



Mervat Abou Oaf

Mobile: +2 01229933330

Email: tito_ao@aucegypt.edu

Address: Office P041, Jameel Building, AUC New Cairo

LinkedIn: <https://www.linkedin.com/in/mervat-abou-oaf/>

Website: <http://mervatabouoaf.com>

- 2023 -

Dr. Mervat Abou Oaf a pracademic; an academic and professional media expert and educator with twenty-eight years of solid practice and teaching experience; her teaching domain covers a wide range of media disciplines, and has created a niche in media law, regulation, and digital media literacy and awareness. She received her doctoral degree with “Excellence” from the University Autnoma of Barcelona (UAB), Spain, dubbed: *“Building a Competent Regulatory Model for the Development of an Egalitarian Film Industry in Egypt (2005-2015).”*

Abou Oaf has acquired extended expertise in the academic, professional, and administrative spheres of academia and has been extensively involved in student affairs, policies, and co-curricular activities since 1995.

Academic and Professional Credentials:

1995- Present: A pracademic; an academic and professional educator

1995-2003: English Language Lecturer at the English Studies Division (ESD) at The American University in Cairo (AUC)

2001-Present: Member of the National Council for Women (Media Department- Foreign Affairs Sector Department).

2003-2006: Adjunct Faculty Member at AUC/ JRMC Department

2006-Present: The American University in Cairo Fulltime Faculty Member at the JRMC Department (Lecturer, Associate Professor of Practice, Full Professor of Practice)

2006-2014: Editor-in-Chief ‘AdLife’ Classified Marketing Magazine (AR Publication)

2006-2012: Foreign Press Conferences Coordinator and Moderator for the Cairo International Film Festival.

2008- Present: Media Legislation, Regulation, and Policy program designer and presenter.

2010-Present: Foreign Press Association (FPA) Active Member in Egypt.

2011-2014: Chair of the Journalism and Mass Communication Department at the School of Global Affairs and Public Policy of The American University in Cairo (AUC).

2014-2015: External Review Team (ERT) Member for Accreditation Renewal of Mass Communication Graduate/Undergraduate Programs [University of Sharjah (UoS), UAE]

2016-Present: National Training Academy for the Presidential Leadership Programs (Executive and African) Member, Trainer, Curricula/Course Designer, Programs Accreditation Committee Member, and Applicant Interviewer.

2016-Present: Chamber of Cinema Industry Federation (CCI) Consultant.

2017- Present: Board of Trustees Member, and Media Consultant of "The AWLADNA" Foundation for the Disabled under the Ministry of Solidarity.

2017-2020: Global Academic Foundation Educational Institution Academic and Professional Consultant.

2017-2018: Knowledge Hub Educational Institution Academic Consultant

2018-Present: Peace Ambassador for Arts and Culture from the Egyptian Center for World Peace and UN Human Rights.

2020-Present: Digital Media Literacy and Awareness program and course designer and presenter.

2021- Present: Academic Consultant for the Cairo International Film Festival (CIFF) the only accredited film festival in the middle east by the FIAPF.

2021-2022: Consultant, Trainer, and Content Creator for the TV Broadcaster Segment of "Al-DOME," the Egyptian National Contest Programming of the "United Media Services and Media Hub."

2022-Present: Consultant for the Chandigarh University(CU), India "International Faculty Development Program" (IFDP) of the Media Studies Department BA and MA Academic and professional programs.

2022-Present: Board Member for Chandigarh University JMC Media Studies, India

2022-Present: Benchmark Education Academy and Tatweer, Course Designer and Masterclasses Conductor and Content Creator for technology-based education

2022- Present: Member of the Ministry of Culture's 'Supreme Festivals' Association' of the Film Syndicate.

2022-Present: CCI representative at the "Businesswomen Association" of the Federation of Egyptian Industries.

2022: Media Consultant and Trainer for the TV Broadcaster Segment at the United Media Services and Media Hub "Al-DOME."

2022-Present: Board of Trustee Member and Consultant for the 'Womenovation' Foundation under the Ministry of Solidarity.

2023- Present: Member of the Minister of Culture's Supreme Scientific Committee for conducting the Cultural Observatory Studies in Egypt.

2023-Present: Accredited Peace Trainer and Content Designer (schools/universities) imparting peace and tolerance culture worldwide by the World Peace Organization HWPL.

2022-Present: Participant in Egypt's National Dialogue for its 'Community Talks Folder' considering Youth and Cultural Dimensions to consolidate the identity and affiliation of Egyptian youth.

