

CURRICULUM VITAE

Surname: Poberezhska
First name: Lily
Profession: Media consultant/trainer
Nationality: British (Ukrainian born)

Key Qualifications:

- **experienced trainer in media relations, communications and journalism; training of trainers** (devised multi-media training packs, media relations/communications workshops, seminars and training courses in a dozen countries)
- ability to identify and convey messages for a variety of media and audiences (diploma in Public Relations)
- journalistic and editorial skills (9 years with the BBC Marshall Plan of the Mind)
- experienced producer of educational, informational and awareness raising radio programmes (winner of New York Radio Awards 2001)
- experience in introducing innovative programme formats (social advertising, audio diaries, magazine programmes)

Language skills (with 5 being the highest level of competence)

Language	Reading	Speaking	Writing
Russian	5	5	5
Ukrainian	5	5	5
English	5	5	5
French	4	3	3

Education/training:

Institution:	Degree(s) or Diploma(s) obtained:
The London School of Public Relations Oct 2001 – Jan 2002	An Integrated Approach to Public Relations
Kiev State University, Ukraine Sept 1972 - June 1977	BA Hons English Language & Literature

Employment Record:

Date: 2001- present
 Company: Media Players International, London
 Position: Partner
 Description: An international consultancy, offering media and communications skills in a variety of contexts: media training for academic staff and post-graduates at universities as well as for private, governmental and NGO sectors; journalism training; managing awareness-raising and communications components in development projects.

Date: 1992-2001
 Company: BBC World Service Trust, London
 Position: Senior Producer
 Description: BBC unit for using media as a development tool. Arranged and executed multi-media projects, across Eastern Europe and Asia.

Date: 1977-1992
 Location: Kiev, Ukraine
 Company: Interlingua Language School
 Position: English teacher
 Description: Teaching English to adult students

Consultancy experience:

Country Date Description	UK February-December 2009 Media trainings for PhD students, researchers, lecturers and academics at Bangor, Bradford, Oxford, Brighton, Kingston, Loughborough and Hertfordshire universities, Norwich BioSciences Institute, University College London and Queen Mary's, University of London
Country Date Description	Ukraine November 2009 One week course in writing for the web at the Digital Future of Journalism School at Kiev-Mohyla University
Country Date Description	Ukraine October 2008 – December 2009 Running project "Tools for the Open Government" for the British Foreign and Commonwealth Office, to help Ukrainian national and regional civil servants communicate with the public.
Country Date Description	Ukraine November 2008 One week course in writing for the web at the Digital Future of Journalism School at Kiev-Mohyla University
Country Date Description	UK December 2008, January 2009 Media training for three NHS Primary Health Trusts, for Media Friendly

Country Date Description	UK October-December 2008 Media trainings for researchers, academic staff and PhD students at King's College, London, Loughborough, Brunel and Kingston universities and the universities of Sussex, Essex, Glamorgan, Bradford, Plymouth and Exeter.
Country Date Description	UK May – November 2008 A series of eight Media and Presentation Skills workshops for researchers, academic and non-academic staff, St George's, University of London
Country Date Description	UK July 2008 Media training for a town council in Eastern England, for Media Friendly
Country Date Description	UK June 2008 Media training for PhD students, University of Winchester
Country Date Description	UK June 2008 Media training for an award-winning UK Internet company, for Media Friendly
Country Date Description	UK May 2008 Media training for PhD students, University of Essex
Country Date Description	UK March 2008 Media training for PhD students, Brunel University
Country Date Description	UK March 2008 Crisis communications training for communications officers of a Southern English city council, for Media Friendly
Country Date Description	UK March 2008 Media training for senior academics from the Women in Science, Engineering and Technology, for Media Friendly
Country Date Description	Ukraine March 2008 Three 2 day media skills workshops for NGOs sponsored by the Organisation for Cooperation and Security in Europe
Country Date Description	UK Feb 2008 Media skills workshop for researchers at University of Kent, Canterbury, for Media Friendly
Country Date Description	UK Jan 2008 Media Awareness workshop for councillors of a leading Southern English district council, for Media Friendly
Country Date Description	Ukraine Oct 2007 – Nov 2008 Columnist for Ukrainian media webzine <i>Telekritika</i> on the British media scene
Country	UK

