, grading students' assignments, generating out-of-class discussions, creating and managing course's website, WebCT administration, and lecturing on several topics (including international advertising, critical approaches to advertising, history of TV advertising, and advocacy advertising).

Assisting in teaching a basic lecture course (170 students) *Public Relations* (one semester). Responsible for grading students' writing assignments, generating out-of-class discussions, conducting special seminars, and lecturing on several topics (including international public

relations and public relations for nonprofit organizations).

Teaching *Journalistic Writing* (two semesters). Basic course introducing students to journalism and developing practical skills in writing for print and broadcast media. Responsible for creating a curriculum and all assignments, lecturing, and grading.

Teaching *Introduction to Human Communications* (three semesters). Introduction to public speaking. Responsible for lecturing, creating in-class activities, and evaluating students' performances.

**Graduate Teaching Assistant
Fort Hays State University**

Department of Communication, Fort Hays State University. Hays, KS. (1998-2000).
Taught *Introduction to Public Speaking* (four semesters). Basic public speaking course. Responsible for lecturing, creating in-class activities, and evaluating students' performances. Guest speaker in *Public Relations and Advertising* (three semesters). Lectured on topics of international public relations and advertising, cross-cultural approaches to public relations, international perspectives on advertising and PR campaigns.

**Part-time instructor of
Public Relations and
Advertising**

School of Journalism. Voronezh State University, Russia. (1997-1998).
Teaching courses *Rhetoric and Argumentation*, *Public Relations Basics*, *Advertising*, *Public Relations Practices*. Responsible for creating syllabi, lecturing, evaluating students' performances. Guest speaker in PR classes (three semesters). Lectured on Russian and international perspectives on public relations theories and practice.

**Instructor of the special program
for honorary high school students**

School of Journalism, Voronezh State University, Russia. (1998).
Taught *Principles of Public Relations*. Responsible for creating syllabi, lecturing, evaluating students' performances.

Professional Work Experience

**Strategic Communication/
Public Relations Consultant** *Nikkolo M*, Consulting Group, Moscow, Russia.
(Summers 2007-2009)
Free-lance strategic communication consulting and training.

Free-lance columnist *The Hays Daily News*, Hays, KS. (1998-2000)
Wrote a personal column “Other Voices” describing the experiences of a Russian in the rural Midwest, analyzed American and Russian culture, and provided information on Russian current events.

Publicity coordinator Sternberg Museum of Natural History, Fort Hays
State University, Hays, KS. (Summer 1999)

Prepared publicity campaign to promote a series of talks “Discover Kansas” for museum members and local community. Together with the museum staff, created a series itself and a plan for organizing and promoting talks. Responsible for sending out information to members, writing, designing, and producing invitations and brochures. Together with museum staff and lecturers, organized talks. Prepared a survey for evaluating talks and a strategic plan for the next series “Discover Kansas.”

**Director of the
Public Relations Department** Voronezh regional youth non-profit organization
“New View,” Voronezh, Russia. (1996-1998)

Worked on the same level as the president of the organization. Responsible for all external communication (including media relations and public affairs) of the organization. Responsible for fundraising for organization’s projects. Was actively involved in writing all grant proposals for the organization. Managed all publicity for the organization and its special events including the Russian Annual computer festival of children’s creativity (young programmers, artists, and musicians) “KidSoft.” Managed all volunteer relations (recruiting, training, supervising) for the organization and its special events. Managed all volunteers/guest/media/contestant/sponsor relations at the festival. Together with three other top coordinators of the projects and the president of the organization created concepts, strategic and business plans, and programs of the two-day festival (three consecutive years). Last year’s numbers: more than 100 contestants, more than 100 special guests, more than 50 journalists from local and national print and broadcast media, about 70 volunteers, about 3000 visitors.

Advisor editor City newspaper for teenagers “*Pyatnitsa*,”
Voronezh, Russia. (1997-1998)

Supervised teen editors and journalists. Conducted training sessions in journalistic writing and desktop publishing for publication’s volunteers. Was responsible for promoting a newspaper, for establishing and maintaining contacts with teenagers’

newspapers in other Russian regions. Managed all publicity for the newspaper. Managed community relations for the newspaper. Was responsible for final publications.

