

Curriculum Vitae

Rasha Allam

Assistant Professor and Associate Chair

Department of Journalism and Mass Communication

School of Global Affairs and Public Policy, The American University in Cairo

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Education:

In Progress

Harvard Business School Online program: Business Analytics, Economics for Managers, and Financial Accounting.

January 2022

PhD, Department of Journalism, School of Mass Communication, Cairo University, Egypt.

Dissertation Title: “Media Ownership and Funding Systems in Egypt in light of Technological Developments, Economic Transformation and Political Changes: Future Study (2020-2030).”

July 2011

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

Dissertation: “An Egypt Based Model for the Use of Regulations and Policies in Independent Television Broadcasting.”

Spring 2007

Master of Philosophy (Mphil), Business Administration, 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.

July 2005 Academic Diploma, Oxford University, United Kingdom and Annenberg School for Communication (Comparative Media Law and Policy).

May 2002 Bachelor of Arts (BA), Journalism and Mass Communication, The American University in Cairo. GPA: 3.65/4.0

Teaching Experience:

Fall 2016 - Present Assistant Professor
Department of Journalism and Mass Communication
School of Global Affairs and Public Policy
The American University in Cairo.
<http://www.aucegypt.edu/Pages/default.aspx>

Courses Taught at the American University in Cairo (2016-present):

JMC 2200 (Introduction to Mass Communication): An introductory survey of the theory, history, structure, and function of mass communication in the Middle East and globally.

JRMC 2201 (Media Writing): Study and practice of basic writing, editing, and reporting techniques used in international media; newsroom practices to develop listening, reading, writing, and editing skills.

JRMC 3312/ 4412 (Multi Journalism Lab: The Caravan): A supervised newsroom experience, where I oversee the Arabic section in terms of reporting, writing, editing, designing, and layout for print and online version of the Caravan.

JMC 420 (Media Management): Management theories and practices as applied to media organizations, unique characteristics of media outlets, various operating philosophies, legal issues, regulations and related topics are covered including programming strategies.

JMC 4482 (Media Convergence Capstone): Explores the intersection of mass communication technologies. Students examine the digital future of media and the impact of media convergence on politics, business, civil, and global society.

JRMC 5202 (Current Issues in Mass Communication): Overview of major issues in mass communication and how they impact audiences and society.

Spring 2005 - Spring 2011: Adjunct Faculty,
Department of Journalism and Mass Communication,
The American University in Cairo.

Spring 2012- Spring 2015: Affiliate Professor,
Department of Journalism and Mass Communication,
The American University in Cairo.

Courses Taught at the American University in Cairo (2005-2015):

JRMC 2200 (Introduction to Mass Communication): An introductory survey of the theory, history, structure, and function of mass communication in the Middle East and globally.

JRMC 2201 (Media Writing): Study and practice of basic writing, editing, and reporting techniques used in international media; newsroom practices to develop listening, reading, writing and editing skills.

JRMC 3312/ 4412 (Multi JRNL Lab: Caravan (student newspaper): A supervised newsroom experience, where I oversaw the Arabic section in terms of reporting, writing, editing, designing, and layout for print and online version of the Caravan

JMC 420 (Media Management): Management theories and practices as applied to media organization, unique characteristics of media outlets, various operating philosophies, legal issues, regulations and related topics are covered including programming strategies.

Spring 2005- 2008 Adjunct Faculty
Journalism and Mass Communication Department,
Modern Science and Arts University (MSA).

Spring 2011- 2015: Visiting Assistant Professor,
Journalism and Mass Communication Department,
Modern Science and Arts University (MSA).

Courses Taught at the Modern Sciences and Arts University (2005-2015):

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 practice of TV and radio news reporting and writing.

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

JMC 303 (Mass Media Research): Teaching the different research methodologies of the mass communication field and the different procedures of applying research.

JMC 402 (International Communication): Getting the students acquainted with global communication systems and theory in relation to national and international development.

Publications:

Articles in Peer-Reviewed Journals:

Allam, R. & El-Gody, A. (2021). Diffusion of Development Journalism Inside Egyptian Newsrooms. *The International Journal of Press/Politics*. Online First.
<https://doi.org/10.1177%2F19401612211040026>

Allam, R. & Hollifield, A. (2021). Factors Influencing the Use of Journalism Analytics as a Management Tool in Egyptian News Organizations. *Journalism Practice*,
<https://doi.org/10.1080/17512786.2021.1927803>

Allam, R. (2021). From Flabby to Fit: Restructuring the Public Broadcasting System in Egypt. *Global Media and Communication*, 17:3, 297-320,
<https://doi.org/10.1177%2F17427665211023978>.

