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Education

Ph.D. in Communication
Purdue University
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Major area: Public Affairs & Issues Management
Minor areas: International/Intercultural Relations
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M.S. in Communication
Fort Hays State University
Hays, KS USA

Area: Public Relations

Specialist with Diploma
Journalism and
Advertising/Public Relations
Voronezh, Russia

School of Journalism, Voronezh State University.
Voronezh, Russia
Summa cum Laude

Research Publications

Books (n=4)

Tsetsura, K., & Kruckeberg, D. (in revision). *Global public relations in an evolving society*. San Diego, CA: Cognella. [Target publication date: 2024]

Tsetsura, K., & Kruckeberg, D. (Eds.) (2021). *Strategic communications in Russia: Public relations and advertising*. London, UK: Taylor & Francis. ISBN 978-0-367-89392-7 (Hardback); ISBN 978-1-003-01892-6 (eBook).

Reviewed in JMCQ (2023): <https://journals.sagepub.com/doi/abs/10.1177/10776990231160749>

Reviewed in Public Relations Inquiry (2023):

<https://journals.sagepub.com/doi/abs/10.1177/2046147X231192014>

Reviewed in the Journal of International Communication (2023):

<https://doi.org/10.1080/13216597.2023.2193567>

Tsetsura, K., & Kruckeberg, D. (2017). *Transparency, public relations and the mass media: Combating the hidden influences in news coverage worldwide*. New York: Taylor and Francis/Routledge (Series: Routledge Focus on Public Relations).

Reviewed in JMCQ (2019): <https://journals.sagepub.com/doi/abs/10.1177/1077699019830693>

Styopkina, T., & **Tsetsura, K.** (1996). *Methods for teaching a public relations course to Russian students at a journalism school*. Voronezh, Russia: Voronezh State University.

Peer-reviewed Articles (n=34)

*Co-author is a graduate student

Sara, I.-A., & **Tsetsura, K.** (2022). Where Does the Indigenous Sámi News Come From? The Case of the Arctic Railway in Yle Sápmi. *Journal of Global Indigeneity*, 6(3), 1–14.

*Kochigina, A., **Tsetsura, K.**, & Taylor, M. (2021). Together in crisis: A comparison of organizational and faith-holders' crisis communication. *Public Relations Review*, 47(4).
<https://doi.org/10.1016/j.pubrev.2021.102086>

Tsetsura, K., & *Vergara, L. (2021). The U.S. Capability Framework for public relations and communication management: Results of a national three-stage study. *Public Relations Review*, 47(2). <https://doi.org/10.1016/j.pubrev.2021.102016>

Tsetsura, K., & *Aziz, K. (2018). Toward professional standards for media transparency in the United States: Comparison of perceptions of non-transparency in national vs. regional media. *Public Relations Review*, 44(1), 180-190.

*Nguyen, T., & **Tsetsura, K.** (2017). Gift-giving and media transparency in Vietnam. *Public Relations Journal*, 11. (A special issue: Public Relations Practices in Asia). Retrieved from <http://prjournal.instituteforpr.org/wp-content/uploads/04GiftGivingCultureinVietnam.pdf>

Tsetsura, K., & Valentini, C. (2016). The “holy” triad in media ethics: A conceptual model for understanding global media ethics. *Public Relations Review*, 42(4), 573-581.

Tsetsura, K. (2015). Ukrainian NGOs as opinion makers: How media organizations communicate about progress in new democracy with Western donors. *Tripodos*, 37, 91-110.

Boldonova, I., & **Tsetsura, K.** (2015). Volunteering movement in Russia: Regional presence and future perspectives. *Styles of Communication*, 7(1), 7-22. [Lead article]

Tsetsura, K. (2015). Guanxi, gift-giving, or bribery? Ethical considerations of paid news in China. *Public Relations Journal*, 9(2). Retrieved from <https://prjournal.instituteforpr.org/wp-content/uploads/2015v09n02Tsetsura.pdf>

*Klyueva, A., & **Tsetsura, K.** (2015). Economic foundations of morality: Questions of transparency and ethics in Russian journalism. *Central European Journal of Communication*, 8(1). Retrieved from <http://ptks.pl/cejc/wp-content/uploads/2013/12/03-kluyeva.pdf>

*Uysal, N., & **Tsetsura, K.** (2015). Corporate governance on stakeholder issues: Shareholder activism as a guiding force. *Journal of Public Affairs*, 15(2), 210-219.

DOI: 10.1002/pa.1529. Retrieved from

<http://onlinelibrary.wiley.com/doi/10.1002/pa.1529/abstract>

Tsetsura, K., *Bentley, J., & *Newcomb, T. (2015). Idealistic and conflicted: New portrayals of public relations practitioners in film. *Public Relations Review*, 41(5), 652-661.

Tsetsura, K. (2014). Constructing public relations as a women's profession. *Revista Internacional de Relaciones Públicas: International Journal of Public Relations*, 4(8), 85-110. [Special Issue on European Public Relations]. Retrieved from

<http://revistarelacionespublicas.uma.es/index.php/revrrpp/article/view/293/178>

Tsetsura, K. (2013). Challenges in framing women's rights as human rights at the domestic level: A case study of NGOs in the post-Soviet countries. *Public Relations Review*, 39, 406-416.

Boldonova, I., & **Tsetsura, K.** (2013). Standarty novogo pokoleniya v reklame i svyazyam s obschestvennostju v Rossii i USA: Za i protiv. [Standards for new generation in advertising and public relations in Russia and in the USA: For and against; *in Russian*]. *Vestnik BGU Annals*, 20, 31-38.

Tsetsura, K. (2012). A struggle for legitimacy: Russian women secure their professional identities in public relations in a hyper-sexualized patriarchal workplace. *Public Relations Journal*, 6(1). Retrieved from

<http://www.prsa.org/Intelligence/PRJournal/Documents/2012Tsetsura.pdf>

Chernov, G., & **Tsetsura, K.** (2012). Building a bridge between corporate reputation and corporate social responsibility in the Ukrainian print media. *International Journal of Emerging Markets*, 7(2), 132-145. Retrieved from

<http://www.emeraldinsight.com/journals.htm?articleid=17026341&ini=aob>

*Klyueva, A., & **Tsetsura, K.** (2011). News from the Urals with love and payment: The first look at non-transparent media practices in the Urals Federal District of Russia. *Russian Journal of Communication*, 4(1/2), 72-93.

Tsetsura, K. (2011). How understanding multidimensional diversity can benefit global public relations education. *Public Relations Review*, 37(5), 530-535. [Special issue on public relations pedagogy; winner of the 2012 NCA PRIDE Award]

Tsetsura, K. (2011). Is public relations a real job? How female practitioners construct the profession. *Journal of Public Relations Research*, 23(1), 1-23. [Lead article]

Kruckeberg, D., & **Tsetsura, K.** (2011). Building the public relations professional community through collaboration among practitioners, scholars/educators, and students. *AIPCO-APPRE Russian School of Public Relations*, 2, 158-165. [Lead article]

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

Tsetsura, K. (2010). 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*, 6(1). Retrieved from <http://escholarship.org/uc/item/974542b5>

Tsetsura, K., & Luoma-aho, V. (2010). Innovative thinking or distortion of journalistic values? How the lack of trust creates non-transparency in the Russian media. *Ethical Space: The International Journal of Communication Ethics*, 7(4), 30-38.

Tsetsura, K., & Taylor, M. (2010). Data driven debates: Using “Freakonomics” in teaching public relations research methods. *The Community College Journalist*, 38.

*Klyueva, A., & **Tsetsura, K.** (2010). Media non-transparency research: A Case of Romania. *Public Relations Journal*, 4(4). Retrieved from <http://www.prsa.org/Intelligence/PRJournal/Documents/2010FallKlyuevaTsetsura.pdf>

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

Tsetsura, K., & Grynko, A. (2009). An exploratory study of the media transparency in Ukraine. *Public Relations Journal*, 3(2). Retrieved from http://www.prsa.org/SearchResults/download/6D-030205/0/An_Exploratory_Study_of_the_Media_Transparency_in

Tsetsura, K., & Kruckeberg, D. (2009). Corporate reputation: Beyond measurement. *Public Relations Journal*, 3(3). Retrieved from http://www.prsa.org/SearchResults/download/6D-030303/0/Corporate_Reputation_Beyond_Measurmen
[Named among the Top Five Papers Published in *PR Journal* in 2009]

Tsetsura, K. (2008). Hierarchical approach to corporate advocacy: Corporate advocacy as a way of navigation guilt redemption. *The K.B. (Kenneth Burke) Journal*, 5(1). Retrieved from http://www.kbjournal.org/katerina_tsetsura

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. (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]. *Infa*, 23, 8.

Commissioned Research Reports, Trend Papers, and Evaluation Reports (n=19)

Tsetsura, K., Ngondo, P., & Kiambi, D. (2022-2023). *UNDP Technology 4 Democracy: iVerify Kenya platform. Evaluation report. Not for public distribution.*

Tsetsura, K. (2023). *UNDP Technology 4 Democracy: iVerify Program M& E Framework.* Retrieved from <https://www.undp.org/policy-centre/oslo/publications/undp-iverify-monitoring-and-evaluation-framework>

Tsetsura, K. (2023). *Guiding Programmatic Principles and Considerations for Countering Disinformation During Elections. UNDP Technology 4 Democracy.* Retrieved from <https://www.undp.org/policy-centre/oslo/publications/guidance-implementation-undp-iverify>

Tsetsura, K., Orlova, D., & Robertson, G. (2021). *USAID Media Program Ukraine midterm performance evaluation. Not publicly available due to war in Ukraine.*

Abbott, S., & **Tsetsura, K.** (2021). *The challenges of evaluating countering disinformation programs: A working paper.* A white paper commissioned by GFMD IMPACT - the International Media Policy and Advisory Centre - is an initiative of the Global Forum for Media Development (GFMD). Retrieved from <https://docs.google.com/document/d/1fILb2JloNyrO2k0B8Xs1fNA6HuzIm61RQCoqh1BHIH0/edit>

Abbott, S., & **Tsetsura, K.** (2021). *U.S. Department of State's Bureau of Educational and Cultural Affairs; end-of-project evaluation.* SBU (Sensitive but Unclassified, or SBU). No public release.

Tsetsura, K. (2020). *Post-project evaluation of "Teenagers transforming communities in Ukraine through civic education" (UDF-16-730-UKR) for United Nations Democracy Fund.* Evaluation report. Retrieved from https://www.un.org/democracyfund/sites/www.un.org.democracyfund/files/ukraine_udf-16-730-ukr_evaluation_report.pdf

HybridCoE (**K. Tsetsura**, Ed.) (2020). *Trends in the Contemporary Information Environment.* HybridCoE Trend Report 4. HybridCoE Publication. Retrieved from <https://www.hybridcoe.fi/wp-content/uploads/2020/07/Hybrid-CoE-Trend-Report-4.pdf>

Alafuzoff, G., Blom, A., Kurvinen, M., Luoma-aho, V., Pyykönen, J., & **Tsetsura, K.** (2020). *Govorit Moskva – Moscow puhuu [Moscow speaks].* Research report. Government analysis,

assessment and research activities. Ministry of Defense, Finland. Retrieved from <http://julkaisut.valtioneuvosto.fi/handle/10024/162201>

Tsetsura, K., & Younes, J. (2020). *SEN Evaluation*. Evaluation research report for a client of Social Impact. SBU. No public release.