Editor-in-chief

Unique Black-Earth region of Russia official teenager information agency “Teen-press,” Voronezh, Russia. (1996-1998)

With the president of the organization, created a concept of the agency. Responsible for promoting the agency and establishing contacts with the media on local and national levels. Managed all publicity for the agency. Recruited young volunteers and journalists (about 150 active members in 1998). Conducted short and semester-long training sessions in journalism (original concept of teaching was used). Supervised weekly news bulletin that was sent out to local, regional, and national media. Supervised on-line editions of the bulletins. Was responsible for final versions of all publications. Worked closely with the School of Journalism at Voronezh State University to promote journalism as a profession for teenagers. Now many former members of the agency are students/graduates in journalism/public relations majors.

Free-lance advertising specialist

Advertising Agency “Kvarta,” Voronezh, Russia. (1996-1998)

Responsible for sealing the PR/advertising contracts, writing advertising and publicity materials, creating PR/advertising concepts for corporate clients, creating and organizing special events for clients, designing concepts of advertising brochures, writing advertisements.

Free-lance journalist

Wrote for a number of print and broadcast media. (1994-1998)

Russian regional and city newspapers:

“*Efir*”

“*Infra*”

“*Komsomolskaya Pravda-Voronezh*”

“*Mig Udachi*”

“*Moye !*”

“*Nezavisimyj Kurier*”

“*Voronezhskij Kurier*”

Local TV-company “MIG-TV,” Taganrog, Russia

Speaking Engagements

International

Keynote Speaker

“The Role of Public Relations and Technology in Global Society” (together with Dr. Kruckeberg), International

	Anniversary Journalism conference, Journalism School, University of Bucharest, <u>Bucharest, Romania</u> . (November, 2009)
Keynote Speaker	“How social media tactics shape global public relations strategies,” keynote presentation at the European Public Relations Congress, <u>Kiev, Ukraine</u> . (October, 2009)
Keynote Speaker	“Media Transparency in Romania” and “Media Transparency on the Web” presentations at the Romanian Public Relations Week organized by the Romanian PR Association, <u>Bucharest, Romania</u> . (October, 2009)
Invited Guest Lecturer	Doctoral Seminar: Public Relations Theory. Journalism School, Kiev Mohyla Academy, <u>Kiev, Ukraine</u> . (October, 2009)
Keynote Speaker	Current Trends in Mass Communication Research, International Seminar and Conference, Kiev Mohyla Academy, <u>Kiev, Ukraine</u> . (June, 2010)
Workshop Leader	“How to Effectively Use Social Media in the 21 st Century Public Relations” workshop at the Altay Regional Public Relations Conference, RACO-Siberia, <u>Barnaul, Russia</u> . (June, 2009)
Keynote Speaker	Ukrainian Public Relations League Annual Congress, <u>Kiev, Ukraine</u> . (October, 2008) (invited, not confirmed)
Plenary Speaker	IPRA Top Executive Summit, <u>London, UK</u> . (June, 2008)
Invited Speaker	IPRA Board meeting, <u>London, UK</u> . (June, 2008)
Keynote Speaker	European Public Relations Congress, <u>Kiev, Ukraine</u> . (October, 2007)
Workshop Leader	New Technologies in Public Relations workshop at the IV Polish Congress of PR Experts and Specialists, Public Relations Forum, under patronage of ICCO, <u>Warsaw, Poland</u> . (November, 2006)
Plenary Session Speaker	The role of research in public relations practice. The IV Polish Congress of PR Experts and Specialists, Public Relations Forum, under patronage of ICCO, <u>Warsaw, Poland</u> . (November, 2006)
Invited Lecturer	Media Literacy seminar: Teaching professors of the countries with transitional democracies. Soros Foundation sponsored project, Towson University and Kiev Mogyla Academy, <u>Kiev, Ukraine</u> . (July, 2006)
Invited Speaker	Government relations and ethical considerations in public relations practice. <i>Nikkolo M</i> , top five Russian public relations agency, <u>Moscow, Russia</u> . (July, 2006)
Invited Speaker	International conference “Municipal Government and Public Affairs,” organized by the International Association of Capitals and Large Cities, <u>Ulan Ude, Russia</u> . (July, 2006)

