

MICHAEL MOKRZYCKI

168 Middle St. West Newbury MA 01985-1926
978.363.1504 || mike@mikemokr.com || <http://mikemokr.com>

SUMMARY OF QUALIFICATIONS

Survey research professional and journalist proven at shepherding high-profile media polls from conception to completion. Skilled at critical analysis, from evaluating survey validity and reliability to solving business and technology problems. Versatile self-starter and strategic, innovative thinker. Strong technical aptitude. Effectiveness and poise under deadline pressure.

PROFESSIONAL EXPERIENCE

Polling Consultant

2009-present

Engagements include:

- NBC News: Manager of Election Polling for 2012 presidential elections. Senior exit poll analyst, 2010 midterm elections. Writing/production of stories and graphics for NBC and MSNBC live television broadcasts on election night.
- Pew Forum on Religion & Public Life (part of the Pew Research Center): Project manager, U.S. Religious Knowledge Survey, released September 2010.
- ABC News: Wide-ranging consultation February-July 2010 as Polling Unit transitioned into an independent company.
- The Washington Post: Consultant on Massachusetts poll in aftermath of special U.S. Senate election, January 2010.

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 workshops and used online tools to train AP's U.S. and international staff in reporting polls. Created new revenue streams; established numerous partnerships including with AOL.

Exit Poll Coordinator, The Associated Press

1994-2009

Represented AP on management and questionnaire committees of National Election Pool, the exit poll consortium with television networks. Supervised voter surveys in all 50 states and nationally; negotiated content of more than 450 questionnaires in general elections and presidential primaries. Evaluated data quality and directed analysis teams as large as 60 AP reporters and editors on election nights.

Other roles, The Associated Press

1985-2000

News systems editor (led collaboration with AP Technology staff to rapidly deploy public database-backed news websites); 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

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

American Association for Public Opinion Research (AAPOR). Member since 1994.

- Executive Councilor 2008-2010: Elected as Communications Chair by peers in 2,000-member organization. Presently continuing to serve on Communications Committee, Archives Committee (chair) and Heritage Interview Committee (chair).
- Reviewer, *Public Opinion Quarterly*, 2010-present. Peer review of submitted manuscripts.
- Member, *Survey Practice* Advisory Board, 2009-2010. <http://surveypractice.org>

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.

Links to above publications, conference papers and samples from hundreds of AP national wire stories: <http://mikemokr.com/publications.php>