Academic Skills:

- Received her Ph.D. doctoral degree from the University Autònoma of Barcelona (UAB), Spain at the headquarters of the Mentor International Association for Media Education, under the supervision of Professor Jose Manuel Tornero, Head of Communication Department in UAB; Abou Oaf received her doctoral degree “Building a Competent Regulatory Model for the Development of an Egalitarian Film Industry in Egypt (2005-2015)” with “Excellent” qualification, from UAB in the legislative, regulatory concentration on the Egyptian film industry (2016/2017).
- MPhil of Business Administration DBA Program of Maastricht School of Management MsM Outreach Program, following Media Management sector, for MPhil degree (incomplete).
- Conducted her Master’s Degree (MA) thesis in Mass Media, in the graduate program at AUC, with a thesis required for the doctoral dissertation (Ph.D.).
- Received Master’s Degree (MA) in Mass Communication / TV Journalism in 2001/2002, in JRMC department at AUC, in Broadcast and Print Media; titled “Egyptian Media Production City (EMPC): Prospects and Future Concerns (A Case Study)”
- Covered the Comprehensive Exam at AUC, required for the thesis as an initial step towards applying for a doctorate in Mass Communication and Journalism.
- Received the Royal Society of Arts and Cambridge University certificate; jointly awarded by "Overseas Teachers of English" (RSA/COTE) for teaching English Language at ESD, AUC in September 1996.
- Received the pre-service Training Course for Teachers of English as a Foreign Language for Adults (PCTEFLA) at the ESD/AUC in February 1995.
- Received a training program for Testing and Evaluation in Language Teaching at ESD/AUC.
- Received BA in 1988 from the American University in Cairo (AUC) majoring in Social Sciences/Sociology.
- Received High School diploma (Thanaweya Amma) from Port-Said School, Cairo, Egypt.

Professional Skills:

Teaching Skills:

- Outstanding teaching skills since 1995
- On the honor roll leading status since 1995
- Excellent Class Management
- Excellent Time Management
- Excellent Communication Management

Academic Skills:

- Content Designer
- Curricula Designer
- Course Designer
- Train the Trainer (ToT) Expert

Professional Skills:

- Outstanding Communication Skills
- Outstanding Presentation Skills
- Outstanding Negotiation Skills
- Outstanding Mentorship Skills
- Outstanding Capabilities in Conveying, Communicating, and Transferring Information
- Outstanding Mediating Interactions, Leading Controversial Discussions, and Deliberations, and Conveying and Passing on Data, Ideas, and Views.

Mentorship Proficiency:

- AUC Life Mentorship Program Founding Committee Member
- Peer Reviewer
- Mentor for Junior Faculty
- AWLADNA Foundation for the Disabled Mentor

Consultancy and Training Skills:

- National Training Academy Trainer for the Presidential Programs.
- Expert Trainer for National and Regional Training Programs (AUC, Amideast, Fulbright, Reuters, Ministry of Education, Ministry of Culture, Ministry of Solidarity IOM, UNESCO, Fulbright, Tatweer, Benchmark...)
- Expert Consultant and Faculty Trainer for International Programs at Chandigarh University, India's "International Faculty Development Program" (IFDP) of the Media Studies Department BA and MA Academic and professional programs.
- Consultant for the Chamber of Cinema Industry Federation in Egypt
- Academic Consultant for the Cairo International Film Festival
- Accredited Peace Trainer and Content Designer (for schools and universities) imparting peace and tolerance culture worldwide granted by the World Peace Organization HWPL.
- Accredited training skills, experience, participation, planning, and execution for national and international academic and professional institutions.

Computer Skills:

- Excellent knowledge of Windows and Word:
 - MS Office (Word, PowerPoint)
 - Presentations/Slideshows (PowerPoint, Google Slides,)
 - Social Media (Facebook, Twitter, Instagram).
- Good knowledge:
 - Excel, Outlook, Access Google Drive (Docs, Sheets, Slides, Forms)
 - Spreadsheets (OpenOffice Calc).
 - Web (HTML, WordPress)

Language Skills:

- Fluent in spoken and written Arabic
- Fluent in spoken and written English
- Fair knowledge of French.

Writing Skills:

- Academic Writing Skills
- Professional Writing Skills.
- Journalism Technical Writing,
- Creative Writing.

Workshops and Presentations Design and Delivery:

- Have created, presented, moderated, and monitored workshops and presentations at AUC, Ministry of Foreign Affairs, AMIDEAST, UNESCO, Ministries of Culture, Solidarity, Youth, and World Youth Forum, and Education among others.
- Regular Masterclasses and TEDx Talks Guest

Membership in Professional Syndicates, Commissions, Federations, Committees, and NGOs:

- Board Member of the Chandigarh University, India for the JMC Media Studies.
- Consultant for the Chandigarh University(CU), India “International Faculty Development Program” (IFDP).
- Member of the Chamber of the Cinema Industry Federation.
- Member of the Egyptian Minister of Culture’s Supreme Scientific Committee for Cultural Observatory Studies in Egypt.
- Member of the Federation of Egyptian Industries Businesswomen Association.
- Member of the Foreign Press Association FPA-ID: 00104 (Media/Magazine-UK)
- Member of the Egyptian Music Syndicate-ID: 2457
- Member of the NCW National Council for Women since 2001 representing the council in national, regional, and international conferences concerning Women’s Empowerment.
- Board Member and Media Consultant of the AWLADNA Foundation for the Disabled.
- Chaired the Media Sector in the National Council for Women (NCW)-Cairo Branch till 2012, responsible for organizing and conducting workshops and lectures pertinent to media law and ethics; combat violence and harassment against women and children; women empowerment in political, economic, social, and cultural fields.
- Editor-in-Chief for the AdLife Marketing Magazine (2006-2014)
- Chaired the Journalism and Mass Communication Department at the AUC (2011-2014).