- Invited Speaker** Polish Public Relations Consultancies Association conference “Media, Advertisement, Public Relations in Poland,” Department of Journalism, Warsaw University, Warsaw, Poland. (2005)
- Invited Speaker** International Public Relations Association annual conference, Dubai, UAE. (December, 2004)
- Invited Guest Lecturer** Department of Mass Communication, American University of Sharjah, UAE. (December, 2004)
- Invited Panelist** Chair’s panel of the Public Relations Division on international applications of the PRSA Educators Academy Commission report “Port of entry” on public relations education. International Communication Association conference. Acapulco, Mexico. (June, 2000)
- National***
- Keynote Speaker** PRSA International Section Professional Webinar “Media transparency.” (May, 2010)
- Invited Speaker** Center for Global Public Relations Professional Seminar, UNC-Charlotte, Charlotte, NC. (April, 2010)
- Keynote Speaker** PRSA-Charlotte luncheon and meeting, Charlotte, NC. (April, 2009)
- Keynote Speaker** Global Public Relations Center Dedication, University of North Carolina-Charlotte, Charlotte, NC. (February, 2009)
- Keynote Speaker** PRSA-OKC monthly meeting, Oklahoma City, OK. (November, 2008)
- Invited Scholar/Interpreter** Russian Women’s Leaders Exchange, Open World Program of Library of Congress, Abilene, KS. (October, 2004)
- JSA Stanford Summer Session Communication Faculty Speaker** Chosen to present a graduation speech on behalf of communication faculty at the JSA graduation ceremony at Stanford University, Palo Alto, CA. (July, 2003)
- Invited Speaker** Two closed meetings of the Commission for Public Relations Education of the PRSA Educators Academy. Presented a report on the translation of the Commission report “Port of entry” in Russian (2000) and a report on the PR education in Russia. (2001)

Awards and Honors

Runner-up Paper Award	Open Call Faculty Top Paper Competition, Media Ethics Division, AEJMC conference, Boston, MA. (August, 2009)
Nominee	ICA Award: Communication Research as Agent of Change. (2009)
Judge	PRAVDA Awards, Ukrainian Association of Public Relations National Awards, <u>Kiev, Ukraine</u> (October, 2007)
Nominee	International Public Relations Association Council Member for the USA. (2006-2007)
Certificate of High Attendance	Professional Development Seminar for New Faculty Members, University of Oklahoma. (December, 2004)
Graduate Teaching Certificate	Awarded by the Office for Instructional Excellence, Purdue University. (January, 2003)
Monroe Scholar	Department of Communication's Research Award, Purdue University. (April, 2003)
Top Paper Award	Central States Communication Association, Argumentation and Forensics Division. (April, 2002)
2001 Top Three Thesis Recognition	Top Master's thesis university-wide award, Fort Hays State University. (1999-2000)

Professional Organizations

ICA, International Communication Association (2000-present)
 IPRA, International Public Relations Association (2003-present)
 NCA, National Communication Association (1999-present)
 AEJMC, Association for Education in Journalism and Mass Communication (2004-present)
 PRSA, Public Relations Society of America (2004-present)
 PRSA Educators Academy (2004-2007)
 CSCA, Central States Communication Association (1999-2006)
 OSCLG, Organization for Study of Communication, Language and Gender (2000-2005)

Service Activities

Profession: International

The Institute for Public Relations (IPR), the International Research Commission on the International Public Relations Knowledge Project, member. (2005-present)

Advisory Board Member, Global Public Relations Center, University of North Carolina Charlotte. (2009-present)

Coordinator of Russian and Chinese translations of the PRSA Commission on Education Report. (2006-2008)

The ICA Global Taskforce Member, PR Division, ICA. (2004-2008)

ICA Internationalization Committee Member. (2004-Spring 2007)

International Communication Association Student Board Member. (2002-2004)

Co-chair of Strategic Planning Committee for Public Relations Division of International Communication Association, Austin, TX. (2000-2001) Together with Kelly Page, responsible for writing the first strategic plan for the division.

Member of the Committee for writing and designing a new membership brochure for International Communication Association, Austin, TX. (2000-2001) Together with a chair and a vice-chair of the Public Relations Division of ICA, responsible for creating a new concept for the brochure, its text, and design.