Date Description	Nov 2007 Media skills workshop for senior consultants at a leading research firm at their London headquarters, for Media Friendly
Country Date Description	UK July 2007-June 2008 Editing an Institutional Strategy Paper for Department of International Development (DFID), including research and inclusion of case study examples
Country Date Description	UK May-June 2007 Writing a synthesis paper 'Impact of Media Interventions: Factors and Evidence' for DFID, reviewing the literature throughout the development sector; editing a further paper on the use of media in governance interventions
Country Date Description	Macedonia July 2006, Oct 2006, Jan-Feb 2007 Two 5-day Training the Trainers workshops, Macedonian Institute for Media funded by USAID; Media training of leading Macedonian NGOs with local co-trainers
Country Date Description	UK December 2006 Contributing to a 2-day training of trainers workshop in reporting diversity for Mediawise and Media Diversity Institute
Country Date Description	UK September 2006 Arranging and carrying out interview for a Russian radio network
Country Date Description	Belgium July 2006, Oct 2006 Media skills/message development workshops for ERTICO public-private company
Country Date Description	Sweden June 2006 Presentation at a workshop on Risk Communication for the International Atomic Energy Agency
Country Date Description	Cyprus June 2006 Workshop for journalists and environmental NGOs at UNDP Ecoforum
Country Date Description	Georgia April 2006 Training for Georgian parliamentary staff in effective communications.
Country Date Description	UK January – June 2006 Researching and writing a chapter on Advocacy/Influencing for a DFID Communications Guide for its staff overseas. Co-designing communications training module for staff workshops
Country Date Description	Malaysia November-December 2005 Designed and implemented training for 37 Asian journalists and camerapersons from 15 countries on environmental

	journalism prior to attending Media and Environment Summit in Kuching, Sarawak
Country Date Description	Ukraine April 2005-March 2006 Consultant, 'People and Power: Dialogue Through the Media' project funded by DFID, UK, in partnership with Media Reform Centre, Ukraine. The project aimed at improving the dialogue between the public and the authorities through the media in Cherkasy, Chernivtsi and Luhansk regions with the help of three local partners. The project activities included organising media club meetings, round tables and media relations workshops for representatives of local authorities.
Country Date Description	Ukraine, Belgium Sept 2005 - March 2006 Media expert on the EU-funded project 'Preparation and organisation of the 20th anniversary of the Chernobyl accident and information on the Tacis Nuclear Safety Programme'. The project was run by Ogilvy PR Worldwide
Country Date Description	Georgia, Armenia, Azerbaijan 2004-2006 Media relations and journalism trainer for the EU-funded 'Training the Media, empowering minorities' project run by the Media Diversity Institute, UK. Devising and delivering workshops in media relations for minority NGOs, conducting radio team reporting workshops for journalists from the target countries
Country Date Description	Ukraine 2002 – 2005 Deputy Director for Implementation, Media Reform Project (Department for International Development, UK). The project's aims were to create an enabling environment for the development of independent media in Ukraine. The team established a Media Reform Centre within the School of Journalism at the Kiev Mohyla Academy and worked with media owners, politicians, journalists, NGOs and business people to encourage attitudinal change.
Country Date Description	Austria March 2005 High Impact Communications workshop for the UN International Atomic Energy Agency communications team
Country Date Description	France Feb 2005 Crisis and High Impact Communications workshops for participants of PIME conference (nuclear industry communications officers)
Country Date Description	Georgia 2003, 2005 Training workshops in environmental journalism, the Caucasus School of Journalism, Tbilisi
Country Date Description	Georgia 2001-2002 Advising on publicity and media strategy, EU-funded 'Support to New Regional Environmental Centres' Project

