**Rasha N. Allam**

[**rallam@aucegypt.edu**](mailto:rallam@aucegypt.edu)

**Education:**

**July 2011** Doctorate of Business Administration (DBA), the Maastricht School of Management. (*Specialization on Media Management)*

**Spring 2007** Master of Philosophy (Mphil), in Business Administration, the Maastricht School of Management. Thesis on Media Management

**Fall 2005** Masters of Arts (MA), Journalism and Mass Communication, the American University in Cairo. Thesis on Media and Gender

**Summer 2005** Academic Diploma, Oxford University, United Kingdom

(Comparative Media Law and Policy).

**Spring 2002** Bachelor of Arts (BA), The American University in Cairo.

Major: Journalism and Mass Communication. GPA: 3.65/4.0

**Teaching Experience:**

**Fall 2016- Present** Assistant Professor & Associate Chair

Journalism and Mass Communication Department,

The American University in Cairo. <http://www.aucegypt.edu/Pages/default.aspx>

**Courses Taught:**

JRMC 3312/ 4412 (Multi JRNL Lab: Caravan): a supervised newsroom

experience, where I supervise the Arabic section in terms of reporting, writing,

editing, designing and layout for print and online version of the Caravan.

*JMC 200 (Introduction to Mass Communication):* An introductory survey of the theory, history, structure, and function of mass communication in the Middle East and globally.

*JMC 420 (Media Management):* Studying the principles and practices of media management. The course provides students with an overview of the breadth of the decision-making processes involved in operations, finance, human resource management, program content, sales, promotion and marketing, and government regulation of both digital and analog media industries and examines management issues related to the developing convergence between old and new media, analog and electronic formats.

*JMC 400 (Mass Media Ethics and Responsibilities):* Providing critical analyses of professional philosophies, standards, and practices of journalism, public relations, advertising, and other fields of mass communication, and discussing ethical and practical considerations and dilemmas in different professional and social contexts.

**Spring, 2005**: Visiting Assistant Professor,

Journalism and Mass Communication Department,

Modern Science and Arts University (MSA). <http://msa.eun.eg/>

**Courses Taught:**

***JMC 402 (Integrated Marketing Communication Campaigns):*** Examination, development and critique of advertising and marketing communication campaigns, with emphasis given to creative and media factors.

***JMC 232* *(Introduction to Broadcast):*** Teaching the history, principals and the practice

TV and radio news reporting and writing.

***JMC 300 (Public Relation Writing):***Teaching the theories and the techniques of writing for public relations publications and events.

***JMC 303 (Mass Media Research):***Teaching different research methodologies of

Mass communication field and the different procedures of applying research.

***JMC 402 (International Communication)*:** Getting the students acquainted with the

Global communication systems and theory in relation to national and international development.

**Administrative Responsibilities:**

**Associate Chair:** - Work closely with the chair in performing academic and administrative responsibilities, such as:

* Building strong networks to enrich students’ learning experience in real practical environment and gain the necessary skills for success in the digital environment, and to meet the market’s needs once they graduate.
* Expanding the quality and the quantity of research and be a top notch in the area of research within the region.
* Re-designing a graduate program that is appealing for applicants and attracting a diverse student body.
* Upgrading the three JRMC majors: MMJ, CMA, IMC undergraduate programs to adapt to future requirements at local and international job markets.
* Forming special tasks to work on the assessment and the accreditation of the JRMC department at earnest;

**Professional Experience:**

**Fall 2015-Present Director, Media Office, President of the Republic of Egypt.**

**Main activities executed:** Strategic planning of all media/public activities; Organize PR activities**;** Anticipate crises before they happen, and plan quick plans**;** Prepare all material for the spokesperson for any public address; Monitors local, regional and international media, including the Internet.