Allam, R. and Dinana, H. (2021). 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 *SAGE Open*. Online First.

<https://doi.org/10.1177%2F21582440211040804>

Allam, R. & Chan-Olmsted, S. (2020). The development of video streaming industry in Egypt: examining its market environment and business model. *Journal of Media Business Studies*, <https://doi.org/10.1080/16522354.2020.1853436>.

Allam, R. and El-Ghetany, S. (2020). Journalism and Media Education in Times of Conflict: Three Cases from the Arab Region. *Arab Media and Society* (29), 43-54.

<https://www.arabmediasociety.com/journalism-and-media-education-in-times-of-conflict-three-cases-from-the-arab-region/>

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

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

Published Articles (non-refereed):

Allam, R. Precedented History: Arab Media Coverage of the Israeli -UAE- Bahrain Normalization Agreement. *Arab Media and Society*, September 26, 2020.

<https://www.arabmediasociety.com/precedented-history-arab-media-coverage-of-the-israeli-uae-bahrain-normalization-agreement> (online).

Allam, R. *AlSahafa AlBona'eiah Athina' ALAzamat*. "Constructive Journalism during Crisis." *Arab Media and Society*, April, 2018. www.arabmediasociety.com (Online).

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

Allam, R. *Al Khorog A'la El Shasha*. "Coming out on Screen". Book Review. *Global Media Journal-Arabic Edition*, Vol.2, Fall 2005.

Books:

Allam, R. (2020). *Al-Seyasat Al-Monazema Lel'lam*. "Policies Regulating Media in the Middle East." Dar Nahdet Masr Press. (in Arabic)

Book Chapters:

Allam, R. (2021). Media Management in Africa. In Meghan M. and Tang, T. (eds). *The Handbook of Media Management & Business (191-207)*. United Kingdom: Rowman & Littlefield Publishers.

Allam, R. (2021). Portrayal of the U.S. Administration in the Egyptian Media. In Y. Kamalipour. (editor). *Global Perceptions of the United States: The Trump Effect*. United Kingdom: Rowman & Littlefield Publishers.

Allam, R. and El-Ghetany, S. News Media Literacy in the Digital Age: A Measure of Need and Usefulness of a University Curriculum in Egypt. In W. Christ and B. De Abreu (Eds.) *Media literacy in a Disruptive Media Environment (175-193)*. New York: Routledge.

Allam, Rasha (2019). Entertainment Media Industry in Egypt: Overview, Challenges and Future Performance. In P. Sigismondi (Ed). *World Entertainment Media: Global, Regional and Local Perspectives (124-134)*. <https://doi.org/10.4324/9781315106298> New York: Routledge.

Allam, R. and Amin, H. (2016). Benchmarking Academic Development and Professional Needs: Journalism Education in Egypt. In R. Goodman and E. Steyn (Eds.) *Global Journalism Education In the 21st Century: Challenges and Innovations (91-112)*. WJEC. Texas: Knight Press.

Allam, R. (2009). A Framework analysis for the Egyptian Election Media Coverage. In Y. Kamalipour (Ed). *Global Media Coverage of the 2009 Presidential Election in Iran (63-70)*. United Kingdom: Rowman & Littlefield Publishers, INC.

Policy Briefs:

Allam, R. (2018). 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.

Allam, R. (2017). Egypt's New Regulatory Media System: Challenges and Opportunities. School of GAPP and Public Affairs. Policy Brief Series. 4th Issue, February 2017.

Allam, R. (2008). 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

Local/International Reports:

Allam, R. (2018). "Media Landscape- Egypt- Experts Analysis of the state of media." European Journalism Center. <https://medialandscapes.org/country/egypt>.

Allam, R. (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).

Mendel, T. Abdel Aziz, Y., Allam, R. Al-Zahraa, F. and Mahmoud, H. (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>.

Supervisor (2018-2019). The "Development of a Media Code of Conduct for Children and Families in Egypt". United Nations International Children's Emergency Fund (UNICEF).