Country Date Description	Georgia 2000 -2002 Senior media consultant for the World Bank 'Communicating Judicial Reform' project. Worked closely with a local NGO, to set up publicity opportunities to relay the messages of the project to the general public. Responsible for commissioning TV/radio spots and reports on legal and court issues on a TV current affairs magazine, as well as a TV soap opera with legal story lines and follow-up discussions on the main independent TV channel, Rustavi 2. Lectured on legal reporting at the American-funded Caucasus School of Journalism (a supervision mission from Washington spoke of the 'remarkably high quality' of the communications strategy, and the project was to written up as a case study of best practice).
Country Date Description	Romania 2001 – 2002 Public awareness consultant on ISPA Constanta EU project, aimed at improving environmental standards of a water utility in Constanta in the pre-accession period 2001-2.
Country Date Description	Ukraine and Russia 2000 – 2001 Senior producer/journalism trainer on 'Democratising the Media Through Public Access' project for EU; introducing the concept of audio diaries to radio stations in Ukraine and Russia.
Country Date Description	Ukraine 2000 – 2001 Senior Producer for the Environmental Journalism Training for DFID, UK; training journalists at Ukrainian environmental information NGO.
Country Date Description	Mongolia, Moldova, Ukraine, Russia, Kazakhstan, Uzbekistan, Kyrgyzstan, Belarus, South Caucasus 1997-99 Media and journalism training expert for TACIS Environmental Awareness Raising project. Work included giving seminars to working journalists and students of journalism on environmental journalism; sponsoring more than fifty media projects in ten countries; devising and supervising production of innovative multi-media training packs for environmental journalism courses - distributed to 400 universities and training facilities in the target countries. Supervised the collation of vernacular language examples and teaching notes, as addenda in 9 countries (the original pack being in Russian). Organised Ukraine's first international environmental tv and radio festival in Kiev in May 1999, convening a panel of international jurists to judge more than 200 entries, bringing 14 contestants from 7 countries, and supervising a programme of training and discussion during the festival. Devised, produced and presented a 75 minute training video based on the competition, for use in university courses of journalism in 10 countries (450 copies produced and

	distributed).
Country Date Description	Romania 1999 Organised and presented seminar at request of Romanian government on social advertising, Bucharest.
Country Date Description	Ukraine 1996-1997 Producer for 'The Market with a Human Face', radio series for British government on how civil society restrains robber capitalism.
Country Date Description	Kyrgyzstan 1996 Planning and filming a documentary on Aral Sea, WARMAP EU project.
Country Date Description	Ukraine 1995-96 Producer for the ABC of Small Business, radio series for British Government.
Country Date Description	Ukraine 1993 – 1994 Producer for the 'Ukrainian Agricultural Reform', Television and radio series with associated workbook for British Government (KHF), shown on state and independent channels in Ukraine.
Country Date Description	Russia 1992 – 1995 BBC 'Marshall Plan of the Mind', producer of radio series "How Business Works" and "Masters of the Land" broadcast on Radio Russia.

Publications:

1. Raising Environmental Awareness in the NIS and Mongolia through the media in 1997-99. Proceedings of the 14th International Conference "Communicating Science" at the Communications Department, University of Navarre, Pamplona, Spain, May 2000

2. Audio Diaries - the People's Radio (in Ukrainian) Teleradiokurier #2 2000, Kiev, Ukraine

3. In the Dark. International Atomic Energy Agency Bulletin, Volume 47/2 – March 2006

4. Impact of Media Interventions: Factors and Evidence. Development Communications Evidence Research Portal (DCERN), 2007.

<http://www.dcern.org/documents/Medianotev1a.pdf>

<http://www.dcern.org/documents/TheImpactofMediaInterventions.pdf>

5. Regular column in Telekritika webzine, Ukraine, 2007-2008.

<http://www.telekritika.ua/media-rinok/media-svit/lp/>