**Fall 2016-Present** **Consultant**: **Egyptian Knowledge Bank (EKB) Portal**: the EKB is the largest free access portal in Egypt that was launched under the patronage of the President of the Egyptian Republic, and contains resources for a wide variety of databases and top publishing houses and international companies. My role is to provide assistance and consultation about the best media platforms where the EKB project should publish its news and evaluate their media campaigns to ensure that it reaches different social categories.

**Journal Editorial Board**:

**January 2020**- Editorial Board Member- Journalism Practice.

**Published Research:**

**Selected Articles in Academic Refereed Journals:**

Allam, R. (2019) Constructive Journalism in Arab Transitional Democracies: Perceptions, Attitudes and Performance, *Journalism Practice*, 13:10, 1273-1293, DOI: [10.1080/17512786.2019.1588145](https://doi.org/10.1080/17512786.2019.1588145)

Allam, R & Hollifield, A. (forthcoming). Factors Influencing the Use of Media Analytics as a Strategic Management tool in Egyptian News Organizations. *International Journal on Media Management.*

Allam, R. (forthcoming). From Flabby to Fit: Restructuring the Public Broadcasting System in Egypt in light of Recent Changes. Global Media Journal.

Allam, Rasha. “The Bureaucratic Broadcasting Governing Structure and Content Diversity: The Case of the Egyptian National Television System.” *Global Media Journal* 2018, 16:30.

Allam. R., Constructive Journalism during Crisis. *AlSahafa AlBona’eiah Athina’ AlAzamat.* Arab Media & Society Journal, April, 2018. www. Arabmediaandsociety.com (Online).

Allam, Rasha. The Egyptian Media: Challenges and Developmental Frameworks. Media Policies and Freedom of Expressions. Conference Proceedings. Global Affairs and Public Policies. Journalism and Mass Communication Department. Feb. 25-26, 2015.

Allam, Rasha. “Countering the Negative Image of Arab Women in the Media: Toward a "Pan Arab Eye" Media Watch Project.” The Middle East Institute. *Policy Brief. No. 15 June 2008. www.mideasti.org*

Allam, Rasha. “Al-Jazeera Channel. How does an Arab Satellite Channel Challenge the World?” *Global Media Journal*-Arabic Edition. Vol. 1, Spring 2005.

Allam, Rasha. “*Al Khorog A’la El Shasha*: Coming out on Screen”. Book Review. *Global Media Journal*-Arabic Edition, Vol.2, Fall 2005.

**Book Chapters (Selected):**

Allam, Rasha (forthcoming). *Media Management in Africa. The Handbook of Media Management & Business.* Rowman & Littlefield Publishers.

Allam, Rasha (forthcoming). *Portrayal of the U.S. Administration in the Egyptian Media. Global Perceptions of the United States: The Trump Effect.* Rowman & Littlefield Publishers

Allam, Rasha (2019). *Entertainment Media Industry in Egypt: Overview, Challenges and Future Performance****.*** *World Entertainment Media: Global, Regional and Local Perspectives. Routledge.*

Allam, Rasha (2016)*. Benchmarking Academic Development and Professional Needs: Journalism Education in Egypt. WJEC, Knight Press.*

Allam, Rasha. (2009). *A framework analysis for the Egyptian Election Media Coverage. Global Media Coverage of the 2009 Presidential Election in Iran*. Rowman & Littlefield Publishers, INC.

**Policy Papers (Selected):**

Egypt’s Broadcast Media Code of Ethics: Navigating Government Views and Professional Needs”. School of GAPP and Public Affairs. Policy Brief Series. 10th Issue, April 2018.

“Egypt’s New Regulatory Media System: Challenges and Opportunities”. School of GAPP and Public Affairs. Policy Brief Series. 4th Issue, February 2017.

“Countering the Negative Image of Arab Women in the Arab Media: Towards a Pan Arab

Eye Media Watch Project.” The Middle East Institute. No 15, June 2008.

**Media Training Programs & Workshops:**

**Winter 2018 - Media Trainer- Media Literacy Workshop:** Ministry of Education and Kamal Adham Center for Journalism and Digital Journalism.