- Board member of the American University in Cairo's Student Publication the Caravan Newspaper of the Journalism and Mass Communication Department since 2008.
- Member of AUC Alumni Committee, since 2010.
- Member of the steering committee of the 'Life Mentorship Program' at the American University in Cairo.
- Have been a member since 1998, of the "Leadership for Education and Development Program (LEAD)," a USAID & AUC project, interviewing potential students joining AUC, providing exceptional opportunities for outstanding Egyptian public school students with high financial need from all governorates to pursue their academic undergraduate education at AUC.

Academic & Professional Record:

- Dr. Mervat Abou Oaf is a pracademic; an academic and professional media expert and educator with twenty-eight years of solid practice and teaching experience.
- A Professor of Practice at the Journalism and Mass Communication Department (JRMC).
- She is a Professor of Practice at the Journalism and Mass Communication Department at the School of Global Affairs and Public Policy of The American University in Cairo (AUC).
- She teaches and designs courses for AUC/CORE programs.
- She is a trainer and curricula designer, content creator, and member of the accreditation committee at the National Training Academy of the Presidential Leadership Programs.
- Prior Chair (2011-2014) of the Journalism and Mass Communication Department at the School of Global Affairs and Public Policy (GAPP) at the American University in Cairo (AUC).
- Abou Oaf received her Ph.D. from the University Autònoma of Barcelona, Spain, with an "Excellent" qualification.
- Abou Oaf has acquired vast academic administrative expertise and has been extensively involved in student affairs, policies, and co-curricular activities since 1995.
- Her teaching domain covers a wide range of practical and theoretical media disciplines; she has created a niche in media literacy and media law, with particular emphasis on the legislation of the cinema and entertainment industries, as well as in digital media literacy and awareness at the JRMC Dept. also and designs courses for CORE programs.. She teaches many disciplines at AUC and at other academic and professional national, regional, and international institutions.
- An External Review Team (ERT) participant for the renewal of Accreditation of the Mass Communication Graduate and Undergraduate Programs in the University of Sharjah (UoS), UAE, following the Accrediting Council on Education in Journalism and Mass Communications ACEJMC Standards of Accreditation.

- She has also developed solid professional expertise in the arts and film academic and professional disciplines. She is a member of the Ministry of Culture's Supreme Festivals' Association of the Film Syndicate; the Directory Board Consultant to the "Chamber of Cinema Industry Federation" in Egypt, a member of the Minister of Culture's Supreme Scientific Committee for Cultural Observatory Studies in Egypt, a CCI representative at the "Businesswomen Committee" of the Federation of Egyptian Industries, and the Academic Consultant for the Cairo International Film Festival.
- Her main objective is to share her extensive academic and professional expertise with her students to motivate them to pursue a lifelong learning process while enjoying the experience.
- Abou Oaf has served in the National Council for Women since 2001 and is currently on its Foreign Affairs Committee.
- Have been conducting, designing, administering, and presenting workshops for training African Journalist about Media Law and Regulations in Egypt and the Middle East as well as sessions about 'Feature Writing for Print Media' at the Journalism and Mass Communication Department JRM/C/GAPP at AUC since 2008.
- Have participated in workshops and Lectures for GAPP Executive Education in Public Policy Design and Analysis; Engagement of Stakeholders: Workshops on "Regulatory Impact Analysis."
- She is a member of the Foreign Press Association (FPA),
- A board of trustee, member, and media consultant of "The AWLADNA" Foundation for the Disabled.
- Trustee on the Board of 'Womenovation' Foundation under the Ministry of Solidarity.
- Consultant for the TV Broadcaster Segment at the United Media Services and Media Hub "Al-DOME."
- Abou Oaf joined the 'Peace Educator Training Education Program' through the international organization 'Heavenly Culture, World Peace, Restoration of Light (HWPL). She is a recipient of "Peace Ambassador for Arts and Culture" from the Egyptian Center for World Peace and Human Rights and an advocate of soft power's significant role in generating change within global communities.
- Abou Oaf has been academically and professionally involved as an educator and an expert in the Mass Communications field, with special emphasis in the areas of Media Law, Regulations, and Policies. She is into other theoretical and practical media disciplines, teaching graduate and undergraduate students diverse courses in media law, ethics, multimedia journalism, and global media among others.
- Abou Oaf has been appointed since 2019, as an academic and professional trainer at the National Training Academy (NTA) in Egypt in its Presidential Leadership Programs (PLP), Executive Presidential Leadership Program(EPLP), and the African Presidential Leadership Program (APLP), delivering workshops and training sessions in media law, ethics, global media systems, Media Literacy and crisis management.