Editor (2015). United Nations for Educational, Scientific, and Cultural Organization (UNESCO). "Media Policies and Freedom of Expression" Conference Proceedings document.

Allam, R. (2015). Euro-Mediterranean Women Foundation. European Institute of the Mediterranean. Developed a report titled "Social status of Egyptian Women.

Allam, R. (2010) The Egyptian Media Assessment Report. Cairo Institute for Human Rights Studies.

Media Toolkits:

Allam, R.; Selim, M. and El-Nawawy M. (2007) (Researchers). Media toolkit for local journalists for Arab Forum for Media and Environmental Development. Prepared and Directed by Hussein Amin and Hassan Ragab (AFMED).

Editorial Articles in English:

Allam, R. (2010, October 26). Media Content Regulations: A guidance framework. Daily News Egypt. <https://dailynewsegypt.com/2010/10/26/media-content-regulations-a-guidance-framework/>

Allam, R. (2008, February, 11). New Approach to media content regulation. Daily News Egypt. <https://dailynewsegypt.com/2008/02/11/new-approach-to-media-content-regulation/>

Allam, R. (2008, January 27). Towards real media independence. Daily News Egypt. <https://dailynewsegypt.com/2008/01/27/towards-real-media-independence/>

Allam, R. (2008, February 19). Satellite TV Content Regulation: One Step Forward. <https://dailynewsegypt.com/2008/02/19/satellite-tv-content-regulation-one-step-forward/>

Allam, R. (2008, January 13). Egypt's Media Bureaucracy. <https://dailynewsegypt.com/2008/01/13/egypts-media-bureaucracy/>

Editorial Articles in Arabic:

Allam, R. (2015, May 28). Fox and the Satellite Stations. *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/editor/details/718?page=1&type=1>

Allam, R. (2015, May 13). Maspero and National Security. (Editorial). *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/731945>

Allam, R. (2015, May 28). The Minister is Live on Air. (Editorial). *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/743342>

Allam, R. (2015, March, 9). Laky ya Masr al-salam. "Peace upon Egypt." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/675359>

Allam, R. (2015, March 17). Masr al-mostakbal. "Egypt is the Future." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/682568>

Allam, R. (2015, February 14). Al-estethmar Sharkan. "Investment is directed towards the East." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/657147>

Allam, R. (2015, February 1). Harb al'alam ala al erhab. "Media War on Terrorism." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/647643>

Allam, R. (2015, January 21). Zaman Masr. "Egypt's Time." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/636375>

Allam, R. (2015, January 11). Al-Maw'eza Al-Hasana. "The Good Advice." *Al-Masry Al-Youm Newspaper* <https://www.almasryalyoum.com/news/details/627231>

Allam, R. (2014, December, 28). Masr mobasher. "Direct from Egypt." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/613115>

Allam, R. (2014, December, 23). Derous men ard el Fayrouz. Lessons from the Sinai Land. *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/609661>

Allam, R. (2014, December, 7). Masr Aseya. "Egypt the Rebellious." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/595197>

Allam, R. (2014, November, 17). Aan e'lam el'antell wa al-tanmeya. "The Destructive and Development Media." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/574860>

Allam, R. (2014, November 8). Seket elsalama. "Safe Trip." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/567596>

Allam, R. (2014, October 26). Masr Khaleya men el Ebola. “Egypt is Ebola FREE.” *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/555839>

Allam, R. (2014, October 12). Selfie-El-Haj. “The Pilgrimage Selfie.” *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/542119>

Allam, R. (2014, September 30). Al’elam Almasry fi Al-Umam al-motaheda: Ma laho w Ma alieh. “The Egyptian Media in the UN: Gains and Limitations.” *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/535560>

Allam, R. (2014, September 17). Al-raqesa wa Som’et Masr. “The Belly Dancer and Egypt Reputation.” *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/525836>

Allam, R. (2014, September 1). MinaWood: Hollywood Al-sharq. “MinaWood: the Eastern Hollywood.” *Al-Masry Al-Youm Newspaper*
<https://www.almasryalyoum.com/news/details/514334>

Allam, R. (2014, August 30). Kaif Yomken Lel’lam an yosaa’d al-dawla. “How could the media assist the State?” *Al-Masry Al-Youm Newspaper*
<https://www.almasryalyoum.com/news/details/512352>