Social Impact (Groushevsky, A., **Tsetsura, K.,** Palyvoda, L., & Baldych, N.) (2019). *Ukraine local governance project whole-of-project evaluation: Final report*. WOPE evaluation report, Social Impact for USAID. Retrieved from <https://bit.ly/2OVpMIF> (short cut)

Fawkes, J., Gregory, A., Falkheimer, J., Gutiérrez-García, E., Halff, G., Rensburg, R., Sadi, G., Sevigny, A., Sison, M.D., Thurlow, A., **Tsetsura, K.,** & Wolf, K. (2018). A Global Capability Framework for the public relations and communication management profession. *Global Alliance for Public Relations and Communication Management (GA) Research Report*. University of Huddersfield. Huddersfield, UK. Retrieved from <https://www.hud.ac.uk/media/assets/document/research/globalcapabilitiesinpublicrelationsandcommunicationmanagementgcp/global-capability-frameworkbrochure.pdf>

Lutsevych, O., **Tsetsura, K.,** & Borshosh, S. (2017). *Mid-term performance evaluation of Ukraine Confidence Building Initiative (UCBI) project, 2014-2017*. Mid-term evaluation report, Social Impact for USAID/Office of Transition Initiatives. Retrieved from <http://bit.ly/2o4XSKd> (short cut)

Tsetsura, K., Palyvoda, L., & Orlova, D. (2016). *Performance evaluation of Ukraine Media Project, 2011-2015*. Evaluation report, Social Impact for USAID. Retrieved from <https://bit.ly/2HoiODW> (short cut)

Tsetsura, K. (2012). *Media Map Project. Ukraine: Case study of donor support to independent media 1990-2010*. Commissioned research report prepared for the Internews Network, USA and the World Bank, sponsored by the Bill and Melinda Gates Foundation and the World Bank. Retrieved from <http://www.mediamapresource.org/wp-content/uploads/2011/04/Ukraine.pdf>

Tsetsura, K. (2011). *Evaluation of the Radio Free Europe, Ukrainian online service media: Multimedia Website Evaluation Report*. Commissioned by InterMedia Group, Washington, DC.

Tsetsura, K. (2008). An exploratory study of global media relations practices. *Institute for Public Relations Research Reports: International Research*. Retrieved from <http://www.instituteforpr.org/global-media-relations-practices-2008/>

Tsetsura, K. (2005). Bribery for news coverage: Research in Poland. *Institute for Public Relations Online: International Research*. Retrieved from <http://www.instituteforpr.org/bribery-poland-2005/>

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*. Retrieved from <http://www.instituteforpr.org/bribery-news-coverage-2003/>

Book Chapters (n=28)

**Co-author is a graduate student*

Tsetsura, K., Lukacovic, M. N., & *Dolmatova, I. (2023). Crisis Communication in Eastern Europe. In A. Schwarz, M. Seeger, & S. Kim (Eds.), *the Handbook of International Risk & Crisis Communication Research* (2nd ed.). Hoboken, NJ: Wiley.

Kashirskikh, O., & **Tsetsura, K.** (2022). Populism in Russian political discourse. In C. Schapkow & F. Jacob (Eds.), *Nationalism and populism. Expressions of fear or political strategies?* (pp. 47-70). Berlin: Mouton de Gruyter.
<https://www.degruyter.com/document/isbn/9783110729863/html>

Tsetsura, K., & Kruckeberg, D. (2021). Navigating the uncharted waters of journalism ethics and responsibilities in a 21st Century information age. In D. Dimitrova (Ed.), *Global journalism: Understanding world media systems* (pp. 81-92). Lanham, MD: Rowman & Littlefield.

Luoma-aho, V., **Tsetsura, K.**, & Kugappi, A. (2021). Russian strategic communications on the global stage. In **K. Tsetsura** & D. Kruckeberg (Eds.), *Strategic communications in Russia: Public relations and advertising* (pp. 12-26). London, UK: Taylor & Francis.

*Waterman, D., & **Tsetsura, K.** (2021). The future of Russia’s strategic communications: An effects-based approach. In **K. Tsetsura** & D. Kruckeberg (Eds.), *Strategic communications in Russia: Public relations and advertising* (pp. 219-234). London, UK: Taylor & Francis.

Tsetsura, K. (2021). Public relations as media relations. In C. Valentini (Ed.), *Handbook of Communication Science: Volume 27 Public Relations* (pp. 141-158). Berlin/New York: Mouton De Gruyter.

Tsetsura, K., & Luoma-aho, V. (2020). Transparency and corruption in the public sector. In V. Luoma-aho & M. J. Canel (Eds.), *Handbook of public sector communication* (the handbook in Communication and Media series) (pp. 71-80). Hoboken, NJ: Wiley.

Tsetsura, K. (2017). Women's struggle for legitimacy in the field of public relations in Russia. In J. P. Fyke, J. Faris, & P. M. Buzzanell (Eds.), *Cases in organizational and managerial communication: Stretching boundaries* (pp. 64-68). New York: Taylor & Francis.

Orlova, D., & **Tsetsura, K.** (2017). “Ukraine. Open for U” promotional campaign and nation re-branding of Ukraine after the EuroMaidan. In J. VanSlyke Turk, J. Valin, & J. Paluszek (Eds.), *Public relations case studies from around the world II* (pp. 95-110). New York: Peter Lang.

Tsetsura, K. (2015). Communicating public values in young democracy: Successes and failures of Western donors to support Ukrainian independent media. In E. Ordeix, V. Carayol, & R. Tench (Eds.), *Public relations, values and cultural identity; EURPERA annual volume* (pp. 149-162). Brussels: P.I.E. Peter Lang.

*Klyueva, A., & **Tsetsura, K.** (2015). Strategic aspects of Russia's cultural diplomacy in Europe: Challenges and opportunities of the 21st Century. In A. Catellani, R. Tench, & A. Zerfass (Eds.), *Communication ethics in a connected world: Research in public relations and organizational communication; EURPERA annual volume* (pp.175-198). Brussels: P.I.E. Peter Lang.

Tsetsura, K. (2014). The "Free Silva" justice campaign: Convincing Iran through advocacy. In J. VanSlyke Turk, J. Valin, & J. Paluszek (Eds.), *Public relations case studies from around the world* (pp. 131-148). New York: Peter Lang.

Tsetsura, K., Minaeva, L. M., & Aidaeva, N. (2014). History of public relations in Russia. In T. Watson (Ed.), *Eastern European perspectives on the development of public relations: Other voices* (pp. 82-98). Houndmills, UK: Palgrave Macmillan.

Grynko, A., & **Tsetsura, K.** (2014). History of public relations in Ukraine. In T. Watson (Ed.), *Eastern European perspectives on the development of public relations: Other voices* (pp. 110-122). Houndmills, UK: Palgrave Macmillan.

Tsetsura, K., & *Klyueva, A. (2012). Comparing public relations. In T. Hanitzsch & F. Esser (Eds.), *Handbook of comparative communication research* (pp. 276-288). New York: Routledge/Taylor & Francis Group (ICA handbook series).

Tsetsura, K. (2011). Cultural and historical aspects of media transparency in Russia. In A. G. Nikolaev (Ed.), *Ethics issues in international communication* (pp. 172-182). New York: Palgrave Macmillan.

Tsetsura, K. (2011). Основные тренды развития профессии пр-специалиста в США [Main trends in the development of public relations in the USA]. In *Ural Academy of Sciences Annual Volume*. Yekaterinburg, Russia: Ural State University Press.

Tsetsura, K., Craig, D., & Baisnée, O. (2011). Professional values, ethics, and norms of foreign correspondents. In P. Gross (Ed.), *Understanding foreign correspondence: A Euro-American handbook of concepts, methodologies, and theories* (pp. 165-185). New York: Peter Lang.

Tsetsura, K. (2010). Social construction and public relations. In R. L. Heath (Ed.), *The handbook of public relations* (2nd ed.) (pp. 163-175). Thousand Oaks, CA: Sage.

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). Image building in the international media: A case study of the Finlandia communications program in Russia. In G. Ekachai, & M. Parkinson (Eds.), *International and intercultural public relations: Campaign case approach* (pp. 268-283). Boston: Pearson Allyn & Bacon.

Tsetsura, K. (2006). Finding your way to diverse publics through new public relations technologies. 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.

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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.

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., & 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 ed.* (pp. 212-256). Boston: Pearson Allyn & Bacon.

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.

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

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.

Book Reviews (n=1)

Tsetsura, K. (2011). Review of the book "Intergenerational communication" by Y. A. Romanov. *Russian Journal of Communication*, 4(3-4), 385-387.

Dictionaries and Encyclopedia Entries (n=5)

Tsetsura, K. (2018). Practitioner/communicator roles. In R. L. Heath & W. Johansen (Eds.), *International encyclopedia of strategic communication*. Hoboken, NJ: Wiley.

Tsetsura, K., Klyueva, A., & Kochigina, A. (2016). *Slovar izmerenija effektivnosti i otsenki pablik rilejshnz*: Translation and adaptation from English to Russian of *the Dictionary of Public Relations Measurement and Evaluation* by D. Stacks & S. Bowen. Institute for Public Relations Special Publications. Retrieved from <http://www.instituteforpr.org/wp-content/uploads/Dictionary-of-Public-Relations-Measurement-and-Research2c-3rd-Edition-Russian-Translation.pdf>

Nguyen, T., & **Tsetsura, K.** (2016). Journalism. In C. Carroll (Ed.), *Encyclopedia of corporate reputation*, (pp. 373-376). Thousand Oaks, CA: Sage.

Tsetsura, K., & Nguyen, T. (2016). News media. In C. Carroll (Ed.), *Encyclopedia of corporate reputation* (pp. 484-489). Thousand Oaks, CA: Sage.

Tsetsura, K. (2013). Constitutive theory of language. In R. L. Heath (Ed.), *Encyclopedia of public relations*, 2nd ed. (pp. 163-175). Thousand Oaks, CA: Sage.

Great Ideas For Teaching (GIFT) Contributions (n=2)

Tsetsura, K. (2013, January 15). Media Non-transparency: How it affects your story. *Teaching Ethics: Class Activities*. *MED AEJMC Teaching Ethics Resources Website*. Retrieved from: <http://www.teachingethicsresources.org/?p=461>

Tsetsura, K., & Taylor, M. (2010). *Data driven debates: Using the book “Freakonomics” when teaching research methods to undergraduates*. *AEJMC’s GIFTS Booklet*. Winner of 2010 AEJMC GIFT.

Published Peer-reviewed Conference Proceedings (Abstracts) (n=25)

Tsetsura, K., Dupree, J., Tennison, K., & Kitova, K. (2023). Telling powerful stories about space exploration: Challenges and opportunities in cataloging and translating materials from the Stafford archives. *Proceedings of the 2023 CARTA (Central American Russian Teachers Association)*. Oklahoma City, OK.

Vergara Arietta, L., & **Tsetsura, K.** (2020). Courage to define the present and the future of public relations: How organizational, anticipatory, and cultural socialization may affect the global capability framework. *Proceedings of the World Public Relations Forum 2020, Auckland, New Zealand (conference cancelled due to COVID-19)*.

Tsetsura, K. (2020). The Matryoshka Effect: Communicating with courage in multi-layered contexts. *Proceedings of the World Public Relations Forum 2020, Auckland, New Zealand (conference cancelled due to COVID-19)*.

Tsetsura, K., & Kruckeberg, D. (2020). The changing nature of journalism: A sociology of de-professionalization. *Proceedings of the 5th World Journalism Education Congress "Teaching Journalism During a Disruptive Age" in 2019* (pp. 726-737). Paris: World Journalism Education Congress. ISBN 978-2-9571786-0-5 http://www.wjec.paris/wp-content/uploads/2020/02/ConferenceProceedings_WJEC19.pdf

Kruckeberg, D., & **Tsetsura, K.** (2019). A voyage into uncharted waters: Societal implications of today's global media environment. *Proceedings of the IV International Trans-disciplinary research web-conference Connect Universum 2018* (pp. 115-118). Tomsk, Russia.

Vergara, L., & **Tsetsura, K.** (2019, March). Connecting the U.S. public relations capability framework to occupational and cultural socialization. *Proceedings of the 22nd annual International Interdisciplinary Public Relations Research Conference*. Orlando, FL: University of Central Florida. Retrieved from <https://www.iprrc.org/>

Nguyen, T., **Tsetsura, K.**, & Yoon, D. (2017, March). Exploring the effects of medium and information sources on public's perception and behavior intentions toward crisis responses. *Proceedings of the 20th annual International Interdisciplinary Public Relations Research Conference*. Orlando, FL: University of Central Florida. Retrieved from <http://iprrc.org/proceedings/IPRRC20-Proceedings-1.pdf>

Kruckeberg, D., & **Tsetsura, K.** (2016). Global public relations as a communication sub-field. *Коммуникация как дисциплина и область знаний в современном мире: Диалог подходов [Communication as a discipline and as a field: Sharing experiences to construct dialogue]*. *Proceedings of the International Research Conference* (pp. 21-32). Moscow, Russia: Higher School of Economics.