Profession: National

Secretary, PRSA, International Section. (2010)

Member, AEJMC Scholars Grant Program Development Committee. (2009-present)

Vice-Chair, Public Relations Division, NCA. (2009-present)

Member, National Commission on Public Relations Education (PRSA, AEJMC representative). (2005-present)

Secretary, Public Relations Division, AEJMC. (2007-2008)

Member, NCA PRIDE Award Committee, Public Relations Division, NCA. (2005-2007)

Volunteer, National Communication Association Ushers Committee, NCA annual conference. (2002)

Translator of the report "Port of entry" of the PRSA Commission on PR Education into Russian. (2000)

Judge at the parliamentary debate and individual event forensics tournaments, Purdue University and DePauw University. (2001-2003)

Judge at the congressional workshop debates, Stanford University. (2003)

Panel Chair/Respondent

- 2009 ICA annual conference: Chair of a conference theme panel *Redefining Publics in Public Relations*; Top Student Papers and other panels of Public Relations Division, Chair and Respondent
- 2008 NCA annual convention. Public Relations Division, Panel Chair and Organizer.
- 2007 ICA annual conference: Russian Communication Association Division, Panel Chair and Organizer.

- 2007 ICA annual conference: Top Student Papers, Public Relations Division, Chair and Respondent.
- 2007 ICA annual conference: Competitive Papers, Public Relations Division, Chair.
- 2007 IPR 10th International Interdisciplinary Public Relations Conference, Chair.
- 2006 ICA annual conference: Top Student Paper, Public Relations Division, Chair.
- 2006 ICA annual conference: Competitive Paper Panel, Journalism Studies Interest Group, Respondent.
- 2005 ICA annual conference: Top Competitive Paper Panel, Journalism Studies Interest Group, Discussant-Respondent.
- 2004 ICA annual conference: Spotlight on students: Competitive Student Division papers, Respondent
- 2004 ICA annual conference: Student networking session, Co-chair
- 2004 ICA annual conference: New member and graduate student orientation session, Co-chair
- 2004 ICA annual conference: Student Member Reception, Co-host
- 2003 ICA annual conference: New member orientation session, Co-chair
- 2003 ICA annual conference: Student Member Reception, Co-host

Peer/Blind Reviewer

- 2009 *Journal of Public Relations Research*, ad-hoc reviewer.
- 2009 *Journal of Communication*, ad-hoc reviewer.
- 2009 *Journal of Communication Management*, ad-hoc reviewer.
- 2008-2009 *Communication Theory*, ad-hoc reviewer.
- 2008 *Journal of Computer-Mediated Communication*, ad-hoc reviewer.
- 2007-2000 *Management Communication Quarterly*, ad-hoc reviewer.
- 2007-2009 *Russian Journal of Communication*, ad-hoc reviewer.
- 2004-2009 *Vestnik*, journal of the Russian Communication Association, editorial board member.
- 2002 *Communication Studies*, ad-hoc reviewer.
- 2006-2007 Peer reviewer, textbooks and books for *Allyn and Bacon* and *Blackwell*.
- 2005-2010 ICA annual conference, papers and panels submitted to the Public Relations Division.
- 2005-2008 ICA annual conference, papers and panels submitted to the Journalism Studies Interest Group.
- 2004 ICA annual conference, papers submitted to the Student Panel.
- 2003 ICA annual conference, papers submitted to the Public Relations Division.
- 2006-2008 NCA annual convention, papers and panels submitted to the Feminist Studies Division.
- 2004-2007, 2009-2010 NCA annual convention, papers and panels submitted to the Public Relations Division.

- 2007-2008 NCA annual convention, paper and panels submitted to the Russian Communication Association Interest Group.
- 2010 AEJMC annual convention, papers submitted to the Media Ethics Division.
- 2009 AEJMC annual convention, papers submitted to the Public Relations Division.
- 2006-2008 AEJMC annual convention, papers submitted to the Intercultural Communication Division.
- 2002-2003 AEJMC annual convention, papers submitted to the Intercultural Communication Division.
- 2006-2009 AEJMC Southeast colloquium, papers submitted to the Open Division.

Academic Service: Universities

University of Oklahoma: University-wide service

Gaylord College Liaison, OU International Outreach and Study Abroad Programs.
(Fall 2008-present)

International Collaboration and Exchange Programs Ambassador: Initiator of collaborative research and teaching reciprocal agreements between the University of Oklahoma and Warsaw University, Poland, University of Erfurt, Germany (completed); Rostov State University, Russia, Buriyat State University, Russia, and Kiev Mohyla Academy, Ukraine (in progress). (Spring 2006-present)

Affiliate Faculty, OU School of International and Area Studies, Eastern-European focus.
(Fall 2006-present)

Affiliate Faculty, OU Study Abroad in Arezzo, Italy. (Fall 2008-present)

OU Faculty Coordinator, SPICE: Summer Program in Communication at Erfurt, Germany. (Fall 2007-present)