- Consultant of the Board of Directors to the Chamber of Cinema Industry (CCI) in Egypt" in its Legislative Commission. CCI, a member of the Federation of Egyptian Industries, is part of the Ministry of Industry.
- Member of the Foreign Press Association FPA-ID: 00104, as a Media Expert, Educator, and Editor-in-Chief.
- Foreign Press Conferences Coordinator and Moderator in the Cairo International Film Festival (CIFF) since 2006 & Gouna International Film Festival (2017-2019).
- Board Member and the media consultant of "AWLADNA" Foundation with its "International Forum for Arts of the Gifted" that is under the auspices of President Abdel Fattah EL Sisi. aiming at nurturing and displaying the artistic talents of the gifted nationally and internationally.
- Member in "The Women and Memory Forum" (WMF) since April 2010. WMF is an Egyptian non-profit organization that was established by a core group comprising seven women researchers and activists who mostly share the same disciplinary background and preoccupation with feminist studies and women's empowerment.
- An independent Management Board manages and supervises WMF affairs away from its founding members.
- Have been added to the database 'Who is She', of Egyptian Women Experts based on KVINFO's Danish database of female experts.
- Has been invited as an active participant at the World Youth Forum in Egypt since 2017 and was the guest of honor and keynote speaker at the WYF Theatre in 2019.
- Member of the American University Senate's Executive Committee (EC) 2016 - 2018.
- Chaired the Senate Student Affairs Committee (SAC) 2016-2018.
- Member of the AUC Steering Committee of the "Life Mentorship Project" (LMP).
- Participant in the United Lawyers Legal Advisers, Cairo (United Group Law Firm and Consultancy) Member of the Media and Women Affairs unit and participant in attorneys at law-scope of freedoms and human rights and legal litigations (2013)

- An External Review Team (ERT) participant for the renewal of Accreditation of the Mass Communication Programs in the University of Sharjah (UoS), UAE, namely the Bachelor of Arts in Communication with three concentrations: Journalism, Electronic Media, Graphic Design and Multimedia (in Arabic); Bachelor of Arts in Public Relations (in Arabic); Bachelor of Arts in Mass Communication (in English); Masters of Arts in Communication (in English). The ERT included two other esteemed professors from different universities in the ME region besides the Commissioner of the Commission for Academic Accreditation at the Ministry of Higher Education and Scientific Research. The mission involved the Commission for Academic Accreditation (CAA), the Ministry of Higher Education & Scientific Research (MOHESR). It is worth noting that the UoS is following the Accrediting Council on Education in Journalism and Mass Communications ACEJMC Standards of Accreditation.”

- Have been a constant lecturer and guest speaker as an expert in the media field and film industry.

- Editor-in-Chief of AdLife Magazine (Frozen).

- Have been actively and effectively carrying an administrative load on the JRMCD Department, School GAPP, and American University in Cairo. (AUC).

- Have been the ‘Senate At Large’ representing the School of Global Affairs and Public Policy (GAPP) at AUC Senate since 2011 till present.

- Keynote speaker at the creative industry opening ceremony event at Ewart Hall, AUC for “Creative Industries in Egypt” on June 21, 2014: Egypt’s first hub for the creative ecosystem, networking & environmentalism; the first of its kind in the MENA region.

- School for Continuing Education (SCE) Community Lecture Series.

- An ‘Open for the Public’ talk/lecturer at Oriental Hall AUC, organized by the School for Continuing Education (SCE) Community Lecture Series initiated this year (Fall 2014). The overall theme focused on self-development through lifelong learning in the field of Media Law & Ethics discussing the topic “The Evolution of Media Law and Ethics Within the Fast-Changing Media Landscape.”

- ‘Open to Public’ Guest Speaker at the Opera House Theatre (Al Midan) in the “Want to Change” Series of meetings entitled "The media, art, and industry of change” Oct. 2014.

Academic & Professional Specialties:

Media Law and Regulations
Media Policy
Medi Literacy
Global Media
Media Ethics
Constitutions and Political
Parties
Print Editing
Advanced Reporting for the
Media
Writing for Print Media
Editing Wire News
Writing for Broadcast (TV &
Radio)
Writing News Releases and
Newsletters
Writing Feature Stories
Advocacy Writing
Caption and Headline
Academic, Media and Creative
Writing

Layout and Design for Print
Media
Communication and Media Law
Practices
Introduction to Mass
Communication
International Communication
Press Theories
Global News Agencies
Media in Middle East & North
Africa (MENA)
Media Systems in World
Regencies
Advanced Reporting
Investigative Reporting
News Writing and Reporting II
Communication Skills
Negotiation Skills
Media Literacy
Presentation Skills

Administrative Record:

- Life Mentorship Program Founding Steering Committee.
- AUC BAN Smoking
- Chaired the JRMC Department from 2011-2014.
- Associate Chair for the JRMC Dept. from 1010 -2011
- JRMC Undergraduate Director from 2006-2010