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Taiminen, K., Luoma-aho, V., & **Tsetsura, K.** (2015). Measuring transparency: the case of hybrid PR. *Proceedings of the 18th annual International Interdisciplinary Public Relations Research Conference* (pp. 375-387). Miami, FL: University of Miami. Retrieved from <http://iprrc.org/proceedings/IPRRC18-Proceedings-1.pdf>

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City (p.54). Retrieved from http://www.corporatecomm.org/pdf/Abstracts_CCIFconferenceonCorporateCommunication2012.pdf

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Tsetsura, K., & Klyueva, A. (2010). Ethicality of media opacity as a predictor of acceptance of non-transparent media practices among the Romanian media professionals. *Proceedings of the 13th International interdisciplinary public relations research conference* (p.696). Miami, FL: University of Miami. Retrieved from http://www.instituteforpr.org/wp-content/uploads/IPRRC_13_Proceedings.pdf

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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* (p. 507). Miami, FL: University of Miami. Retrieved from http://www.instituteforpr.org/wp-content/uploads/9th_IPRRC_Proceedings.pdf

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* (p. 523). Miami, FL: University of Miami. Retrieved from http://www.instituteforpr.org/wp-content/uploads/2005_IPRRC_Proceedings.pdf

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PRSA Educators Academy international interdisciplinary conference (p. 14). Miami, FL: University of Miami. Retrieved from http://www.instituteforpr.org/wp-content/uploads/2003_IPRRC_Proceedings.pdf

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.

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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 podrostrkovoj 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.

Special Issue Editor/Reviewer

A special issue of *Public Relations Journal: Public Relations Practice in Asia* (August 2017): <https://prjournal.instituteforpr.org/past-issues/>

Miscellaneous: Editorials, Commentary, Popular Press, Etc.

Tsetsura, K. (2023). The brave new world? of disinformation research. *The Bulletin of Technology & Public Life*: CITAP, U of North Carolina, Chapel Hill.

Supervised and guided by K. Tsetsura: Nguyen, T. (2018). PR Landscapes: Vietnam. *Global Alliance of Public Relations: PR Country Landscapes*.

https://static1.squarespace.com/static/561d0274e4b0601b7c814ca9/t/5b9a23a4032be40c8f504d00/1536828329793/GA-PR+Landscape-Vietnam_final.pdf

Top Conference Paper Awards (n=9)

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|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 2015 , March | Top Ethics Paper , sponsored by BYU, the 18 th annual International Public Relations Research Conference, Miami, FL. |
| 2013 , November | Top Paper , the ECANA (Eurasian Communication Association of North America) Division, the NCA convention, Washington, DC. |
| 2012 , April | Top Three Critical Paper , the KB (Kenneth Burke) Division at the Eastern Communication Association (ECA) convention, Cambridge, MA. |
| 2011 , March | Top Ethics Paper , sponsored by BYU, the 14 th annual International Public Relations Research Conference, Miami, FL. |
| 2010 , August | Top GIFT Paper , the Public Relations Division, the AEJMC annual conference, Denver, CO. |
| 2009 , August | Top Two Faculty Paper , the Media Ethics Division, the AEJMC annual conference, Boston, MA. |
| 2006 , August | Top Five Faculty Paper , the Public Relations Division, the AEJMC conference, San Francisco, CA. |
| 2004 , May | Top Student Paper , the Public Relations Division, the ICA conference, New Orleans, LA. |
| 2002 , April | Top Faculty Paper , the Argumentation and Forensics Division, the Central States Communication Association (CSCA) conference, Milwaukee, WI. |

Additional Research

Competitive Conference Papers

Tsetsura, K. (2024, May). *A Socially Just Framework for Examining Native Americans' Perceptions of Energy Transition: Challenges and Opportunities*. Paper presentation at the 2024 ICA pre-conference "Visual Affordances & Social Justice: Theory & Methods." Brisbane, Australia.

Tsetsura, K., Ngondo, P., & Kiambi, D. (2024, May). *Strategic Communication in Fact-checking Initiatives: Problematics of Countering Disinformation Efforts in Kenya*. Competitive paper selected for presentation at the 2024 ICA PRD pre-conference, Brisbane, Australia.

Kashirskikh, O., & Tsetsura, K. (2024, April). *Neoliberalism in Russian Political Discourse*. Competitive paper to be presented at the Midwest Political Science Association conference, Chicago, IL.

Zhang, X., Tsetsura, K., & Luoma-aho, V. (2023, August). *Resilience to misinformation: Factors predicting misinformation efficacy across four countries*. Competitive paper presented at the AEJMC conference, National Harbor, MD.

Luoma-aho, V., Tsetsura, K., Rantala, E., Tuominen, J., & Wilska, T.-A. (2023, May). *Caring for Authenticity? Young people's attitudes toward non-transparency on social media*. Competitive paper presenter at the Communication and technology Division of the 2023 ICA conference, Toronto, Canada.

Tsetsura, K. (2022, May). *The Brave New World? of Disinformation Research*. Competitive paper presented at the 2022 ICA pre-conference "What comes after disinformation studies?" Paris, France.

Tsetsura, K., & Kashirskikh, O. (2022, May). *Discursive construction of Russian populism*. Competitively selected paper to be presented in the Philosophy, Theory, and Critique Division of the 2022 ICA conference. Paris, France.

Kashirskikh, O., & Tsetsura, K. (2022, April). *Discursive populism of Russian electoral authoritarianism*. A competitive paper presented at the Midwest Political Science Association conference. Chicago, IL.

Kashirskikh, O., & Tsetsura, K. (2021, September). *Foreign policy populism as a tool of Russian domestic policy*. Competitively selected paper to be presented at the international conference and workshop Nationalism and Populism: Expressions of Fear or Political Strategies? The University of Oklahoma, Norman, OK. Postponed due to COVID-19.

Vergara, L., & Tsetsura, K. (2020, November). *Connecting a global capability framework for public relations and communication management to organizational and*

cultural socialization. Competitively selected paper presented at the NCA convention. Virtual event.

Thurlow, A., & Tsetsura, K. (2020, November). *How are you measuring up? Continuous professional development with the help of the global capability framework*. Competitively selected paper presented at the Institute for Public Relations' Bridge conference, Washington DC. Virtual event.

Tsetsura, K., & Grynko, A. (2019, July). *Fact-checking journalism in times of war: New challenges for media educators in Ukraine*. Competitively selected paper presented at the 5th World Journalism Education Congress, Paris, France.

Grynko, A., & Tsetsura, K. (2019, July). *Journalism education under the fire: Ukrainian displaced universities*. Competitively selected paper presented at the 5th World Journalism Education Congress, Paris, France.

Kruckeberg, D. & Tsetsura, K. (2019, July). *The changing nature of journalism: A sociology of de-professionalization*. Competitively selected paper presented at the 5th World Journalism Education Congress, Paris, France.

Tsetsura, K., Vergara Arietta, L. F., Gregory, A., & Fawkes, J. (2018, May). *Global capabilities for public relations: The results of the US study*. Competitively selected paper presented at the ICA annual conference, Prague, Czech Republic.

Tsetsura, K., & White, M. (2017, November). *A "hamburger model" of U.S. food diplomacy*. Competitively selected paper presented at the NCA annual convention, Dallas, TX.

White, M., & Tsetsura, K. (2017, May). *Are you what you eat? Typology of food diplomacy*. Competitively selected paper presented at the ICA post-conference "Bridging Practice and Disciplinary Perspectives of the Formation and Effects of Country Image, Reputation, Brand, and Identity" of the International Communication Association annual conference, San Diego, CA.

Nguyen, T., Tsetsura, K., & Yoon, D. (2017, March). *Exploring the effects of medium and information sources on public's perception and behavior intentions toward crisis responses*. Competitively selected paper presented at the 20th annual International Public Relations Research Conference, Orlando, FL.

Kochigina, A., & Tsetsura, K. (2016, May). *The power of digital comments: Case study of Tesla fire crises*. Paper presented at the 2016 ICA annual conference, Fukuoka, Japan.

Kashirskikh, O., & Tsetsura, K. (2016, April). *Moscow Government's policy in citizens' talk*. Paper competitively selected for presentation at the BASEES 2016 Annual Conference, Cambridge, UK (<http://www.basees2016.org/>).

Tsetsura, K., & Valentini, C. (2015, June). *The “holy” triad in media ethics – A conceptual model for understanding global media ethics*. Competitively selected paper presented at the BledCom conference, Ljubljana, Slovenia.

Kashirskikh, O., & Tsetsura, K. (2015, May). *Communication in the Russian public sector: A practical sense of “Common Good” issues through particular frames of references*. Competitively selected paper presented at the 2015 annual ICA conference, San Juan, Puerto Rico.

Nguyen, T. T., & Tsetsura, K. (2015, May). *Gift in our life: How gift-giving culture affects media relations in Vietnam*. Competitively selected paper presented at the 2015 annual ICA conference, San Juan, Puerto Rico.

Tsetsura, K., & Aziz, K. (2015, March). *Toward professional standards for media transparency in the United States: Comparison of perceptions of non-transparency in national vs. regional media*. Competitively selected paper presented at the 18th annual International Public Relations Research Conference, Miami, FL. [Top paper]

Taiminen, K., Luoma-aho, V., & Tsetsura, K. (2015, March). *Measuring transparency: The case of hybrid PR*. Competitively selected paper presented at the 18th annual International Public Relations Research Conference, Miami, FL.

Tsetsura, K., & Bentley, J. (2014, November). *The presence of our past: Stereotypical representations of public relations practitioners in film in the 21st Century*. Competitively selected paper presented at the 2014 Centennial NCA annual convention, Chicago, IL.

Klyueva, A., & Tsetsura, K. (2014, November). *Human dignity, professional integrity, and economic conditions: Transparency and ethics in Russian journalism*. Competitively selected paper presented at the 2014 Centennial NCA annual convention, Chicago, IL.

Kochigina, A., Matyash, O., & Tsetsura, K. (2014, November). *Communication education at regional universities in Russia: The presence of our past*. Competitively selected paper presented at the special NCA Centennial! Celebration Series panel at the 2014 NCA annual convention, Chicago, IL.

Matyash, O., Kochigina, A., & Tsetsura, K. (2014, November). *The presence of our past: Perspectives of Russian educators on communication and communication education in Russia*. Competitively selected paper presented at the 2014 Centennial NCA annual convention, Chicago, IL.

Tsetsura, K., & Klyueva, A. (2014, October). *Cultural diplomacy of Russia: Challenges and opportunities of the 21st Century*. Competitively selected paper presented at the EUPRERA annual conference, Brussels, Belgium.

Tsetsura, K. (2014, September). *Responsible communication: Reaching the impossible? Understanding aporetic structures of public relations through self-awareness*. Competitively selected paper presented at the PR World Forum Research colloquium and conference, Global Alliance, Madrid, Spain.

Tsetsura, K., Kashirskikh, O., & Luoma-aho, V. (2014, May). *Disengaged public relations: The grand illusion of engagement in Russian public relations*. Competitively selected paper presented at the ICA annual conference, pre-conference on engagement, Seattle, WA.

Uysal, N., & Tsetsura, K. (2014, May). *Activists in corporate suites: Shareholder-corporate engagement on social responsibility issues*. Competitively selected paper presented at the ICA annual conference, Seattle, WA.

Tsetsura, K., & Nguyen, T. (2014, March). *Gift-giving culture in Vietnam: How it may affect media transparency*. Competitively selected paper presented at the 17th annual International Public Relations Research Conference, Miami, FL.