Allam, R. (2014, August 19). Al-Mowfawdeya w soret Daa’sh wa al’islam. “The Commission and the Image of ISIS and Islam.” *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/504980>

Allam, R. (2014, August 03). Kolo be’esm el horeya. “Under the Name of Freedom.” *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/493563>

Allam, R. (2014, July 20). Khaybat Amal. “Disapponitment.” *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/486482>

Allam, R. (2014, July 16). Al’okda fi almethaq. “The Media Code of Ethics Crisis.” *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/483668>

Allam, R. (2014, July 3). Algaza'er to'eed ketabet al tarrikh. "Algeria is Re-writing History." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/475602>

Allam, R. (2014, June 23). Wezarat al'elam. "The Ministry of Information." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/469513>

Allam, R. (2014, June 13). Al-Khorog alaa elshasha. "Broadcast on Screen." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/463590>

Allam, R. (2014, May 27). Kosor ale'lam Almasry. "The Egyptian Media Failure." *Al-Masry Al-Youm Newspaper*. *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/454302>

Allam, R. (2014, May 15). E'leno an enheyazakom. "State Your Bias." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/446703>

Allam, R. (2014, April 27). Soft Porn. "Soft Porn." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/436486>

Allam, R. (2014, April 14). Al-Sahafa Al-Alkhlakeya. "Ethical Journalism." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/429022>.

Allam, R. (2014, March 21). Eid El Um- Aam Bekmalaho. "Mother's Day- is a Whole Year Long." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/414631>

Allam, R. (2014, March 8). Al-Haikal Al-aagouz. "The Old Hulk." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/407173>

Allam, R. (2014, February 26). Al-motagara Al-e'lameya b-elatfal. "Media Trafficking of Children." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/401094>

Allam, R. (2014, February 17). Alwaa'i badal men el fazaa'. "Increasing Awareness is better than Spreading Fear." *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/395430>

Allam, R. (2014, February 3). Ele'lam Sanaa. "The Media is a Profession." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/387947>

Allam, R. (2014, January 19). Ma-baad Al-estefaa'. "Beyond the Referendum." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/378139>

Allam, R. (2014, January 9). Darorat Tahawol el-ealam el-masry. "The Necessity of Media Transformation in Egypt." *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/373272>

Allam, R. (2013, December 31). FIFA w haq al moshahada. "The FIFA and the Right to Watch." *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/369300>

Allam, R. (2013, November 8). Bena elakhlaa. "Maintaining Ethics." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/343195>

Allam, R. (2013, October 18). Esfafa maa' sabq al esrar. "Premeditated Indecency." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/342753>

Allam, R. (2013, October 12). Wa yazal alwatan aghla. "And the Homeland remains the most precious." *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/342641>

Allam, R. (2013, October 1). Men agl destour yadman esteklal elea'lam. "For a Constitution that Protects Media Independency." *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/342422>

Allam, R. (2013, September 17). Azmet Maspero w el BBC. "Maspero Crisis and the BBC." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/201822>

Allam, R. (2013, September 4). Yaani eih horeya mas'ola? "What does Responsible Freedom Mean?" *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/199968>

Allam, R. (2013, August 21). Masr wa al-jazeera America. "Egypt and Al-Jazeera America." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/199577>

Allam, R. (2013, August 6). Shaheed taht el talab. "A martyr at your service." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/199131>

Allam, R. (2013, July 20). Methaq al sharf al e'lami (3-3). "The Media Code of Ethics." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/198506>

Allam, R. (2013, July 12). Methaq al sharf al e'lami (3-2). "The Media Code of Ethics." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/50267>

Allam, R. (2013, July 6). Methaq al sharf al e'lami (3-1). "The Media Code of Ethics." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/50104>

Allam, R. (2013, June 28). Shabah ele'lam. "The Media Ghoast." *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/49941>

Allam, R. (2013, June 21). Mata sayoghlaq Maspero. "When will Maspero be Closed?" *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/49645>

Allam, R. (2013, June 12). Mobarah ealameya Sakhena. "A Hot Media Match." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/49364>

Allam, R. (2013, June 5). Aayez tezeea oul zeeaa. "If you want to go live, say it." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/197667>

Allam, R. (2013, May 18). Almara' al mahzoma ealameyan. "The Media Defeated Woman." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/197177>