- Chaired (2013-14) the Council for Advising, Registration & Enrolment (CARE), an advisory body established to deal with responsibilities pertinent to advising, registration, automation processes, mentoring, and enrolment management, following AUC Provost's Office. CARE's mission is to improve advising processes by establishing an effective advising system for students via reviewing and assessing available advising systems/tools to be more effective as well as encouraging faculty and academic staff training to be involved in mentoring and advising successively.
- AUC Blended Learning President's Task Force on Blended Learning Member

Academic and Administrative realms initiated, supervised, and/or completed work on the following:

- Journalism and Mass Communication Department at the American University in Cairo's JRMCA Dept. Governance/Bylaws: Modifying, upgrading, and adopting the JRMCA Departmental Governance/Bylaws.
- Implementing the English Proficiency Test, as a new condition for admission into JRMCA's three majors; (continuing efforts to maintain rigorous standards for admission).
- Perused procedures required for successfully receiving accreditation from the Supreme Council of Universities (SCU), for the JRMCA MA Program, which recognizes the JRMCA Department in its official title as the Department of Journalism and Mass Communication.
- JRMCA Strategic Plan: Completed the JRMCA Dept. Strategic Plan following procedures included faculty member's perceptions, views & recommendations.
- Renovated Advising Procedure at JRMCA Dept.: Initiated and implemented the semi-automated advising system (as a pioneer among departments) the new automated advising policy that is now to be fully automated/paperless.
- AUC Senate: Served the AUC Senate for six successive years and was elected to serve in its Executive Committee for two consecutive years.
- Worked on the AUC Updated Faculty Retirement Plan.
- Updates to the Faculty Handbook were passed by the Senate in 2013/14; as a member of its Faculty Affairs Committee, items approved include:
 - Criteria and procedures of review, promotion, and tenure for both professional and tenure-track faculty.
 - Promotion on Exceptional Bases Procedures; JRMCA Professors of Practice Promotion Procedure; Faculty Compensation for Administrative Duties;
 - Student Evaluation of Instruction;
 - Adjunct Faculty Handbook (through collaborations between its FAC together with the Provost's Office).
- Served as the Associate Chair for the Journalism and Mass Communication Department at the American University in Cairo for the academic year 2010-2011.

- Served as the Director for the Undergraduate Studies at the Journalism and Mass Communication (JRM) Department at AUC since 2006, have served almost 700 students.
- Headed the Undergraduate Affairs Committee (UAC); as the Chair of the committee carrying an administrative load, responsible for day-to-day student advising, course planning, curriculum concerns, and career development. Student grievances and requests for specific and general information are among the duties of the UAC. Deals with students' complaints about faculty, staff, or course content.
- Elected to occupy AUC's Executive Senate At Large position for the academic year 2011 till present (2013/14), via a secret ballot involving AUC Senate members.
- Served in the Senate Faculty Affairs Committee starting fall (2011-2014)
- Served in the Senate Grievance Committee during the academic year (2010-12)
- Served in the Senate Curriculum Committee for two successive years since 2008-2010.
- Served as a member at the AUC Senate since 2009 till present.
- Served as a member in the Re-Admission Committee at AUC (2008-2014).
- Member in the Parent Association, (2007-2012) as the undergraduate director representing JRM Dept.
- Member in the First Year Experience Program (FYE) at AUC; and the GAPP School Representative for FYE events (2011-2013).
- Member in the Student Union Board since (2010-2013).
- Joined Task Force on Blended Learning its mandate is to develop guidelines and best practices for an institutional implementation of a blended learning program at AUC assessing AUC's readiness for such a program (Student support (SS) Subcommittee)
- Served in The Egyptian Radio and Television Union's 'Cairo Arab Media Festival 'as a jury member in the committee responsible for Radio Programs Competition (2010-2014).
- Participated with the International Programs Office IPO in lecturing international students via "Special Academic Programs" at AUC (2008-2013) about Media Law and Media Policies in the Middle East" conducted at Grand Valley State University.
- Participated with the JRM department at AUC in restructuring its major into three; combining 'journalism print and broadcast' under "journalism," IMC, and creating CMA, a new major. I participated in acknowledging the JMC Department Mission Statement & Learning Outcomes together with shaping the rationale for the "Three Majors" of the JRM Department at AUC with its new proposed majors including:
 - Journalism
 - Integrated Marketing Communications (IMC)
 - Communication & Media Arts (CMA)

- Participated in writing the media sector in the project’s synopsis and desired outcome of the “Transformation of the education sector in Egypt Focus on Community-Initiated Education Reform, “ a Proposed Training of Journalists and Media Personnel: Rebuilding Egyptian Media for a Democratic Future. The project highlights “Media Role in Bridging the Gap of Political Unawareness in Egypt.” It aims at enhance involvement of civil society in formal and informal learning and education systems in Egypt, with the theme of “education as a human right”
- Co-chaired in the organizing committee of the Arab and United States Association for Communication Educators AUSACE International Conference held this year in Egypt and hosted by AUC.