**Summer 2018- Media Trainer-** Media Advocacy and Assertive Communication at the Public Policy Hub Project, implemented by School of Global Affairs and Public Policy.

**Fall 2017- Moderator-** Entrepreneurship Summit. Social Media Influencers. Hurghada.

**Fall 2017 -** Media Advocacy and Assertive Communication at the Public

Policy Hub Project, implemented by School of Global Affairs and Public Policy.

November 25, 2017.

**Fall-2017-** African Journalist Workshop- Internet Management**.** Organized by Supreme Council for Media Regulations, Journalism and Mass Communication Department and The Kamal Adham Center for Television and Digital Journalism and The Department of Journalism and Mass Communication. May 15, 2017.

**Spring 2017- Journalist African Workshop- Internet Management.** Organized by

Supreme Council for Media Regulations, Journalism and Mass Communication

Department and The Kamal Adham Center for Television and Digital Journalism and The

Department of Journalism and Mass Communication. November 28, 2017.

**Spring 2017 – Ahmed Baha’a El Din Training Program**. Organized by The Supreme Council of Media Regulations and the Kamal Adham Center for Television and Digital Journalism. October 31- Nov. 28

**Fall 2016- Presidential Leadership Program.** Designed a two-week course about

“Media and Public Opinion" for the Presidential Leadership Program (PLP) for training

500 youth covering all Egyptian governorates.

**Fall 2016 -** “Government Tools in Dealing with Foreign Media.”FIME seminar (Finnish

Institute in the Middle East).

**Fall 2016 -** CBL (Community Building Learning) Training Course titled “Journalism

Training that combines High Ideals with Hands on Practice.”

**Spring 2015 Editor.** United Nations for Educational, Scientific, and Cultural

Organization (UNESCO). "Media Policies and Freedom of Expression" Conference Proceedings document.

**Fall 2015 - International Referee,** Center of Arab Women for Training and Research. Evaluating best article published and reflected the idea of "Election and Women in the Participation". Annual Competitor on Women development in the Arab Region

**Spring 2014** - UNESCO& Egyptian Development- Media Program (EDMP): media self-regulations.

**Fall 2013 -** Friedrich Naumann Foundation for Liberty& the Ministry of State for Environmental Affairs- Journalistic Skills: News Reporting, Writing and Editing.

**Fall 2011- 2015: Opinion Writer:** AlMasry al Youm Newspaepr; Al Watan Newspaper; Daily News Egypt.

**Fall 2012-2014: Business Developer Consultant-** Al Masry Al Youm Newspaper

**International Reports and Media Toolkits:**

Allam, Rasha (2019). “Development of a Media Code of Conduct for Children and Families in Egypt”. United Nations International Children's Emergency Fund (UNICEF).

Allam, Rasha (2015). "Strategic tools for setting the agenda to promote Gender equality and Women's Rights in the Arab Region." Center of Arab Women for Training and Research (CAWTAR).

Allam, Rasha (2013). "Assessment of Media Development in Egypt." Based on UNESCO's Media Development Indicator. The International Program for the Development of Communication (IPDC). <http://unesdoc.unesco.org/images/0022/002207/220742e.pdf>

Allam, Rasha (2010) The Egyptian Media Assessment Report <http://www.cihrs.org/Images/ArticleFiles/Original/505.pdf>

Allam, Rasha (2007). Media toolkit for local journalists for Arab Forum for Media and

Environmental Development (AFMED).

Euro-Mediterranean Women Foundation. European Institute of the Mediterranean**.** Developed a report titled **"**Social status of Egyptian Women." Fall, 2015.

**Conference Presentations:**

Allam, Rasha . “*News Media Literacy in the Digital Age:  A Measure of Need and Usefulness of a University Curriculum in Egypt.”* The Broadcast Education Association (BEA), held at Nevada, Las Vegas from April 6-9, 2019.