Faculty Advisor, PRSSA-University of Oklahoma. (Spring 2006-2008)

Faculty Co-Advisor, PRSSA-OU. (2008-present)

Faculty Advisor, Russian-Speaking Student Association (RUSSA), University of Oklahoma. (Fall 2005-present)

Participant, Adopt-A-Prof OU program. (Fall 2008-Spring 2009)

Member, Darwin 2009 University of Oklahoma steering committee (Fall 2008-present)

Member, 2009 OU European Symposium steering committee: New Voices of New Europe, OU SIAS annual symposium. (Fall 2008-Spring 2009)

Organizer and moderator, Documentary screening and discussion "The Battle of Chernobyl," together with the Fred Johns Museum of Art, OU. (Fall 2008)

Member, University of Oklahoma Publications Board. (Fall 2005-Spring 2007)

University of Oklahoma: Gaylord College of Journalism and Mass Communication

Member, Ad-Hoc Gaylord College Structure Committee (Spring 2010-present)

Member, Research and Development Committee. (Fall 2008-Spring 2010)

Member, Graduate Committee. (Fall 2006-Spring 2010)

Chair, International Activities Committee. (Fall 2007-Spring 2008)

Gaylord College Brown Bag Seminar research presenter. (Fall 2007; Spring 2008)

PR Sequence Head of the Taskforce for the Gaylord College Public Relations curriculum

evaluation and development. (Spring 2007)
 Member, Public Relations Search Committee. (2006-2007)
 Member, International Activities Committee. (Fall 2004-Spring 2007)
 Advisor (ex-officio), Endowed Chair in Strategic Communication Search Committee.
 (2006-2007)
 Co-chair, Strategic Communication Search Committee. (2005-2006)
 Chair, Policies and Procedures Committee. (2005-2006)
 Member, Gaylord College Research Committee. (2004-2005)

Purdue University

University Appeals Committee, graduate student member. (2003-2004)
 Senator, Purdue Graduate Student Government. (2003-2004)

Fort Hays State University

Member, FHSU Student Publication Board. (1999-2000)

Community Service

Speaker, OU Speakers Bureau. (Fall 2006-present)
 Lecturer, Mornings with Professor, OU research program for elderly. (Fall 2005)
 Presenter, Interpreter and Facilitator, Rotary Clubs of Oklahoma City and Norman, OK.
 (Spring 2007, Fall 2007, Spring 2008, Spring 2009)
 Interpreter, Open World Program, Rotary Club, Abilene, KS. (Fall 2004)
 Interpreter, Open World Program, Rotary Club, Hays, KS. (2003-2004)
 Presenter, Rotary Clubs of District #5670 (1999-2000).

Doctoral coursework

Communication Inquiry I	(Dr. Brant Burleson and Dr. Dennis Mumby)
Communication Inquiry II	(Dr. Brant Burleson and Dr. Patrice Buzzanell)
Theories of public affairs	(Dr. Carl Botan)
Corporate advocacy	(Dr. Josh Boyd)
Rhetorical approaches to issue management	(Dr. Josh Boyd)
Freedom of speech in the United States	(Dr. George Stevens)
Organizational communication	(Dr. Patrice Buzzanell)
Cross-cultural communication	(Dr. Ralph Webb)
International relations research seminar:	
NGO's and States in International Society	(Dr. Ann Marie Clark)
Seminar in deconstruction and postmodernity	(Dr. Daniel Smith)
Historical/critical research methods in communication	(Dr. Matthew Cecil)
Qualitative research methods	(Dr. Donna Enersen)
Experimental quantitative research methods: causal relations	(Dr. Roger Larocca)

Master's coursework

Contemporary theories in communication
Introduction to graduate research in communication
Principles of public relations and organizations
Promotion strategy in marketing
Seminar in communication: Advertising management, media analysis and planning
Problems in communication: Intercultural communication
Conflict management through communication
Persuasion
Organizational communication and leadership
Workshop in psychology: Critical thinking, problem solving, games and life
Workshop in psychology: Cross-cultural psychology
Workshop in psychology: Improving interpersonal relationship
Problems in speech-language pathology: Accent modification for international students
Language skills in the professions
Introduction to creative writing
Screenplay writing
International Marketing (audit)
Consumer Behavior (audit)
Theories of Psychological Counseling and Psychotherapy (audit)

Languages

- Fluent English and Russian
- Good Ukrainian and Belorussian language skills
- Basic Polish and French

References available upon request