Professional Record:

- Have been the Editor-In-Chief for "AdLife", the first classified magazine in the field of advertisement and marketing, in Egypt (Frozen)
- Served in the Cairo International Film Festival (CIFF) as the foreign press coordinator, press conferences moderator, and English editor in the festival (2006-2014) successively. The CIFF is the only film festival in the region that has been granted the international license from the FIAPF (Fédération Internationale des Associations de Producteurs de Films; English: International Federation of Film Producers Associations)
- Have been a regular guest speaker in live and recorded most important TV programs hosted by gurus in Egyptian on local and regional channels discussing media affairs and concerns in Egypt and the Middle East concerning, AI in the Digital Age, Women Empowerment, Combating Harassment and Bullying, Media Literacy and Awareness, Media Law and Ethics among many other topics.
- Participating in a ‘live coverage’ news program every Saturday since October 2010,-2015) as a commentator in presenting and analyzing weekly news and reading daily Egyptian newspapers in the daily 90 minutes program “Breakfast Show on Nile TV from 8:30 a.m. till 10 a.m.
- Participated as a member of the jury/committee evaluating works and productions to settle for the prizes delivered at the Student Awards Ceremony (SAC) Event.
- Designed, conducted, and coordinated the Training the Trainer (TOT) proposal for the Media Development Program (MDP) of the USAID for the American University in Cairo (AUC).
- Delivered a paper at the 8th International Conference on Information Law (ICIL) 2018
- Modern Intellectual Property Governance and Openness in Europe: A Long and Winding Road? December 13th-14th, 2018, University of Antwerp, Belgium
- Intellectual Property Rights Law and Contemporary Legislative Issues of Openness in Egypt- The Case of Egypt's Nilesat and France's Eutelsat Agreement
- Participated in a panel for the 12th Annual Conference of the Arab-U.S. Association for Communication Educators AUSACE 2007 in Dubai, discussing “Media Education and Globalization in the Middle East”.

- Participated with other national and international scholars, for two successive days in The Media Diversity Institute Reporting Diversity Curricula Development Workshop for the Media Diversity Institute (MDI), with the support of the Foreign and Commonwealth Office UK Embassy in Cairo. Reporting Diversity Curriculum Framework was discussed among other topics in the workshop in the period 12-13 November 2007.
- Conducted and executed workshops for Communication Skills, Negotiation Skills and Presentation Skills workshops for the 'Institute of Diplomatic Studies' at the Ministry of Foreign Affairs for the third year successively, and received an honorary medal for the mission, from the Ministry of Foreign Affairs (2002-2011).
- Administered, presented, designed, moderated, and monitored workshops and presentations about communication and presentation skills as well as class management at AUC, Amideast, and other establishments, in the form of lectures, workshops, sessions, and/or presentations (2002-2011).
- Participated in the AUC Conference 28-30 2007 with a panel titled: "Teaching By Assessment: JMC Initiative."
- *Participated* in a roundtable open discussion about "Film and Ideology; the "Yacoubian Building" with renowned author Dr. Alaa AlAswani, and film director Mr. Marwan Hamed in the AUC Conference 28-30 2007.
- Designed, planned, and executed the curriculum for 'Media Writing Program Amideast initiated in March 2006.
- Designed and taught the curriculum for "Introduction to Writing for the Media" (Core Course), at the "International Academy for Media Science" (IAMS) at "The Media City" in 6th of October city.
- Designed, administered, executed, conducted, corrected, and graded the English Language Placement Exams for the "International Academy for Media Science" (IAMS), of the Media Production City Corporation at the 6th October City.
- Have given several Presentation Skills workshops for the Institute of Diplomatic Studies at the Ministry of Foreign Affairs and other organizations for Amideast.
- Taught preparation for TOEFL Tests I-III (advanced) CBT at the English Studies Division (ESD) at AUC.
- Taught preparation to International TOEFL Computer Based Test (CBT) at AMIDEAST Cairo.
- Worked as 'Stage Advisor' for the intermediate levels at the English Studies Division (ESD) at AUC, and taught general English.

- Taught 'Advanced English in the Strategic Technical Assistance for Results with Training / Egypt Development Program (START-EDP), ELTT Program, sponsored by USAID at AMIDEAST Cairo.
- Designed sessions and lesson plans and worked (teaching and planning lessons) at the Ministry of Education in the Teacher Training Program via video conferencing in the joint venture between AUC / CACE (Center for Adult and Continuing Education) and the Ministry of Education (MOE) in 1998-2000).
- Trained teachers via video conferencing in the Ministry of Education through the CACE/AUC from June 1998-2000.
- Designed and revised 'Final Achievement Exams' for the intermediate levels at ESD/AUC.
- Planned, supplied, and upgraded material and quizzes for the new curriculum applied in the intermediate-level courses for ESD/AUC.
- Designed and taught the curriculum for "Boosting English Courses", levels I and II, at IAMS at the Media City on the 6th of October city.
- Planned lessons in methodology, phonology, and language proficiency for the ESD/AUC program in the teacher-training program via video conferencing for the Egyptian Ministry of Education (1998-2000).
- Trained Iraqi journalists feature and soft news writing in workshops teaching advanced reporting and print writing, in a training program at AUC.
- Taught 'Preparation to TOEFL' to Faculty of Agriculture doctors and professors at Cairo University, in a training program via Amideast.
- Taught 'Preparation to TOEFL' in a teacher training program at 'Ain Shams.' University, in a training program via AUC (ESD/ Contracts).
- Taught English language at the Advanced level at the EAB Bank.
- Participated in the 'Assessments Course' at ESD/AUC.
- Have attended all TEFL conferences held at AUC; participated in organizing and monitoring some of them.
- Attended and participated in the Arab/US Association for Communication Educators Conference (AUSACE) held via AUC in the current year 2005.
- Participated in and attended communication conferences held at AUC.