Allam, R. (2013, May 8). *Maspero Halemam*. "Maspero Daydreaming." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/196892>

Allam, R. (2013, April 30). Ealanat Modalela wa bazee'a. "Deceptive and Indecent Advertisements." *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/196644>

Allam, R. (2013, April 22). Maza law taghayer wazeer al eaalam. "What if the Minister of Information got replaced?" *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/196395>

Allam, R. (2013, April 8). Moshkelet Haye't alestethmar fi horeyat el eaalam. "The Crisis of the Investment Authority in Media Freedom." *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/195928>

Allam, R. (2013, March 30). Alhaq fi elmaarefa. "The Right to Know." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/195668>

Allam, R. (2013, March 19). Kawaneen Haye't alestethmar al-radeaa leleaalam. "Investment Authority Deterrent Media Laws." *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/195258>

Allam, R. (2013, March 11). Alhal lays fi elhagb. "Blocking is not a Solution." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/195019>

Allam, R. (2013, March 5). Aleaalam alfased. "The Corrupted Media." *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/194788>

Allam, R. (2012, February 20). Mostakbal alealam baad al thawra. "The Future of Media after the Revoution." *Al-Masry Al-Youm Newspaper*.
<https://www.almasryalyoum.com/news/details/53043>

Allam, R. (2012, February 9). Aleaalam ma bayn altaheed wa altaateem. “The Media between Incitmeemt and Misinformation.” *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/218225>

Allam, R. (2012, January 20). Tatheer aleaalam al masry: wazeer alealam, almelkeya wa almesdakeya. “Purging the Egyptian media (Minister of Information, , and Credibility). *Al-Masry Al-Youm Newspaper*. <https://www.almasryalyoum.com/news/details/217570>

Allam, R. (2011, March 21). Nahw ealam masry hur wa mostakel. “Towards a Free and Independent Egyptian Media System.” *Al-Masry Al-Youm Newspaper*.

<https://www.almasryalyoum.com/news/details/205197>

Media Appearances (selected):

(2020, September 13). Sabahak Masry. “An Egyptian Morning” by A. Hisham. MBC Masr regional Satellite channel. <https://www.youtube.com/watch?v=yxz9uhMZgWc>

(2020, November 21). Kawaleb ealamaya gadeeda to’ather ala anmat alestehlak. “New Media Formats will Impact the Audiences Consumption Behavior” by T. Mostafa. Al-mal News Website. <https://almalnews.com/ارشا-علام-قوالب-إعلامية-جديدة-ستؤثر-على/>

(2020, Feburary 3). Akher el Nahar. “The Evening Progarm” by A.E. Dalia. Al Nahar TV satellite channel. <https://www.youtube.com/watch?v=lmEz7QbgLrg>

(2018, August 20). The Globe-Trotting Show Bringing Science and Tech to Arab TV by H. Mejs. Weird Magazine. <https://www.wired.com/story/4tech/>

(2013, November 8). Momken. “It is Possible.” R. Khairy” by R. Khairy. CBC TV satellite station. <https://www.youtube.com/watch?v=fxHQFToDeEs>

Referee/Discussant:

Spring 2021 **Referee/Judge:** 14th International Rounds of Monroe E. Price Media Law Moot Court Competition. A joint program between the Faculty of Law at the University of Oxford and the Bonavero Institute of Human Rights April 14, 2021 (Virtual).

Summer 2021 **Referee/Jury:** American Culture Center- Digital Skills Camp- August 1-12 (Virtual).

Fall 2020 **Referee:** Best Television TV Report Production- Ealam.com Competition. Cairo, Egypt.

Summer 2020 **Discussant:** Media Representations of Law and Justice: Middle Eastern Perspectives. The Arab-German Young Academy of Sciences and Humanities (AGYA). August 20, 2020 (Virtual).

Fall 2015 **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.

Conference & Forum Moderator/Organizer /Chairperson:

Summer 2021 Chairperson – Communicating Science during Crisis. Advancing Science Communication in Challenging Times. Third Arab Science Journalism Forum. The American University in Cairo. June 27. Online Webinar.

Fall 2020 **Moderator** – Thinking About Disinformation Disorder: Formats of Misinformation and Mal-information. Organized by: UNESOC, Regional Bureau for Sciences in the Arab States, School of Global Affairs and Public Policy, The American University in Cairo and the World Health Organization. September Online Webinar.