Tsetsura, K. (2013, November). *Connections worth pursuing: How media-related NGOs communicate with Western donors*. Competitively selected paper presented at the National Communication Association annual convention, Washington, DC. [Top paper at ECANA Division of NCA]

Tsetsura, K. (2013, October). *Communicating public values in young democracy: Successes and failures of Western donors to support independent media in Ukraine*. Competitively selected paper presented at the EUPRERA annual conference, Barcelona, Spain.

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

Tsetsura, K. (2013, May). *In @ We Trust? Public relations realities of fake online personalities*. Competitively selected paper presented at the pre-conference "Political communication in the online world," ICA annual conference, London, UK.

Tsetsura, K., & Uysal, N. (2013, May). *Dialogue and stakeholder engagement: Challenging public relations and organisational communication research, practice, and impact*. Competitively selected paper presented at the International Communication Association pre-conference in Edinburg, UK.

Tsetsura, K. (2013, April). *A Case study of Apple supply chain controversy*. Competitively selected paper presented at the 3rd annual Global Public Relations Research conference, Charlotte, NC.

Tsetsura, K. (2013, March). *Communicating about democracy: Ukrainian media NGOs and Western donors speak out*. Competitively selected paper presented at the 16th annual International Public Relations Research Conference, Miami, FL.

Tsetsura, K. (2013, March). *What do Star Ferry and Facebook have in common? Social media communication challenges and opportunities in Hong Kong*. Competitively selected paper to be presented at the 16th annual International Public Relations Research Conference, Miami, FL.

Tsetsura, K. (2012, November). *Tweeting in the "Land of Pineapple Buns" in the Year of the Dragon: Social media communication challenges and opportunities in Hong Kong*. Competitively selected paper scheduled for presentation at the World Public Relations Forum Research Colloquium, Melbourne, Australia.

Tsetsura, K. (2012, June). *Social media challenges and opportunities for corporate communication in Southeast Asia*. Paper presented at the Conference on Corporate Communication, New York City.

Tsetsura, K. (2012, April). *How geopolitics influences public relations in the Special Administrative Regions of People's Republic of China: A case of Hong Kong*. Competitive paper presented at the Center for Global Public Relations' Global Research Conference, Charlotte, NC.

Tsetsura, K. (2012, April). *Has economic crisis killed Corporate Social Responsibility? Revisiting application of the Burkeian guilt redemption cycle in corporate advocacy*. Paper presented at the KB Division at the Eastern Communication Association (ECA) convention, Cambridge, MA. [Top Three Critical Papers]

Tsetsura, K. (2012, March). *Internet commentators beyond the 50 Cent Party: Social media communication challenges in Southeast Asia*. Competitive paper presented at the 15th annual International Public Relations Research Conference, Miami, FL.

Tsetsura, K. (2011, November). *Is the voice of independent journalism silent in the newly governed Ukraine? How the latest developments in business and politics influence the Ukrainian media sphere*. Competitive paper presented at the NCA annual convention, New Orleans, LA.

Tsetsura, K., & Kruckeberg, D. (2011, March). *Media practice or media opacity? Conceptual considerations and implications*. Competitive paper presented at the 14th annual International Public Relations Research Conference, Miami, FL. [BYU Top Ethics Paper Award]

Klyueva, A., & Tsetsura, K. (2011, March). *Media transparency in the Communist and Post-Communist countries: Examining media practices cross-nationally*. Competitive

paper presented at the 14th annual International Public Relations Research Conference, Miami, FL.

Tsetsura, K. (2010, September). *Does level of public relations and journalism professionalism influence media bribery? An exploratory study of global media relations practice*. Competitive paper presented at a poster session at the European Public Relations Education and Research Association (EUPRERA) annual congress, Jyvaskyla, Finland.

Tsetsura, K., & Taylor, M. (2010, August). *Data driven debates: Using the book "Freakonomics" when teaching research methods to undergraduates*. The best GIFT paper, among the top 25 papers competitively selected for presentation at the Association for Education in Journalism and Mass Communication (AEJMC) annual convention, Denver, CO.

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

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

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 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, March). *Does a level of public relations and journalism professionalism influence media bribery? An exploratory study of global media relations practice*. Competitive paper presented the 11th International interdisciplinary public relations research conference, Miami, FL: University of Miami.

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 tretetogo sektora: Analiz PR campanii po podgotovke i provedeniyu Vserossijskogo detskogo festivalya komputernogo tvorchestva "KidSoft"* [Public relations in the non-profit organizations: An analysis of a PR campaign organized for the 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 podroستkov "Pyatnitsa"* [Youth press in the Central Black-Soil region: Analysis of work of the 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" [Roles 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. (2020, May). *Is communication in/by/from Russia open? Understanding a multi-layered approach to transparency in Russia*. Paper presented at the Russian Communication Association panel at the 2020 ICA conference. Gold Coast, Australia (virtual conference due to COVID-19).

Tsetsura, K. (2019, November). *Three challenges of mediated construction of soft power as an enabling environment*. Invited paper presented at the closed, invitation only workshop of HybridCoE.

Tsetsura, K., & Luoma-aho, V. (2019, November). *The Matryoshka phenomenon: Strategic communication of Russia*. Paper presented at the public invitation-only conference “Information in the era of hybrid threats” hosted by the European Center of Excellence for Countering Hybrid Threats (HybridCoE). Helsinki, Finland.

Tsetsura, K. (2014, February). *Cultural diplomacy in Russia and the 2014 Olympic games in Sochi*. Paper presented at the USC Center for Public Diplomacy annual conference, Los Angeles, CA.

Tsetsura, K. (2012, May). *Political organizations and network structure in the online world: Perspectives for future research*. Paper presented at a competitively chosen pre-conference “Political communication in the online world” at the ICA annual conference, Phoenix, AZ.

Tsetsura, K. (2012, May). *Comparing public relations*. Paper presented at the competitively chosen panel “Comparatively Speaking Revisited” to introduce a new Handbook of Comparative Communication at the ICA annual conference, Phoenix, AZ.

Tsetsura, K. (2011, November). *Social construction and public relations: An exploration of matters of race & class*. Paper presented at a competitively chosen convention theme panel “Opening Minds, Expanding Possibilities: Exploring the Role of Race and Class-Based Perspectives in PR,” the National Communication Association convention, New Orleans, LA.

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

Tsetsura, K. (2010, November). *The U.S. Air Tanker saga: How corporations engage in government relations*. Paper presented at a competitively chosen panel, Public Relations Division, NCA convention, San Francisco, CA.

Tsetsura, K. (2010, June). *Promoting public relations values: Emotional labor in the age of transparency*. Paper 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 convention, 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 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 Competitive Panels and Panel Presentations

Tsetsura, K. (2023, November). *Fighting for Freedom, Centering Ukrainian Voices*. Co-organizer and presenter at the competitively selected panel accepted for presentation at the NCA annual convention. Washington DC.

Tsetsura, K. (2023, November). Insights from Ukraine and Russia. Presenter at the competitively selected panel *Globally Rooted Knowledge-Building & Global Collaborations* accepted for presentation at the NCA annual convention. Washington DC.

Tsetsura, K. (2022, November). *Honoring cities as places of division, community, and resilience*. Presenter on a competitively selected panel accepted for presentation at the NCA annual convention. New Orleans, LA.

Tsetsura, K. (2022, November). *African discourses of renewal and transformation*. Panel discussion. Chair on a competitively selected panel accepted for presentation at the NCA annual convention. New Orleans, LA.

Tsetsura, K., & Runsewe, O. (2021, November). *Public relations practice and research in Africa: Nigeria*. Panel discussion. Presented on a competitively selected panel accepted for presentation at the NCA annual convention. Seattle, WA.

Tsetsura, K., Abbott, S., & Botkin, E. (2021, November). *Challenges of measuring countering disinformation*." American Evaluation Association conference. Virtual.

Tsetsura, K. (2021, October). *Challenges of measuring countering disinformation*. Presentation at the Global Affairs Task Force panel of the PRSA international conference. Virtual.

Tsetsura, K. (2021, June). Air University Research Showcase. A discussant on the panel on information warfare. Virtual. <https://auresearchshowcase.com/>

Tsetsura, K. (2021, May). *RCA and CAER Panel: Developments in the Study of Communication in Russia, and Other Post-Socialist Countries of Eastern Europe and Eurasia*. Panelist at a panel competitively selected for the ICA annual conference. Virtual.

Tsetsura, K. (2020, November). *Teaching global and international public relations at the crossroads of globalization*. Short course panel competitively selected for presentation at the NCA virtual convention. Virtual presentation.

Tsetsura, K. (2020, November). *Strategic communications in Russia at the crossroads: Observations and predictions as we enter the next decade of the 21st century*. Paper author and round table organizer of a competitively selected panel to be presented in the Communication Association of Eurasian Researchers of the NCA virtual convention. Virtual presentation.

Tsetsura, K., & Waterman, D. (2020, November). *Effects-based communication: At the cross-roads, beyond messages and publics*. Paper authors and panel discussion organizers of a competitively selected panel to be presented in the Public Relations Division of the NCA virtual convention. Virtual presentation.

Tsetsura, K., & Thurlow, A. (2020, November). *How are you measuring up? Continuous professional development with the help of the global Capability Framework*. Paper authors and panel organizers of a competitively selected panel to be presented at the virtual International IPR Bridge virtual conference. Virtual presentation.

Tsetsura, K. (2020, October). *Are we really communicating? Practicing international public relations in non-Western countries*. Panel competitively selected for presentation at the 2020 PRSA International Conference. Virtual presentation.

Tsetsura, K., & Kashirskikh, O. (2019, November). *The dark side of engagement*. Paper presented at a competitively selected panel, PR Division, NCA, Baltimore, MD.

Tsetsura, K., & Kruckeberg, D. (2019, May). *Peace communication across contested boundaries: Platforms and peace dividends*. Paper presented at a competitively selected panel, PR Division, ICA annual conference, Washington DC.

Kashirskikh, O., & Tsetsura, K. (2019, May). *Societies and negative engagement*. Paper to be presented at a competitively selected panel, PR Division, ICA annual conference, Washington DC.

Tsetsura, K. (2017, November). *The love-hate relationship with Uber: A look at the organizational Uber-Culture of the controversial company*. Paper presented at a competitively selected panel, PR Division, NCA annual convention, Dallas, TX.

Tsetsura, K. (2017, November). *Legacy and relevance of international relations' Impacts on higher education*. Competitively selected panel presented by CAER, NCA annual convention, Dallas, TX.

Tsetsura, K. (2017, October). *A Mediated Conflict: Communicating and storytelling about the conflict in Eastern Ukraine*. Paper presented at a competitively selected panel, 2017 PRSA international conference, Boston, MA.

Tsetsura, K. (2017, May). *ICA Public Relations Division PhD Student Workshop*. Organizer, Presenter, and Mentor at a competitively selected pre-conference, 2017 ICA annual conference, San Diego, CA.

Tsetsura, K. (2017, May). *The real story behind “the fake news”: Truth, transparency, public relations, and mass media in the age of “multiple realities” and “alternative facts.”* Paper presenter and organizer; post-conference “Current Trends in Public Relations Industry,” competitively selected for the 2017 ICA annual conference, San Diego, CA.

Tsetsura, K. (2017, March). *Modern public relations theory*. Organizer and participant at a competitively selected panel presented at the 2017 AEJMC mid-winter conference, PR Division, Norman, OK.

Tsetsura, K. (2016, October). *Global trends in media transparency*. Presentation at a competitively selected panel presented at the PRSA International Conference, Indianapolis, IN.

Tsetsura, K. (2016, June). *Power of strategic communication: Public relations and advertising in the 21st Century*. Post-conference proposal competitively selected for the presentation at the 2016 ICA annual conference, Fukuoka-Kyoto, Japan.

Tsetsura, K. (2015, November). *Negative stakeholder emotions: Facing challenges and embracing opportunities in the context of negative engagement*. Paper at a panel on Negative Engagement competitively selected for presentation at the NCA annual convention, Las Vegas, NV.

