

## MICHAEL MOKRZYCKI

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### SUMMARY OF QUALIFICATIONS

**Survey research professional and journalist** proven at shepherding high-profile media polls from conception to completion. Skilled at critical analysis, from finding holes in news copy to evaluating survey validity and reliability to solving business, technology and online communications problems. Dedication to discovering truth and insight, rooted in journalism background and informed by social science principles.

- **Versatile self-starter and strategic, innovative thinker:** Founded and directed Associated Press Polling Unit. Responsive, effective collaborator with senior management and diverse internal departments and with outside vendors, clients and partners.
- **Accomplished communicator and instructor with strong technical aptitude:** Have been developing and using Internet-based tools since 1994. Adept at creating engaging in-person and remote presentations. Experienced in social media engagement and analysis.
- **Professional leadership and scholarship:** Elected by peers to board of leading U.S. survey research association. Research published in refereed journal and presented at conferences.

### PROFESSIONAL EXPERIENCE

**Independent Consultant** 2009-present  
Survey research consultation for ABC News Polling Unit, Pew Research Center, The Washington Post. Freelance writing for Pollster.com, The Star-Ledger (Newark, NJ).

**Director of Polling, The Associated Press** 2004-2009  
Built team that conducted 40+ surveys a year, employing wide range of methodologies and producing exclusive content on political, social and economic issues.

- Set and enforced standards for reporting surveys; vetted research for AP coverage decisions.
- Conducted in-person poll-reporting workshops at AP bureaus nationwide; used webinars and wikis for remote training of U.S. and international staff; built and maintained intranet site with polling data archives, policy guidance and self-help materials.
- Created initial revenue streams; established numerous partnerships including with AOL.

**Exit Poll Coordinator, The Associated Press** 1994-2004  
Represented AP on management and questionnaire committees of exit poll pool with major national television networks. Evaluated data quality and directed analysis teams as large as 60 AP reporters and editors on election nights. (Continued these roles while Director of Polling.)

- Member National Election Pool Steering Committee, 2003-2009. Supervised surveys in all 50 states; worked with pool's technical, survey, statistical, legal and PR committees.
- Member exit poll pool Survey Committee 1994-2009. Negotiated content of more than 450 state and national exit poll questionnaires in general elections and presidential primaries.

**News Systems Editor, The Associated Press** 2000-2003  
Led collaboration with AP Technology staff to rapidly deploy database-backed news websites, including Census 2000 data service with 500 AP customers and widely used public sites documenting 9/11 victims and Iraq war military casualties.

**Earlier roles, The Associated Press** 1985-2000  
Multimedia specialist; reporter/editor, New York City bureau; national editor and supervisor, New York General Desk (AP central editing desk); reporter/editor, New Hampshire and Maine

## EDUCATION AND TRAINING

**B.S., Journalism**, Boston University, Boston, Mass., 1984. Minors: political science, sociology.

**Audited graduate-level courses**, University of Michigan, Ann Arbor, Mich.: Institute for Social Research, Summer Program in Survey Research.

- 2007: Experimental and quasi-experimental research design
- 1994: Statistics, survey research methodology, cognitive aspects of questionnaire design

## PROFESSIONAL SERVICE

**Executive Councilor, American Association for Public Opinion Research (AAPOR)**, 2008-present. Elected as Communications Chair by peers in 2,000-member organization.

**Advisory Board member, *Survey Practice***, 2009-present. <http://surveypractice.org>

**Reviewer, *Public Opinion Quarterly***, 2010-present. Peer review of submitted manuscripts.

## PUBLICATIONS

“Cell-Phone-Only Voters in the 2008 Exit Polls and Implications for Future Noncoverage Bias.” Michael Mokrzycki, Scott Keeter and Courtney Kennedy. *Public Opinion Quarterly*, 73 (#5), 2009: 845-865.

“What's Missing from National RDD Surveys? The Impact of the Growing Cell-Only Population.” Scott Keeter, Courtney Kennedy, April Clark, Trevor Tompson and Mike Mokrzycki. *Public Opinion Quarterly*, 71 (#5), 2007: 772-792.

“National Election Pool,” in *Encyclopedia of Survey Research Methods*, Paul J. Lavrakas, ed., Sage Publications, 2008

Links to above publications, conference papers, invited talks and writing samples are at <http://mikemokr.com/publications.php>.