Summer 2019 Chair – Media Entrepreneurship session, European Media Management

Association (Emma) annual conference which took place in Cyprus.

Fall 2019 **Moderator** – Science Journalism Across Cultures. Journalistic Practice in the Arab World and Germany. Science Meets Journalism-Multidisciplinary Perspectives Forum. Goethe Institute and the DAAD. October 12. Cairo. Egypt.

Fall 2019 **Organizer** - Digital Chessboard Media Forum - School of Global Affairs and Public Policy (GAPP) Centennial Media Forum. March, 10. The American University in Cairo, Egypt.

Spring 2019 **Moderator** – Media Ethics in the Digital Era. School of Global Affairs and Public Policy (GAPP) Centennial Media Forum. The Digital Chessboard. March, 10. The American University in Cairo, Egypt.

Fall 2018 **Moderator** – Media and Youth Symposium- Kamal Adham Center for Television and Digital Journalism, School of Global Affairs and Public Policy (GAPP) - The American University in Cairo. Sept. 15. Cairo, Egypt.

Fall 2017 **Moderator** – Entrepreneurship Summit. Social Media Influencers. International Labor Organization (ILO). November 16. Hurgada.

Fall 2016 - Fall 2018 – Organizer- Media Coverage: Monthly Youth Conference:

Sharm El Sheikh (December 10-11, 2016); Cairo governorate (December 9-10, 2017); Ismailia governorate (April 25-27, 2017); Alexandria governorate (July 24-26, 2017); Aswan governorate (January 26-28, 2018).

Administrative Responsibilities:

2017- Present **Associate Chair: Department of Journalism and Mass Communication, School of Global Affairs and Public Policy (GAPP), the American University in Cairo** - Work closely with the chair in performing academic and administrative responsibilities, such as:

- Building strong networks to enrich students' learning experience in practical environments, 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 output to lead the region in the area of research.
- Re-designing a graduate program that is appealing for applicants and attractive to a diverse student body.
- Upgrading the three JRMC majors: MMJ, CMA, IMC undergraduate programs to adapt to future requirements of the local and international job markets.
- Forming special tasks to work on the assessment and the accreditation of the JRMC department.

Summer 2021-Present: Member- Kamal Adham Center Steering Committee

Spring 2021 - Present Chair – Ad hoc Committee, Multi-Media Journalism Reviewing Program- JRMC Department.

Spring 2019- Present: Senator at Large- School of Global Affairs and Public Policy (GAPP).

Fall 2020 - Present Member – Student Affairs Committee – AUC Senate.

Fall 2019 - Present Member- Academic and Research Affairs Committee (ARAC)-School of Global Affairs and Public Policy (GAPP) School.

Fall 2018- present Member - Graduate applicants interviewing committee – Kamal Adham Center for Television and Digital Journalism-GAPP.

Fall 2017 - Present Chair – Students Affairs Committee – JMRC Department

Fall 2017 - Present Communication and Media Arts (CMA) major coordinator

Fall 2018-2019 Member- Youssef Jameel Fellowship Interviewing Committee- GAPP.

Fall 2019 - Spring 2019 Member – Academic Affairs Committee

Fall 2018 - Spring 2020 Member – Task Force Committee for Curriculum Review

Spring 2017- Fall 2019 Chair of Undergraduate Committee.

Fall 2016 - Spring 2017 Chair – Academic Affairs Committee

Professional Experience:

- Fall 2015 - 2019** **Consultant (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 execute quick plans; Prepare all material for the spokesperson for any public address; Monitors local, regional and international media, including the Internet.
- Fall 2016 - 2018** **Consultant: Presidential Leadership Program.** Designed a two-week course on "Media and Public Opinion" for the Presidential Leadership Program (PLP) training 500 youth covering all Egyptian governorates.
- Fall 2012 - 2016:** **Media Business Development Consultant** – *Al-Masry Al-Youm* News Organization.
- Spring 2012 - 2014** **Opinion Writer:** International Business Associates
- Fall 2011 - 2016** **Opinion Writer:** *Al-Masry Al-Youm* Newspaper; *Al-Watan* Newspaper; *Daily News Egypt*.