Tsetsura, K. (2015, October). *Understanding global public opinion by understanding alternative worldviews*. Competitive panel presented at the PRSA International Conference, Atlanta, GA.

Tsetsura, K. (2014, November). *Institutionalization of communication in Russia: The presence of the past in today’s challenges*. Organizer and chair of the competitive panel presented at the special NCA Centennial! Celebration Series of the 2014 NCA annual convention, Chicago, IL.

Tsetsura, K. (2014, October). *PRSA Global Affairs Committee’s best practices: Global PR around the world*. Competitive panel presented at the PRSA International Conference, Washington, DC.

Tsetsura, K. (2013, November). *Connecting media, connecting journalists in new democracies: Communicating about politics in Ukraine*. Competitively selected panel presented at the NCA annual convention, Washington, DC.

Tsetsura, K. (2013, October). *Global Connection: Local collaboration in the era of (dis)trust*. Competitive panel presented at the PRSA annual conference in Philadelphia, PA.

Tsetsura, K. (2012, November). *The 2012 Commission on Public Relations Education Report: Standards for public relations education for the professional Master's programs in the United States*. Presentation at the competitively chosen panel, Public Relations Division, NCA annual convention, Orlando, FL.

Tsetsura, K. (2012, October). *Will your story be published? What influences the media around the world*. Presentation at a competitively chosen Professional Development Workshop panel, PRSA annual conference, San Francisco, CA.

Tsetsura, K. (2012, August). *A global eye on public relations campaigns*. Presentation at the competitively chosen panel "Teaching the Advertising and Public Relations Campaigns courses," Public Relations and a Small Group Divisions, the AEJMC annual conference, Chicago, IL.

Tsetsura, K. (2012, March). *Bear in Mind: The return of advertising in the era of strategic communication in Russia*. Paper presented as part of the competitively selected panel "The future of advertising is as solid as BRIC" at the American Academy of Advertising (AAA) Conference, Myrtle Beach, SC.

Tsetsura, K. (2011, October). *Media non-transparency: How it affects your story*. Paper presented at a competitively chosen Professional Development Workshop panel, PRSA annual conference, Orlando, FL.

Tsetsura, K., & Kruckeberg, D. (2010, October). *How corporate reputation goes beyond measurement*. Presentation of the article published in PR Journal and named one of Best Five Papers published in PR Journal in 2009. Presentation at the PRSA annual conference, Washington, DC.

Tsetsura, K. (2010, June). *The importance of government relations in Russia and other post-Soviet countries*. Presentation at a competitively chosen Public Relations Division sponsored pre-conference, ICA conference, Singapore.

Tsetsura, K. (2010, June). *Media and global public relations ethics: Envisioning the interplay of culture and communication outside the two-way symmetrical box*. Presentation at a competitively chosen Public Relations Division sponsored pre-conference, ICA conference, Singapore.

Tsetsura, K. (2010, June). *Promoting public relations values: Emotional labor in the age of transparency*. Presentation at a competitively chosen panel, Public Relations Division, 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 accepted for 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.

Competitively selected pre-/post-conferences and special sessions/workshops

Organizer and leader of the 2020 ICA pre-conference *Open Communication: A Trans-disciplinary Approach to Strategic Communication in the 21st Century*, organized together with RMIT in Melbourne, Australia, competitively selected as part of the 2020 ICA annual conference, Gold Coast, Australia.

Speaker and organizer of the competitively selected panel (together with Dean Kruckeberg and David Waterman) *Are we really communicating? Practicing international public relations in non-Western countries* presented at the 2020 PRSA ICON (International Conference). Virtual presentation.

Speaker and organizer of the competitively selected workshop (together with Dean Kruckeberg) *Fearful When Not Forgotten: Practicing International Public Relations in*

Countries Contentious with the United States presented at the 2019 PRSA ICON (International Conference), San Diego, CA.

Speaker and organizer of the competitively selected workshop (together with Anne Gregory) *Global Capability Framework for Public Relations and Communication Management* presented at the 2019 PRSA ICON (International Conference), San Diego, CA.

Organizer and leader of the 2018 ICA Blue Sky Workshop *Advertising and Public Relations: Together or Apart? Voices from Academia and the Industry*. Competitively selected and presented at the 2018 ICA annual conference, Prague, Czech Republic.

Organizer and leader of the 2017, 2018, and 2019 ICA pre-conference *ICA PR Division Ph.D. Student Workshop*. Competitively selected for the 2017, 2018, and 2019 ICA annual conferences in San Diego, CA; Prague, Czechia (former Czech Republic); and Washington DC, USA.

Organizer and leader of the 2017 ICA post-conference *Current Trends in the Global Public Relations Industry*. Competitively selected for the 2017 ICA annual conferences in San Diego, CA.

Organizer and leader of the 2016 ICA post-conference *Power of Strategic Communication: Public Relations and Advertising in the 21st Century*. Competitively selected for the 2016 ICA annual conferences in Fukuoka/Kyoto, Japan.

Tsetsura is also the author of more than 90 journalistic articles published in the local, regional, national, and international media in Russian and English.

Awards and Honors

Fulbright U.S. Scholar (Alternate) University of Jyvaskyla, Finland. (2023-2024)

**3rd Place Winner
MGMWERX
Space Case Study** MGMWERX Space Case Study Prize Challenge. MGMWERX and Air University open competition (3rd place among 26 case studies). (August, 2020)
<https://mgmwerx.org/winners-announced-for-mgmwerx-space-case-study-prize-challenge/>

2018 PRSA Outstanding Educator of the Year The most prestigious teaching award in the field of public relations in the USA. Awarded through a competitive selection by a PRSA special award committee.

OU Leadership Academy Selected to attend a highly competitive, first class of

Inaugural Fellow	university-wide Leadership Academy, nine-month extensive training for current and future leaders at OU (August 2015-May 2016)
Member, Arthur W. Page Society	New York City. (2015-present) The Arthur W. Page Society is a professional association for senior public relations and corporate communications executives who seek to enrich and strengthen their profession. The Page Society has very strict membership selection criteria.
Gaylord Family Professor	Competitive Research Professorship given for five years to conduct a research project. Provides a salary increase, generous research funds, and additional graduate RA help. Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2013-2028)
Judge	PRSA/PRSSA Bateman Competition. (2015)
Judge	PRSA National Silver Anvil Awards. (2013)
Judge	PRSA National Bronze Anvil Awards. (2013-2020)
IAACA PSA Competition Adjudicator	International Association of Anti-Corruption Authorities (IAACA) PSA Competition and Workshop, Hong Kong. (December 7-9, 2011)
Judge	Romanian Public Relations Awards, Romanian Public Relations Association, Bucharest, Romania. (2010)
Judge	PRAVDA Awards, Ukrainian Association of Public Relations National Awards, Kiev, Ukraine (October, 2007)
Nominee	AEJMC Krieghbaum Under-40 Award. (2010-2014)
Nominee	ICA Award: Communication Research as Agent of Change. (2009)
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	Awarded by the Office for Instructional Excellence, Purdue

Certificate	University. (January, 2003)
Monroe Scholar	Department of Communication's Research Award, Purdue University. (April, 2003)
2001 Top Three Thesis Recognition	Top Master's thesis university-wide award, Fort Hays State University. (1999-2000)

Research Grants

External Funding

Funded Grants (PI/co-PI)

NSF Growing Convergence Research (GCR)	Papavasiliou, D. (PI), Hayman, N. (co-PI), Tsetsura, K. (co-PI) , Demir, F. (co-PI), & Shi, D. (co-PI). <i>Transition to green energy in gas-producing regions: How the convergence of Engineering, Social Sciences and Geoscience can enable carbon-free H2 technologies. 2023-2028.</i> \$3.6 million. Funded.
Visiting Research Fellow Grant University of Jyvaskyla, Finland	Competitive grant for collaborative research, the Business School of U of Jyvaskyla. (2021).
Research Faculty-in-Residence Grant	Center for Corporate Communication, Aarhus School of Business, Aarhus University. (2011).
Faculty Research Grant	City University of Hong Kong. (2011).
Co-PI, Research Grant	"International Index of Media Bribery." Research Project (Co-PI Dean Kruckeberg). <i>Funded by the Institute for Public Relations, USA.</i> (2003-2004).
Susanne A. Roschwalb Grant	International PR research travel grant, PR division of AEJMC. (2003).
Global Supplementary Grant Open Society Institute Soros Foundation	A special grant of OSI (Soros Foundation) for doctoral students in humanities and social sciences to support doctoral studies research. (2001-2002).

External Grant Proposals Under Review

Tsetsura, K. (PI). MDiSS: *Mediated Distraction in Shared Spaces: Toward Community Resilience and Online Information Integrity*. Department of Defense grant application in preparation.

Tsetsura, K (PI). *Communicating about science: An interdisciplinary approach for higher impact writing and distribution of STEM knowledge*. Department of Education grant application in preparation.

Striolo, A. (PI) (**senior personnel: Tsetsura, K.**). *CCI Phase I: NSF Center for Achieving Sustainability with Bio-Derived Specialty Chemicals*. FY 2023-2024. NSF grant (\$1.8 mln.). **Advanced to a Final Round.** Under review.

Research Fellow/Partner: Current External Grants

Collaboration Partner *Green Growth and Sámi Stakeholders: Public Debate on Green Resource Extraction in Sápmi*. Norway Research Foundation. 2024-2027. Funded.

Project Lead:

Norwegian Institute for Cultural Heritage Research (NIKU), Norway.

Project Partners:

Norway: Sami University, University of Oslo; Oslo Metropolitan University, Nordic Arctic Institute; Finland: University of Jyväskylä; USA: University of Oklahoma; Canada: Laurentian University.

Research Fellow/Partner: Completed External Grants

Research Collaboration Partner; Member of International Advisory Board for the Project *#Agents: Young People's Agency in Social Media*. Interdisciplinary research project. Funded by the Finnish Academy of Science. 2019-2022. Budget: 1 million euros.

Project Leads:

Jyväskylä University and University of Helsinki, Finland.

Research Partner and Expert *Strategic Communication of Russia*. Interdisciplinary research project. Funded by the Government of Finland, Ministry of Defense and University of Jyväskylä, Finland. 2019.

Research Collaboration Partner Research Team Leader: U.S.A. *Global Capabilities in Public Relations and Communication Management*. Funded by the University of Huddersfield, UK and the Global Alliance for Public Relations and Communication Management. 2016-2018.

Project Lead: University of Huddersfield, UK

Project Partners: Eight international universities: the Universities of Lund, Sweden; University of Navarra Navarre, Spain; RMIT, Australia; University of Oklahoma, USA; SMU, Singapore; UAI, Buenos Aires, Argentina; McMaster University, Mount St. Vincent, Canada; University of Pretoria, Pretoria, South Africa.

Research Collaboration Partner *The Black Box: Opening the Black Box of Marketing; corporate communication research project.* Funded by The Finnish Funding Agency for Technology and Innovation (TEKES). 2016-2018.

Project Lead:

Jyvaskyla University School of Business and Economics, Finland.

Research Collaboration Partner Transparency of New Forms of Media Advertising Online (TAO). Funded by The Helsingin Sanomat media (HS) Foundation. 2014-2015.

Project Lead:

Jyvaskyla University School of Business and Economics, Finland.

Research Collaboration Partner *Media Map Project.* Multi-organization research collaborative project with the Internews Network (USA) and the World Bank. Funded by the Bill and Melinda Gates Foundation and the World Bank. 2010-2012.

Research Team Leader: Ukraine

PI or co-PI: Prior External Grant Proposals (Not Funded)

Tsetsura, K. (PI), Hougen, D., Shi, D., & Zhang, A. *Explicating decision environment: Developing a decision-making environment model.* NSF grant (\$450,000). FY 2022-2024. Not funded. Revision in progress.

Striolo, A. (PI) et al. (**senior personnel: Tsetsura, K.**). *NSF Engineering Research Center for Creating Resources from Environmental Liabilities – RELiable.* NSF grant. FY 2023-2026. (~\$1 mln.). Not funded.

