

ABOUT THE AUTHOR

Russell Eugene (Gene) Parta

Gene Parta retired as Director of Audience Research and Program Evaluation for Radio Free Europe/Radio Liberty in Prague in September 2006.

Previously, Mr. Parta was Director of Media and Opinion Research (MOR) of the RFE/RL Research Institute in 1990. He has worked in the field of international broadcasting audience research since 1969.

During the 2007–2008 academic year he will be a Research Associate of the Institute for European, Russian, and Eurasian Studies at the George Washington University working on a book about political communication with the USSR during the Cold War.



The author in the USSR in September 1990 to coordinate initial survey work in Russia, Latvia, and Ukraine.

Mr. Parta was educated at the School of Advanced International Studies of the Johns Hopkins University (MA), St. Olaf College (BA), Harvard University and the American University. He has been a visiting research associate at the Center for International Studies of the Massachusetts Institute of Technology.

Mr. Parta has written extensively on media use, communications and public opinion in Central and Eastern Europe and has been a frequent speaker and participant in international academic and professional conferences. He is past Chairman of CIBAR (Conference on International Broadcasting Audience Research) which unites international broadcasting audience research units worldwide.