Professional Development Courses:

- Fall 2020** **Online Course Design** - Center for Learning & Teaching - The American University in Cairo
- Fall 2019** **Women and Leadership Program (WLP)** conducted by the Singapore Management University from 11 to 13 September 2019 in Singapore.
- Spring 2019** **Program of Strengthening the leadership capabilities of the Distinguished.** Administrative Control Authority - Egypt.
- Summer 2018** **First HPI-AUC - Design Thinking Bootcamp** - Center for Learning & Teaching - The American University in Cairo

Fall 2017 **Blended Learning Workshop** - Center for Learning & Teaching -
The American University in Cairo

Fall 2016 **Course Design Track** - Center for Learning & Teaching - The
American University in Cairo

Grants:

Fall 2019 - 2020 **Principal Investigator** - Bartlett Fund for critical challenges

Fall 2019 - 2021 **Co-Principal Investigator:** Egypt COVID 19 - Media Relief and
Support Fund. Facebook Journalism Project.

Fall 2018 - Spring 2019 **Co-Principal Investigator:** Development of a Media Code of
Conduct for Children and Families in Egypt. United Nations
Children’s Fund (UNICEF-EG) and the American University in
Cairo.

Spring 2017 **Conference Grant** - Broadcast Education Association (BEA)

Spring 2018 **Conference Grant** - Broadcast Education Association (BEA)

Journal Editorial Board:

January 2020 - Present *Journalism Practice* (Q1 journal).

January 2021 - Present *Arab Media and Society* (Q2 journal).

Media Training Programs & Workshops:

Winter 2020 **Media Trainer - Effective Communication and Policy Advocacy** – GAPP
Executive Education at the American University in Cairo (AUC) in
cooperation with the Information Decision Support Center (IDSC).

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 Media Trainer - 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 Media Trainer - 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 Media Trainer - 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 Media Trainer - 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. Oct. 31 - Nov. 28

Fall 2016 Media Trainer - Government Tools in Dealing with Foreign Media. FIME Seminar (Finnish Institute in the Middle East).

Fall 2016 Media Trainer - CBL (Community Building Learning) Training Course titled "Journalism Training that combines High Ideals with Hands on Practice."

Spring 2014 **Media Trainer - UNESCO & Egyptian Development- Media Program (EDMP):** media self-regulations. Provide training to more than 30 journalists in the main state owned and private news organizations.

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

Fall 2007 **International Media Trainer - Media Law and Policy Institute,** Jordan Media Strengthening Program, University of Pennsylvania and IREX.

Conference Presentations:

Allam, R. (2021, August 4-7). *Configuring the usage of audience analytics on journalism practices inside Egyptian Newsrooms.* Association for Education in Journalism and Mass Communication (AEJMC). Virtual.

Allam, R. (2021, May 27-32). *The Egyptian Media Governance Framework: Gains and Limitations.* In International Communication Association (ICA) conference. Virtual.

Allam, R. (2021, April 10-14). *Fiber Optics and the Development of Online Media Streaming Platforms in Egypt.* In the Broadcast Education Association (BEA), Virtual.

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

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

Allam, R. & Dinana, H. (2019, June 9-10). *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.* In the European Media Management Conference (Emma), Limassol, Cyprus.

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

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

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

Allam, R. (2017, October 21-24). *The Impact of the Over the Top (OTT) Television on the Traditional Television Market in Egypt*. In the Arab-U.S. Association for Communication Educators (AUSACE), The American University in Cairo, Cairo, Egypt.

Allam, Rasha. (2016, November 21-24). *Impact of Social media networks on Traditional Media and Regulatory Issues*. In Unlike Us Conference. Cyprus University of Technology. Limassol, Cyprus.

Allam, Rasha. (2015, February 25-26). *Media Regulation Chronological Order*. In Media Policies and Freedom of Expression Conference. The American University in Cairo. Egypt.

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

Invited / Keynote Speaker:

Invited Speaker: Inspiring Models: News Organizations Successful Models in the Digital Era. The Future of Media Conference. The Ministry State of Information. Cairo, Egypt. November 21, 2020.

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

Keynote Speaker: The 6th Annual Conference for Transformation in Media (ACT).
Modern Sciences and Arts University. “Safety Usage of Digital Media-
Ethics and Regulations”, September 2020.

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

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, 2016.