Papavasiliou, D. (PI, 10%); co-PIs (7.5% each, alphabetical): Bui, N., Crossley, S., Demir, F., Feltz, A., Galizia, M., Hayman, N., McFCadden, J., Razavi, S., Shi, D., **Tsetsura, K.**, Wang, B. *Transition to green energy in gas-producing rural regions: How the convergence of Engineering, Social Sciences and Humanities can enable carbon-free H2 technologies.* NSF Growing Convergence Research proposal (\$3.6 mln.). FY 2022-2027. Not funded.

Schlupp, I. (PI), **Tsetsura, K.** (co-PI). *Comparative Genomics of a Unisexual Vertebrate.* National Science Foundation, Population and Community Ecology grant application. FY 2014. (US\$500,000). Not funded.

Schlupp, I., **Tsetsura, K.**, & Riesch, R. *Co-existence of Sexuality and Asexuality: The Role of Life Histories*. National Science Foundation, Population and Community Ecology grant application. FY 2011-2012. (US\$523,009). Not funded.

Tsetsura, K., Pritchard, R., & Veil, S. *Proposal for a Complete Capabilities Assessment for the Oklahoma Office of Homeland Security (OKOHS)*. Request for Proposal for a Complete Capabilities Assessment, the Oklahoma Office of Homeland Security (OKOHS). FY 2011. (US\$50,000). No grants were awarded due to budget cuts.

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 2005-2011. (US\$999,332). No grants were awarded due to budget cuts.

Internal Funding

University of Oklahoma

U of Oklahoma DISC seed grant PI on the seed grant "The Decision Environment of Resilient Communities." (2021-2023).

U of Oklahoma Big Idea Challenge (OU BIC)

Co-PI on the OU BIC "Carbon-free H2 Energy Production and Storage (CHEPS)"
A transdisciplinary team project that positions the university as a leader in generating new insights and contributions to solving regional, national and global challenges in security, sustainability, health and communities. OU VP Research grant. (2021-2023). Web: <https://www.oucheps.org/>

Gaylord Family Endowed Professor

Gaylord College
Competitive endowed position to pursue a 5-year research project on global media transparency. (2013-2017; based on success, extended three times, currently until 2028)

Gaylord College Faculty Enrichment Research Grant

University of Oklahoma. (2004, 2006, 2007, 2008, 2010, 2012, 2013, 2014, 2015, 2017, 2018, 2019, 2021).

Faculty Travel Assistance Grant OU Vice President for Research

University of Oklahoma. (2004, 2009, 2010, 2011, 2012, 2013; discontinued after 2013)

Gaylord College Faculty Grant Presidential International Travel Grant	University of Oklahoma. (2010) President's Fund, University of Oklahoma. (2006, 2009, 2013, 2015, 2017, 2019, 2022)
Junior Faculty Research Grant	Gaylord College of Journalism and Mass Communication, University of Oklahoma. (2009)
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 Native American communication.</i> (2007)
Junior Faculty Research Program	Research Council, University of Oklahoma. (2005)
Purdue Travel Grant	Purdue University Graduate Student Government. (2003)
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)

Teaching and Enhancing Instruction and Experience Grants

Alternative Textbook Grant University of Oklahoma	OU Libraries' campus-wide competitive grant to help reduce the cost of course materials by supporting faculty members in the adoption, modification, or creation of openly licensed course content. (Received twice: 2018, 2023)
Educator Fellowship Program	Plank Center for Leadership, University of Alabama. (2012)

Student Fellowships and Scholarships

Rotary Scholarship	Rotary International Club, Kansas. 1999-2000.
Graduate School Scholarship	Fort Hays State University, Hays, KS. 1998-1999.
Student fellowship named after Peter the Great	Provided by the governor of the Voronezh region to the top ten students of the region, Voronezh, Russia. 1996-1997.
Personalized student fellowship for high achievement and excellence	Voronezh State University, Russia. 1995-1996.

**Special scholarship for
the excellent study
and service activities**

School of Journalism, Voronezh State
University, Russia. 1994-1995.

Academic Appointments

**Associate Professor
Tenured
University of Oklahoma, USA**

Strategic Communication/Public Relations
Gaylord College of Journalism and Mass
Communication, University of Oklahoma,
Norman, OK, USA. (July 1, 2010-present)

University of Oklahoma: Affiliate Faculty Membership

Affiliate Faculty, OU Oklahoma Aerospace and Defense Innovation Institute (OADII).
(Spring 2022-present)

Affiliate Faculty, OU School of International and Area Studies, Russian and Eastern-
European focus. (Fall 2006-Fall 2010)

Affiliate Faculty, OU College of International Studies, Russian and Eastern-European
focus; GAMA (Global Affairs Master) program faculty. (Spring 2011-present)

Affiliate Faculty, OU Romanoff Center for Russian Studies. (Spring 2022-present)

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

OU IREES Fellow

Institute for Resilient Environmental and Energy
Systems, U of Oklahoma. (Summer-Fall 2023)

**Visiting Professor
National Research University
Higher School of Economics
Moscow, Russia**
Teaching-only appointment

School of Integrated Communications
Faculty of Communications, Media, and Design
at HSE, Moscow, Russia (May 2019). Taught a
graduate seminar *Global Strategic Communication*
(student evaluation: 5 out of 5; “*best course ever*”).

**Visiting Associate Professor
City University of Hong Kong**
Research and teaching

Department of English (Professional and Strategic
Communication track), City University of Hong
Kong, Hong Kong, SAR PRC. (Fall 2011)

**Visiting Associate Professor
Aarhus University, Denmark**
Research-only appointment

Center for Corporate Communication, Aarhus
School of Business and Social Sciences, Aarhus
University, Denmark. (April 1-June 1, 2011)

**Assistant Professor
University of Oklahoma, USA**

Gaylord College of Journalism and Mass
Communication, University of Oklahoma.
(Fall 2004-June 30, 2010)

**Visiting Professor
University of Erfurt, Germany**
Teaching-only appointment

SPICE: Summer Program in Communication at
Erfurt, Germany. (Summers 2007-2011, 2013-2015,
2017-2019, 2021-2023)

Invited Faculty Kiev Mohyla 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)
Instructor, JSA Summer School Stanford University, USA	Junior Statesmen of America Stanford Summer School. (Summer, 2003)
Graduate Teaching Assistant Purdue University, USA	Department of Communication, Purdue University. Lafayette, IN, USA. (2000-2004)
Graduate Teaching Assistant Fort Hays State University, USA	Department of Communication, Fort Hays State University. Hays, KS, USA. (1998-2000)
Part-time instructor of Public Relations and Advertising	School of Journalism. Voronezh State University, Russia. (1997-1998)
Instructor of a program for honorary high school students	School of Journalism. Voronezh State University, Russia. (1998)

Top Thesis and Dissertation Awards by Advisees

Nur Uysal (Ph.D. advisee) received the 2012-2014 Grunig and Grunig Top Dissertation Award from the PR Division of ICA for the best dissertation in public relations.

Anna Kochigina (M.A. advisee) received the 2014-2016 Grunig and Grunig Top Master's Thesis Award from the PR Division of ICA for the best thesis in public relations.

Luis Vergara (M.A. advisee) received:

- 1) top four finalist for the 2020 Makovsky Best Master's Thesis of the Year Award by the Institute of Public Relations, USA;
- 2) finalist (short list) of the 2020 EUPRERA Master Thesis Award for Excellence.

Graduate Student Advising

Former Ph.D. Students (main adviser):

Anna Klyueva, Ph.D. in Mass Communication (2017, University of Oklahoma).

Klyueva is an associate professor at the University of Houston Clear Lake. I served as a chair of her doctoral exam committee and as her dissertation adviser at University of Oklahoma. Her research interests are in public diplomacy, public affairs, and soft power.

Tham Nguyen, Ph.D in Mass Communication (2019, University of Oklahoma). I was Tham's MA adviser and advised her through her first two years in the doctoral program (until May 2017). Tham's research interests are in the influence of CSR and prior crises

on crisis communication messaging and strategies online and gift-giving and media transparency. By May 2017, she presented 8 conference papers and had 5 publications.

Nurcihan Uysal, Ph.D. in Mass Communication (2013, University of Oklahoma). Uysal is an associate professor at DePaul University. I served as a chair of her doctoral exam committee and as her dissertation adviser. Her research interests are in organizational legitimization and active shareholders as socially active stakeholders.

Anastasia Grynko, Ph.D. in Mass Communication (2012, University of Barcelona, Spain/NaUKMA, Ukraine), a lecturer at the University of Lucerne, Switzerland. In 2012, Grynko defended her dissertation at the University of Barcelona and NaUKMA. I served as an external adviser of her dissertation committee at the conjoint U of Barcelona/NaUKMA Ph.D. program. Her research interests are in media development in transitional countries and media transparency in Eastern Europe.

Ph.D. Students (member of the committee):

Selected Former Doctoral Students:

Michel Haigh, Ph.D. in Communication (2006, U of Oklahoma), a full professor at Texas State University (previously at Penn State University). I served on her doctoral committee as a member with public relations expertise.

Erich Sommerfeldt, Ph.D. in Mass Communication (2011, U of Oklahoma), an associate professor at University of Minnesota (previously at U of Maryland, Department of Communication). Dr. Sommerfeldt was among the first students to graduate from the Ph.D. in Mass Communication program at U of Oklahoma.

Burcu Degirmen, Ph.D. in Political Sciences (2017, U of Oklahoma), an adjunct professor at DePaul U. Burcu's dissertation focused on citizen and activist engagement in Ukraine. I was a member with expertise and research experience in Ukraine.

Mentor and/or first-year advisor to doctoral students: *Rahnuma Ahmed, Nafida Banu, Narae Kim, Adam Pitluk, Nazmul Rony, Fu Wei Sun, Margarita Tapia, Rashmi Thapaliya, Luis Vergara, David Waterman.*

Master's Students (Thesis/Research Project/Exams Chair and Main Adviser):

Current: Aliana Head (2024) *Former:* Luis Vergara (2018), Melissa White (2018), Michayla Cory (2017), Anna Restuccia (2016), Ying Xiong (2016, co-chair); Anna Kochigina (2015); Tham Nguyen (2014); Kevin Wolfe (2014); Kelsie Aziz (2014); Tiffany Monhollon (2010); Amy Spehar (2010); Maksim Moskalkov (2009); Anna Klyueva (2008); Kristiana Pryor (2007); Laura Roach (2006).

SERVICE

Leadership Experience and Elected Positions

Profession: International and National

Chair (2017-2019), Public Relations Division, ICA.
 Vice-Chair and Planner (2015-2017), Public Relations Division, ICA.
 Chair (2011-2016), PRSA, Global Affairs Committee
 Chair, International Committee, Commission on Public Relations Education. (2023-2024)
 Coordinator of Russian and Chinese translations of the PRSA Commission on Education Report. (2006-2008, 2013, 2023)
 Chair, Public Relations Division, NCA. (2010-2011)
 Vice-Chair and Conference Planner, Public Relations Division, NCA. (2009-2010)
 Secretary and Treasurer, International Section, PRSA. (2010)
 Secretary, Public Relations Division, AEJMC. (2007-2008)
 Student Board Member, International Communication Association (1999-2000)
 Co-chair, Strategic Planning Committee for Public Relations Division of International Communication Association, Austin, TX. (2000-2001)

University Oklahoma (university-wide leadership)

Chair, University of Oklahoma Budget Council. (2014-2015)

University of Oklahoma: Gaylord College of Journalism and Mass Communication

Director of Graduate Studies of the Gaylord College (January 2015-August 2017).
 Chair, Research and Development Committee (Fall 2013-Spring 2016; 2022-2023)
 PR Sequence Head of the Taskforce for the Gaylord College Public Relations curriculum evaluation and development (Spring 2007)
 Chair, Search Committee, PR tenure-track position. (Fall 2015)
 Outcomes: Hired Dr. Jensen Moore
 Chair, Ad Hoc Committee to review and propose a new professional graduate PR curriculum and the development of the International Graduate Certificate in Global PR (2013)
 Chair, Ad Hoc Committee to review undergraduate PR Curriculum. (2012)
 Chair, Ad-Hoc Gaylord College Structure Committee. (Spring 2010)
 Chair, International Activities Committee. (Fall 2007-Spring 2008)
 Chair, Policies and Procedures Committee. (2005-2006)
 Co-chair, Strategic Communication Search Committee. (2005-2006; 2006-2007)
 Outcomes: Hired Drs. Natalie Tindall and Shari Veil
 Chair, PR and Adv. two tenure-track positions Search Committee. (Fall 2010)
 Outcomes: Hired Dr. Owen Kulemeka

Additional Service

University of Oklahoma (OU): University-wide service

Coach, Academic Life Coaching, an OU-wide program to coach undergraduate and graduate students (a year-long intensive training completed). (2021-present)

Member, Aerospace, Defense, and Global Security (ADGS) Working Group. OU Office of Vice President for Research and Partnerships special task force, the University of Oklahoma. (2020)

Mentor, OU-wide Faculty Mentor program (a year-long intensive training completed). (2017-2022)

Member, Master of Arts in Global Affairs Advisory Board, OU (2018-present)
OU Graduate Liaison; OU VP for Research Office. (Spring 2015-Summer 2017).