- Applied to present at TESOL 2002/2003 held in the USA, with a proposal entitled "Trainees' versus trainers" perceptions toward video-conferencing.
- Received: the Senate Executive Committee member distinguished service award was presented to Prof. Mervat Abou Oaf for exemplary service and dedication to the Mission of the University Senate. May 18, 2013. The President's Catalyst for Change Award was presented to Prof. Mervat Abou Oaf for her citizenship and service in May 2013; nominated several times for the AUC Teaching and Service Excellence Awards.
- Designed and revised 'Final Achievement Exams' for the intermediate levels at ESD/AUC.
- Planned, supplied, and upgraded material and quizzes for the new curriculum applied in the intermediate-level courses for ESD/AUC.
- Designed and taught the curriculum for "Boosting English Courses", levels I and II, at IAMS at the Media City on the 6th of October city.
- Planned lessons in methodology, phonology, and language proficiency for the ESD/AUC program in the teacher-training program via video conferencing for the Egyptian Ministry of Education (1998-2000).
- Trained Iraqi journalists feature and soft news writing in workshops teaching advanced reporting and print writing, in a training program at AUC.
- Taught 'Preparation to TOEFL' to Faculty of Agriculture doctors and professors at Cairo University, in a training program via Amideast.
- Taught 'Preparation to TOEFL' in a teacher training program at 'Ain Shams' University, in a training program via AUC (ESD/ Contracts).
- Taught English language at the Advanced level at the EAB Bank.
- Participated in the 'Assessments Course' at ESD/AUC.
- Have attended all TEFL conferences held at AUC; participated in organizing and monitoring some of them.
- Attended and participated in the Arab/US Association for Communication Educators Conference (AUSACE) held via AUC in the current year 2005.
- Participated in and attended communication conferences held at AUC.
- Applied to present at TESOL 2002/2003 held in the USA, with a proposal entitled "Trainees' versus trainers" perceptions toward video-conferencing.

- Received: the Senate Executive Committee member distinguished service award was presented to Prof. Mervat Abou Oaf for exemplary service and dedication to the Mission of the University Senate. May 18, 2013. The President's Catalyst for Change Award was presented to Prof. Mervat Abou Oaf for her citizenship and service in May 2013; nominated several times for the AUC Teaching and Service Excellence Awards.

Media, Arts, and Cinema Industries Professional and Academic Practices:

- Abou Oaf has developed solid professional expertise in the media arts and film academic and professional disciplines. She is the Directory Board Consultant to the "Chamber of Cinema Industry Federation" (CCI) in Egypt, the CCI representative for the Federation of Egyptian Industries at its "Businesswomen Committee," and the Academic Consultant for the Cairo International Film Festival (CIFF). Member of the Ministry of Culture's 'Supreme Festivals' Association' of the Film Syndicate. Board of Trustee Member and Consultant for the 'Womenovation' Foundation under the Ministry of Solidarity. Member of the Minister of Culture's Supreme Scientific Committee for conducting the Cultural Observatory Studies in Egypt. Consultant for the TV Presenters Segment at the United Media Services and Media Hubs (Al-DOME). She has been an active member of the Music Syndicate since 1980 and a member of the Foreign Press Association (FPA) since 2010.
- Abou Oaf is a trustee, board member, and media consultant of "The AWLADNA" Foundation for the Disabled. Abou Oaf has acquired vast expertise in the administrative sphere in co-curricular activities and has presided students' bodies, clubs and associations in the fields of arts, film and cinema and has always been extensively involved in actively engaging them in practical and professional trainings and internships affairs, policies since 1995.
- Abou Oaf is a recipient of "Peace Ambassador for Arts and Culture" from the Egyptian Center for World Peace and Human Rights and advocates for the soft power's significant role in Gen Z.
- Member of the Egyptian "Musicians Syndicate"
- A member of the Foreign Press Association (FPA) as the Editor in Chief for the 'AdLife' magazine.
- The CCI representative for the Federation of Egyptian Industries (FEI) "Businesswomen Committee."
- Has served in the National Council for Women since 2006; currently on its Foreign Affairs Committee.
- Serves as a jury member, moderator, and coordinator for sessions and workshops for foreign press conferences at Cairo International Film Festival and Egyptian National Film Festival.