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

Reviewer:

Journalism and Mass Communication Quarterly

International Journal of Communication

Journalism Practice

International Journal on Media Management

Feminist Media Studies.

New Media and Society

Arab Media and Society

Associations Membership:

Association for Education in Journalism and Mass Communication (AEJMC)

International Communication Association (ICA)

European Media Management Association (Emma)

Broadcast Education Association (BEA)

World Media Economic and Management Conference (WMEMC)

Arab-US Association for Communication Educators (AUSACE).

Euro-Mediterranean Women’s Foundation.

Honors/Awards/ Grants:

Fall 2020 **Award of Recognition.** Modern Sciences and Arts University, The 6th Annual Conference for Transformation in Media.

Fall 2019 **Faculty Outstanding Research Award.** School of Global Affairs and Public Policy (GAPP).

Fall 2018 **Award of Recognition:** Banha University for Influential Professional Role.

January 2018 **Hawaa' Magazine (Women 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 (Business Magazine):** 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.

List of Theses and Student Projects Supervised:

- Master Thesis Supervision:

Spring 2021 Manatalah Ahmed Refaat Soliman “*Framing of Female Leading Role in Drama Series on Video Streaming Platforms.*” Journalism and Mass Communication Department.

Spring 2020 Hany Mehany Mohamed “*History, Development, and the Future Impact of Egypt's Soft Power in Africa: Broadcasting Media Approach*” Master of Public Policy. Spring 2020.

Fall 2018 Ghada El Masrafy “*Public Service Announcements Role in National Development: A Content Analysis Study.*” Journalism and Mass Communication Department.

Spring 2018 Noha El Tawil “*Framing of Egypt’s National Crises on Online Egyptian Publications and Social Media.*” Journalism and Mass Communication Department.

Fall 2017 Engy Azzam: “*Media Framing of the Egyptian Monetary Policy in Domestic News Websites.*” Public Policy and Administration Department.

Spring 2017 Nouran Khalil “*Dabiq: A study of the usage of terrorist-produced publications in Framing and Selective Moral Disengagement.*” Journalism and Mass Communication Department.

- PhD Examiner:

Spring 2017 Usma Seoudi, “*A proposed Model for Marketing Sports Tourism in the Republic of Egypt.*” Spring 2017, Banha University, Faculty of Physical Education, Department of Sports Management and Promotion.

- **Master Thesis Examiner:**

- Spring 2020** Basma Mostafa Taha Mahmoud “*Where are all the women? A Cross-Cultural Study of the Representation of Women in Online News in Sweden, the US, and Egypt.*”
- Fall 2019** Alia Hazem El-Mohandes “*Impact of Gender, Socioeconomic Class and Product Involvement on the Portrayal of Women in Egyptian TV Commercials.*”
- Summer 2018** Maha Nagy “*Advancing the Egyptian Public Broadcaster To Compete in Digital Era.*”
- Spring 2018** Esraa Fayez Mohamed “*The Role of News Media in Framing Anti-Coptic Attacks and Muslim-Coptic Relations in Egypt: A Frame Analysis.*”
- Spring 2017** Farida Temraz “*Effect of Social Media on Brand Equity: Application to Luxury Brands.*”
- Spring 2017** Mona Naguib “*The Perceived Professionalism and Credibility of Citizen Journalism in Egypt.*”
- Spring 2017** Salma El-Ghetany “*The Challenges and the Policies of Media Literacy Programs in Egyptian Schools.*”
- Spring 2017** Nouran Abu Bakr “*Objectification of Women in the New Shaaby Song.*”
- Fall 2017** Mona Rady “*Food and Beverages Advertising Viewed by Egyptian Children.*”
- Fall 2017** Nashwa El Degheidy “*Social Media References in Egyptian Newspapers: The Use of Facebook, Twitter, YouTube, and WhatsApp in Al-Ahram, Al-Masry Al-Youm and Al-Wafd Newspapers.*”

- Fall 2017** Arpi Khatcherian “*The Images of Alcohol and Abstinence in Egyptian Films: A content Analysis.*”
- Fall 2017** Reem Fathy “*Publication Ban Orders and News Production in the Egyptian Press.*”
- Fall 2016** Sherihan El Ghazaly “*The Impact of Citizen Journalism as Social Network Practice on the Egyptian Youth.*”