OU Research Liaison, Gaylord College. (Fall 2013-Spring 2016)

Member, OU Graduate Council member, Gaylord College. (2013-2016)

Member, University of Oklahoma Budget Council. (2013-2016)

Member, OU-STAR: OU Undergraduates -- Starting their Trajectory toward Authentic Research. (2014-2016)

Member, OU University Strategic Organization (USO) special task force, the Vice Provost for Research (2014-2016).

OU Institutional Mentor Program, member (2016-present)

Fellow, Inaugural OU Faculty Leadership Academy, a competitive OU-wide year-long program for university faculty leaders. (2015-2016)

Ex-officio invited member, Search Committee for the appointment of the next Provost of the University of Oklahoma, Norman campus (2014-2015)

Member, OU STEM Research Steering Committee. (2012-2014)

Liaison, Gaylord College Study Abroad; OU International Outreach and Study Abroad Programs. (Fall 2008-2014)

OU Affiliate Faculty Member, Russian and Eastern European Area Studies (REES), College of International Studies (2010-present)

Member, OU Arezzo, Italy Study Abroad Committee (Fall 2009-present)

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

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

Participant, Adopt-A-Prof OU program. (Fall 2008-Spring 2010; Fall 2013-present)

University of Oklahoma: Gaylord College of Journalism and Mass Communication

OU Faculty Adviser, Gaylord College Graduate Students Association, OU (2015-2017)

Member, Research and Faculty Development Committee. (Fall 2008-Fall 2010; Spring 2012- Spring 2018; Fall 2019-present)

Member, Graduate Committee. (Fall 2006-Fall 2010; Spring 2012-Spring 2017)

Member, OU Task Force for creating professional graduate degrees. (Fall 2014)

Member, Graduate Committee (2004-2017)

Member, Research and Development Committee (2004-Spring 2013; 2016-present)

Member, International Activities Committee. (Fall 2004-Spring 2007)

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

Member, Public Relations Search Committee. (2006-2007)

Advisor (ex-officio), Endowed Chair in Strategic Communication Search Committee. (2006-2007)

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)

Other Public Service

Member, Board of Directors, Stafford Air & Space Museum, Weatherford, OK.
 (2019-2023)

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).

Profession: International

Member, ICA taskforce. (2018-2019)

Member, of the following ICA PR Division Committees: Sponsorship and Fundraising,
 Social Activities, Social Media, Journal Taskforce.

Member, the Commission on Public Relations Education. (2006-present)

Member, Board and Advisory Committee, International Public Relations Research
 Conference. (2014-present)

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

Member, Nominating Committee, North American Russian Communication Association.
 (2014-2016)

Member, Advisory Board, Global Public Relations Center, University of North Carolina
 Charlotte. (2009-2013)

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

Member, ICA Internationalization Committee. (2004-Spring 2007)

Profession: National

Member, the National Committee on Public Relations Education (2010-present)

Member, Global Affairs Committee and Task Force, PRSA. (2016-present)

Member, U.S. Commission on PR Education taskforce to introduce public relations
 curriculum to the MBA programs in the USA. (2013-2015)

Member, AEJMC Scholars Grant Program Development Committee. (2009-2010)

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 of the PRSA Commission on PR Education into Russian. (2000;
 2006; 2012; 2018)

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)

Editorial Board Member

2012-2022 *Communication Theory*
 2012-present *International Journal of Strategic Communication*
 2015-present *Public Relations Review*
 2011-present *Public Relations Journal*
 2017-present *Journal of Public Interest Communications*
 2011-2020 *Online Journal of the German Communication Association* (Deutsche
 Gesellschaft für Publizistik und Kommunikationswissenschaft, DGPK).
 2018-2020 *Media Biznes Kultura (Media Business Culture)* (Institute of Philosophy,
 Sociology and Journalism of the University of Gdańsk in partnership with
 the Media Ethics Team at the Polish Language Council of the Polish
 Academy of Sciences; ISSN 2451-1986).
 2011-2014 *Case Studies in Strategic Communication*
 2004-2007 *Vestnik*, Journal of the Russian Communication Association.

Journal/Book/Textbook Reviewer

2006-2023 Reviewer of textbooks, monographs, and book manuscripts for
Allyn and Bacon; McGraw-Hill, Palgrave Macmillan, Peter Lang,
Routledge/Taylor & Francis, Sage, Wiley-Blackwell.

Periodical reviews for:

2021 *Western J of Communication*
 2021 *Cambridge Review of Public Affairs*
 2021 *International J of Business Communication*
 2020, 2021 *Journal of Multicultural Discourses*
 2016 *International Journal of Human Rights*
 2016 *Global Media and Communication*
 2002 *Communication Studies*
 2023 *Political Communication*

Continuous reviews for:

2012-2020 *International Journal of Advertising*
 2013, 2015 *Journal of Applied Communication Research*
 2007-2017 *Management Communication Quarterly*
 2009-2019 *Journal of Communication Management*
 2009-present *Journal of Communication*

2009-present *Journal of Public Relations Research*

2010, 2016 *Journalism Studies*
 2008-2010 *Journal of Computer-Mediated Communication*

2007-2018 *Russian Journal of Communication*

2008-2009 *Communication Theory*

External Grant Reviewer

2019 External evaluator/reviewer to the FWF-Austrian Science Fund, Vienna, Austria.

External Opponent/Reviewer

2019 External Reviewer of the PhD dissertation and Opponent at the PhD defense of Inker-Anni Saran, University of Jyväskylä, Jyväskylä, Finland.

PhD dissertation title: *“Whose voice? Understanding stakeholder involvement in law drafting affecting Sami reindeer herding”*

2018 External Reviewer of the PhD dissertation and Opponent at the PhD defense of Marinus (Erik) Snoeijers, University of Antwerpen, Antwerp, Belgium.

PhD dissertation title: *“Organizational crisis communication and crisis perception: Human factors and opportunities to strategize”*

2018 External Reviewer of the PhD dissertation of Mr. Shafayt Ali, University of Gujrat, Gujrat, Pakistan.

PhD dissertation title: *“Effects of TV commercials on socio-cultural norms: An analysis of viewer’s perceptions”*

2011-2023 External Reviewer of faculty dossiers for tenure and promotion to associate and to full professorships at universities in Canada and the USA.

A full list of universities is available upon request.

Conference Peer/Blind Reviewer

2021 American Evaluation Association (AEA) annual conference, Democracy, Human Rights and Governance Topical Interest Group

2012-2023 ICA annual conference, papers and panels submitted to the Journalism Studies Division.

2005-2023 ICA annual conference, papers and panels submitted to the Public Relations Division.

2010-2012 ICA annual conference, papers and panels submitted to the Intercultural Communication Division.

2010-2011 ICA annual conference, papers and panels submitted to the Feminism and Women’s Studies Division.

2005-2011 ICA annual conference, papers and panels submitted to the Journalism Studies Interest Group.

2004-2007, 2009-2016, NCA annual convention, papers and panels submitted to the Public Relations Division.

2018-2023

- 2004 ICA annual conference, papers submitted to the Student Panel.
- 2006-2008 NCA annual convention, papers and panels submitted to the Feminist Studies Division.
- 2007-2008, NCA annual convention, paper and panels submitted to the Russian Communication Association/Eurasian Communication Interest Group.
- 2011
- 2009, 2012, AEJMC annual convention, papers submitted to the Public Relations Division.
- 2013-2015
- 2010 AEJMC annual convention, papers submitted to the Media Ethics 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.

Panel Chair/Respondent

- 2023 ICA annual conference: Journalism Studies Division panels, Chair.
- 2022 ICA annual conference: Journalism Studies Division panels, Chair.
- 2021 ICA annual conference: Journalism Studies Division panels, Chair.
- 2019 ICA annual conference: Public Relations Division panels, Chair, Respondent.
- 2018 ICA annual conference: Public Relations Division panels, Chair, Respondent.
- 2017 ICA annual conference: Public Relations Division panels, Chair, Respondent.
- 2017 AEJMC mid-winter conference: PR Division panels, Moderator, Respondent.
- 2016 ICA annual conference: Public Relations Division panels, Chair, Respondent.
- 2015 ICA annual conference: Public Relations Division panels, Respondent.
- 2014 ICA annual conference: Public Relations Division panel, Chair.
- 2014 NCA Public Relations Division panels, Chair.
- 2013 NCA Public Relations Division panels, Chair and Respondent.
- 2012 ICA annual conference: Public Relations and Intercultural Communication Divisions' competitive panels, Chair.
- 2011 NCA annual convention: Top Faculty Papers, Public Relations Division, Chair.
- 2010 NCA annual convention: Top Faculty Papers, Public Relations Division, Chair.
- 2010 ICA annual conference: *Comparing Journalism Cross-Nationally*, Competitive Panel, Journalism Studies Division, Chair.
- 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.

Professional Work Experience

Evaluator and Researcher	Evaluated programs supported with grants from UN Democracy Fund, USAID, and ECA, among others; evaluated commercial viability plans for markets in Eastern Europe. (2010-present)
Evaluation and Measurement Consultant	Social Impact, Washington, DC (2015-present) Served as a team leader and a team member for various evaluation and measurement assignments of USAID projects.
Workshop Leader and Creator	Public Relations of the 21 st Century: Series of Workshops for business owners, sponsored by the Ukrainian PR association with support of Key Communication PR agency, Kyiv, Ukraine. (2013-2014)
Strategic Communication Consultant	NAVISTAR, Corporate Communications, NAVISTAR World Headquarters, Lisle, IL. (Summer 2012)
Strategic Communication/ Public Relations Consultant	<i>Nikkolo M</i> , Consulting Group, Moscow, Russia. (Summers 2007-2011)
Free-lance columnist	<i>The Hays Daily News</i> , Hays, KS. (1998-2000)
Publicity coordinator	Sternberg Museum of Natural History, Fort Hays State University, Hays, KS. (Summer 1999)

Director of the Public Relations Department	Voronezh regional youth non-profit organization “New View,” Voronezh, Russia. (1996-1998)
Advisor editor	City newspaper for teenagers “ <i>Pyatnitsa</i> ,” Voronezh, Russia. (1997-1998)
Editor-in-chief	Unique Black-Earth region of Russia official teenager information agency “Teen-press,” Voronezh, Russia. (1996-1998)
Free-lance advertising specialist	Advertising Agency “Kvarta,” Voronezh, Russia. (1996-1998)
Free-lance journalist	Wrote for a number of print and broadcast media. (1994-1998)