Allam, R. & Medina, M*. “*Questioning Public Service Media: The Egyptian and Spanish Case.” The European Media Management Conference (Emma), Limassol, Cyprus June 9-10, 2019.

Allam, R. & Dinana, H. “The Future of TV and Online Video Platforms:   
A Study on Predictors of Use and Interaction with Content in the Egyptian Evolving Telecomm, Media & Entertainment (TME) Industries.” The European Media Management Conference (Emma), Limassol, Cyprus June 9-10, 2019.

Allam, Rasha. “*Remodeling Egyptian Media Business Models: The Case of the Print Newspapers.”* The Annual International Media Management Academic Association (IMMAA), Stuttgart Media University Campus, Germany, from September 13-15, 2018.

Allam, Rasha. “*The Abuse of the Fake News and the Manipulation of the Public in the Middle East*.” The Broadcast Education Association (BEA), held at Nevada, Las Vegas from April 5-11, 2018.

Allam, Rasha. *“Impact of Digital Media on Political Participation and Knowledge.”* Journalism, Society and Politics in the Digital Media Era Conference. Cyprus University of Technology. September 1-3, 2017.

Allam, Rasha. “*The Impact of the Over the Top (OTT) Television on the Traditional Television Market in Egypt.”* The Arab-U.S. Association for Communication Educators (AUSACE). Oct. 21-24, 2017.

Allam, Rasha. *“Media Regulation Chronological Order”. Media Policies and Freedom of Expression Conference. The American University in Cairo. Egypt, Feb. 25-26, 2015.*

Allam, Rasha. “*Impact of Social media networks on Traditional Media and Regulatory Issues*.” Unlike Us Conference. Cyprus University of Technology. Limassol, Cyprus, Nov. 21-24, 2011.

Allam, Rasha. “*Broadcast Media Reform in Egypt*”. Arab-United States Association for Communication Educators (AUSACE) conference, Egypt, Nov.7-10 2009.

**Invited and Keyote Speaker:**

**Invited Speaker:** Middle East Institute (MEI) at the National University of Singapore (NUS). “The Changing Media Landscape in the Middle East.” September 10, 2019.

**Invited speaker**: High Level Conference of Youth and Employment in North Africa, the International Labor Organization (ILO) “The Role of Media as a Platform for Youth Engagement.”, Geneva, Oct. 26-27

**Keynote Speaker**: Alexandria Media Forum. “Creativity, Media Laws and Social Responsibility.” April 25, 2017.

**Invited Speaker**: Alexandria Swedish Institute. “Can Media Enhance Cross Party Dialogue?” May 1, 2017.

**Associations Membership:**

International Communication Association (ICA)

European Media Management Association (Emma)

Broadcast Education Association (BEA)

World Media Economic and Management Conference (WMEMC)

Arab-U-S Association for Communication Educators (AUSACE).

Euro- Mediterranean Women’s Foundation.

**University Fellowship:** Awarded two university fellowships for two successive semesters (Fall 2002, Spring 2003).

**Honors /Awards:**

**January 2018- Hawaa’ Magazine:** recognized for the Influential Public and Professional Media Role

**April 2017- Cairo University Award:** Being chosen among the Top 10 Influential Egyptian women who have influential public role.

**Spring 2017- Ministry of Education Award:** for participating in community training for Egyptian teachers.

**March 2016- Amwal El-Ghad Award:** Being chosen among Top 50 women in Egypt.

**July 2006- Awarded Merit Certificate**, International Association for Media and Communication Research, IAMCR Conference.

**March 2005: Certificate of Recognition**, The Second International Digital Media Conference, March 2005.

**December 2005: Nominated for the Frank Wisner Award** for best Master Thesis, Journalism and Mass Communication Department, Fall 2005.

**Languages**

Excellent spoken and written Arabic (mother tongue)  • Excellent spoken and written English

**Computer skills**:

Excellent knowledge of windows and Macintosh system, v. good user of Quark Express, power point, Flash Program, Adobe Program.