Speaking Engagements

International

Invited Plenary Speaker	“U.S. Journalism and Media Trends: Understanding Polarization and Disinformation Challenges” Invited plenary presentation at the all-Ukrainian research conference “Journalism and Social Communication in the Context of Development of Civil Society in Ukraine,” hosted by National University “Odesa Law Academy” (November 4, 2022). Virtual.
Keynote Speaker	“Global Challenges of Countering Disinformation.” Keynote at the International cross-cultural communication conference, hosted by Chulalongkorn University, Bangkok, Thailand (September 15, 2022). Virtual.
Keynote Speaker	“Standing up for What is Just: World’s Indigenous Journalism in 2020s” Keynote at the Indigenous Journalism and Self-Determination conference, Sami University of Applied Sciences, Kautokeino, Norway. (September 28-29, 2021). Virtual. https://sammas.no/se/a/dutkan/fagalas-lagideamit/indigenous-journalism-conference-indigenous-journalism-and-self
Keynote Speaker	“Journalism support and media development in the context of mis/disinformation: Challenges of evaluating countering disinformation programs.” A GFMD IMPACT meeting and organized by the Global Forum for Media Development

(GFMD), USAID, and the Media Sector Development Working group of the International Association for Media and Communication Research (IAMCR). (June 17, 2021). Virtual. <https://impact.gfmd.info/meetings/june-2021>

Invited Speaker

“Strategic communication during pandemic. Traditional Mission, role, and function of the university: Saving the university as an important societal institution.”
Presentation at the V International trans-disciplinary research web-conference CONNECT-UNIVERSUM 2020. Virtual conference. Tomsk, Russia. (November 27, 2020)
<https://www.tsetsura.com/speaking>

Public Lecture

“Researching Strategic Communication and Fake News”
An academic public lecture, presented to the faculty of the University of Jyväskylä, Business School, Jyväskylä, Finland. (March 19, 2019)

Keynote Speaker

“Advancing Global Understanding through Cultural Identity.” Cross-cultural communication conference
“Cultural Identity and Diversity as Assets to Global Understanding,” Zayed University, Abu Dhabi, UAE. (January 23-24, 2019)

Guest Lecture

“Learning Your Mushrooms: Planning and Implementing Your Research Program.” Guest lecture at the Master’s seminar at the University of Jyväskylä, Business School, Jyväskylä, Finland. (January 15, 2019)

Keynote Speaker

“Geo-branding: Managing expectations. Digital place brand management: Global and local aspects” IV International Transdisciplinary Research and Practice Online Conference “Connect Universum,” Tomsk, Russia. (November, 29, 2018)

Guest Lecture

“Internal Communication, or Know Your ‘Shrooms!”
Guest lecture in an undergraduate strategic communication class, Business School, Queensland University of Technology, Brisbane, Australia. (September, 2018)

Keynote Speaker

“What makes good sponsored content turn bad?” A-Lehdet seminar, Helsinki, Finland. (September 14, 2017)

Keynote Speaker

4th annual PR Summit in Armenia, Yerevan, Armenia. (May 20, 2017)

Workshop Speaker	“Measurement in PR: understanding the impact” and “Storytelling in the Digital Age.” 4 th annual PR Summit in Armenia, Yerevan, Armenia. (May 20, 2017)
Public Lecture	“What’s Next in PR: Understanding the Profession” American University of Armenia, Yerevan, Armenia. (May 19, 2017)
Workshop Leader and Speaker	The 1st Annual Conference of the Public Relations Society of China, the 9th International Forum on Public Relations & Advertising and The 3rd Strategic Communication and Public Relations Workshop, Hong Kong Baptist University, Hong Kong, SAR, PRC. (December, 2016)
Keynote Speaker	Media Transparency conference, University of Jyväskylä, Finland. (November, 2015)
Workshop Leader and Speaker	Global public relations practices in the era of (dis)trust. PRSA International Conference, Atlanta, GA, USA. (November 9, 2015)
Keynote Speaker	“Global trends in transparency: Media transformation in the 21 st century.” 2014 Journalism Day, the biggest journalists' professional event in Finland. Helsinki, Finland (Oct. 17, 2014)
Workshop Leader	“How to write academic articles.” University without Borders, online webinar. (Fall 2014)
Workshop Leader	“The art of story listening” European PR Congress Online, Kyiv, Ukraine. (May 29, 2014)
Master Class Leader	“Five elements of successful storytelling” European PR Congress Online, Kyiv, Ukraine. (April 22, 2014)
Workshop Leader	“Storytelling and story-listening in the 21 st Century: Practical recommendations in light of changing media environment” BASF-Central Europe PR Departments annual meeting, Warsaw, Poland. (December 5, 2013)
Invited Speaker Guest Lecturer	“Public relations education in the USA” Lecture to undergraduate and graduate students at the Sogang University, Seoul, South Korea. (November 28, 2013)
Workshop Leader	Global connection-local collaboration in the era of

- and Speaker** (dis)trust. PRSA International Conference, Philadelphia, USA. (October 29, 2013).
- Keynote Speaker** European PR Congress. Kyiv, Ukraine. (October 18, 2013)
“The art of storytelling and the science of story listening”
- Workshop Organizer and Presenter** “Will your story be published? What influences the media around the world.” Workshop presentation at the PRSA International conference, San Francisco, CA. (October 16, 2012)
- Invited Speaker** “New frontiers in public relations research: Transparency and trust in the 21st century.” Presentation at the Singapore Management University’s Business School, Corporate Communication Division, Singapore. (July 12, 2012)
- Organizer, Co-Moderator, Participant (Webinar)** “China as Your Company’s Next Market Frontier: Successful Communication Strategies in the Land of Everything in the ‘Year of the Dragon’.” PRSA Webinar, sponsored by the PRSA Global Affairs Committee. New York City, USA. (July 10, 2012)
- Invited Speaker** “Strategic Communication for Arts Organizations and Museums: Beyond Social Media.” Hong Kong Arts Administrators Association meeting, Hong Kong. (December 20, 2011)
- Invited Speaker** “Image management strategies of public bodies and law enforcement agencies to win public trust.” International Association of Anti-Corruption Authorities (IAACA) PSA Competition and Workshop, Hong Kong. (December 7-9, 2011)
- Keynote Speaker** “Benefits of collaboration between academia and industry in the perfect PR world.” First international conference “Public Relations in the Globalization Context” organized by the Association of Public Relations Educators (APRE), May 24-30, 2011, Russian Federation: St. Petersburg (May 24-25), Moscow (May 26-27), and Kazan (May 28-30).
- Workshop Leader** “Current trends in Using Social Media for Public Relations Purposes.” First international conference “Public Relations in the Globalization Context” organized by the Association of Public Relations Educators (APRE), May 24-30, 2011, Russian Federation: St. Petersburg (May

24-25), Moscow (May 26-27), and Kazan (May 28-30).

- Workshop Leader** “Current trends in public relations in the USA.” Russian PR Society and Nikkolo M strategic consulting agency, Moscow, Russia. (December, 2010)
- 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, Bucharest, Romania. (November, 2009)
- Keynote Speaker** “How social media tactics shape global public relations strategies,” keynote presentation at the European Public Relations Congress, Kiev, Ukraine. (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, Bucharest, Romania. (October, 2009)
- Invited Guest Lecturer** Doctoral Seminar: Public Relations Theory. Journalism School, Kiev Mohyla Academy, Kiev, Ukraine. (October, 2009)
- Keynote Speaker** Current Trends in Mass Communication Research, International Seminar and Conference, Kiev Mohyla Academy, Kiev, Ukraine. (June, 2010).
- Workshop Leader** “How to Effectively Use Social Media in the 21st Century Public Relations” workshop at the Altay Regional Public Relations Conference, RACO-Siberia, Barnaul, Russia. (June, 2009)
- Keynote Speaker** Ukrainian Public Relations League Annual Congress, Kiev, Ukraine. (October, 2008) (invited, not confirmed)
- Plenary Speaker** IPRA Top Executive Summit, London, UK. (June, 2008)
- Invited Speaker** IPRA Board meeting, London, UK. (June, 2008)
- Keynote Speaker** European Public Relations Congress, Kiev, Ukraine. (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, Warsaw, Poland. (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, Warsaw, Poland. (November, 2006)
Invited Lecturer	Media Literacy seminar: Teaching professors of the countries with transitional democracies. Soros Foundation sponsored project, Towson University and Kiev Mohyla Academy, Kiev, Ukraine. (July, 2006)
Invited Speaker	Government relations and ethical considerations in public relations practice. <i>Nikkolo M</i> , top five Russian public relations agency, Moscow, Russia. (July, 2006)
Invited Speaker	International conference “Municipal Government and Public Affairs,” organized by the International Association of Capitals and Large Cities, Ulan Ude, Russia. (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)
	<i>National</i>
Keynote Speaker	“Information dynamics and national security implications of the Russia-Ukraine war” the Air Force Sustainment Center (AFSC) Senior Leader Summit, Tinker AFB. (April 25, 2023)

- Invited Panelist** “International Security in the Information Arena” Oklahoma Aerospace and Defense Innovation Institute’s OU National Defense Symposium, Norman, OK. (Oct. 20, 2022)
- Speaker** “Media and the Foreign Policy” The Great Decision 2018 series by the Foreign Policy Association, USA. Norman Public Library. (April 3, 2018)
- Speaker** “Media and the Foreign Policy.” The Great Decision 2018 series by the Foreign Policy Association, USA. World Affairs Council of Charlotte, NC and UNC-Charlotte. (January 24, 2018)
- Panel Speaker** “Image of the USA Abroad: Eastern Europe and Russia.” Professional presentation at the international PRSA conference, Boston, MA. (October, 2017)
- Panel Speaker** “Image of the USA Abroad: Eastern Europe and Russia.” Professional presentation at the international PRSA conference, Indianapolis, IN. (October, 2016)
- Featured Speaker** “Who paid for my news? Global issues in media transparency” Research presentation at the annual Fall Colloquium at SCGSA and Communication Studies, UNC-Charlotte, Charlotte, NC. (October, 2016)
- PRSA webinar: Organizer, Moderator** “Brexit: What’s next? A public relations perspective.” PRSA GAC webinar. Online. (September, 2016)
- PRSA webinar: Organizer, Moderator,** “Brandjack: Global Crisis Communication.” PRSA GAC webinar. Online. (October, 2015)
- PRSA webinar: Organizer, Moderator, Participant** “Public Diplomacy writ large.” PRSA GAC webinar. Online. (September, 2014)
- PRSA webinar: Organizer, Moderator, Participant** “International Integrated Reporting Framework.” PRSA GAC webinar. Online. (September, 2013)
- Organizer, Co-Moderator, Participant (Webinar)** “China as Your Company’s Next Market Frontier: Successful Communication Strategies in the Land of Everything in the ‘Year of the Dragon’.” PRSA Webinar, sponsored by the PRSA Global Affairs Committee. New York City, USA. (July 10, 2012)

Invited Speaker	Corporate Communication Commons conference, Diederich College of Communication, Marquette U, Milwaukee, WI. (April 2012)
Keynote Speaker PRSA Webinar	PRSA International Section Professional Webinar “Media transparency.” New York City, USA. (May 12, 2010)
PRSA Brown Bag Speaker	“Media Transparency in the USA and Around the World:” PRSA’s International Section Brown Bag Teleconference, New York City, USA. (March 26, 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, 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 meetings of the Commission for Public Relations Education of the PRSA Educators Academy. (2000-2001)

Membership in Professional Associations

AAA, American Academy of Advertising (2012-2013)
 AEA, American Evaluation Association (2020-present)
 AEJMC, Association for Education in Journalism and Mass Communication (2004-present)
 CSCA, Central States Communication Association (1999-2006)
 EUPRERA, European Public Relations Education and Research Association (2010-present)
 ICA, International Communication Association (2000-present)
 IPRA, International Public Relations Association (2003-2011)
 NCA, National Communication Association (1999-present)
 OSLG, Organization for Study of Communication, Language and Gender (2000-2005)

PRSA, Public Relations Society of America (2004-present)
PRSA Corporate Communication Section (2011-2013)
PRSA Government Affairs Section (2012-2013, 2015)
PRSA Educators Academy (2004-2007, 2010-2011, 2013, 2015-Present)
PRSA OKC Chapter (2011-present)

Languages

- English (fluent) and Russian (native)
- Advanced Ukrainian and Belorussian
- Basic German, French, and Polish
- Learning Italian, Japanese, and Spanish