Women's Empowerment and Welfare Professional And Academic Affairs

2001-Present: Member of the National Council for Women (Media Sector - Foreign Affairs Sector)

2022-Present: Representative for the Chamber of Cinema Industry Federation at the “Businesswomen Committee” of the Federation of Egyptian Industries.

2022-Present: Board of Trustee Member and consultant of the ‘Womenovation Foundation’ under the Ministry of Solidarity

2020-Present: Member of the AUC Speak Up Dialogue (Combatting Harassment and Bullying)

2019-Present: Trainer and content creator at the "Egyptian Women Abroad Program” (EWAP) EWAP Development Program Organized by National Training Academy (NTA)

2019- Present Trainer and Content creator at the International Organization for Migration (IOM)-National /Regional /International Media and Journalists Training Programs

2010-Present: Member of “The Women and Memory Forum” (WMF), the Egyptian non-profit organization established by seven women researchers and activists with feminist studies and women’s empowerment objectives.

2017-Present: Trainer, Presenter, and Content Creator for the WANIFRA about themes such as Gender Mainstreaming, Governance; Difference between of Gender Equality and Gender Mainstreaming, Problems and Purpose of Gender Mainstreaming, Gender Equality, and Equity, Difference between Women's Empowerment and Women's Self-Reliance, Gender Mainstreaming and Equality in Egypt and the Middle East among others.

2001-2011: Chaired the Media Sector in the National Council for Women (NCW), Cairo Branch; member of the Political Awareness for Women’s Role in the Egyptian Parliament Committee. Workshops and panel discussions she conducted and moderated included themes such as Women’s rights in the new Constitution; Violence against Egyptian Women; Women’s Empowerment; and Marginalizing Egyptian Women. I also submitted a report discussing visions regarding how to promote women’s representation in the Parliamentary Elections

2019- Present: Conducted a series of workshops and forums on and off AUC campus spreading awareness and discussion regarding current issues of concern, such as Egyptian Women’s Harassment; Violence against Egyptian Women; Egypt’s Media Law and Policies; Marginalizing Women’s Participation in the Parliament among others

Abou Oaf has been added to the database ‘Who is She’, of Egyptian Women Experts based on KVINFO's Danish database of female experts.

Political Participation:

- National Dialogue Participant in Egypt's National Dialogue for its 'Community Talks Folder' for the Youth and the Cultural Dimensions consolidating identity and affiliation of Egyptian youth.
- Participant and Contributor to the World Youth Forum, under the auspices of Egypt's President Abdel Fatah El Sisi.
- Have prepared and presented Crash Workshops about Egyptian Constitution organized by the Center for Learning and Teaching dubbed "CLT Forum: on the Constitutional Amendments, for faculty, students, staff, and custodians in both English and Arabic Languages.
- Have been involved in presenting workshops organized by the GAPP Executive Education sector on "Effective Journalism for the Election Process" on Campus, in Cairo, and other Egyptian Governorates: Assuit and Alexandria, operated in English and Arabic.
- Have conducted a series of workshops and forums on and off AUC campus spreading awareness and discussion regarding current issues of concern:
The national referendum on the amendments of 11 articles of the Egyptian Constitutional; Constitution vs. Parliament; Egypt's Media Law and Policies; Political Party Law Formation; Political Parties in Egypt; Right for Information; Freedom of Expression.

Published Papers: Abou Oaf is a Professor of Practice involved in conducting studies and research for professional affairs and practices in academia more than publishing research:

- Submitted Research paper "Evolution of Media Law and Policy in Egypt," presented at the "7th International Conference on Information Law and Ethics" in Pretoria, South Africa in February 2016.
- Dr. Mohamed El Newawy in Journal of Media and Middle East JMEM
Entertainment & Media Convergence, The Medium of Video Games; Present and Future Prospects
- Book Chapter: Chapter was written by Dr. Rasha Abdullah and Myself: 'Collective Guilt' as a Response to Evil; the Case of Arabs and Muslims in the Western Media (2011).

Papers Presented in Panel Discussions Conferences:

- A.** Arab-U.S. Association for Communication Educators (AUSACE)
Conference: hosted in Kuwait, Oct. 15-19, 2010. Presented a paper:
- Have participated in two panels in the AUSACE conference in Kuwait this year:
 - i. Presented a paper “The Medium of Video Games: Present and Future Prospects” on a panel addressing Video, Online, and Social Media Applications and Analysis.
 - ii. Moderated a panel on the Technological Revolution of Media Teaching
- B.** Arab-U.S. Association for Communication Educators (AUSACE)
Conference: hosted in Cairo November 7-10 by the Department of Journalism and Mass Communication (JRMC) at The American University in Cairo (AUC):
- ✓ Image of Arab Women in Arab Media
 - ✓ Role of the National Council for Women (NCW) In Redirecting & Enhancing Female
 - ✓ Images & Standards via Egyptian Media
 - ✓ Vision for the Future of Arab Media in the Digital Age:
 - ✓ Journalism Education in the Information Age
- C.** 8th Global Mobility Roundtable (GMR2009) - 15 August 2009 NEW
Panel Discussion; “*Entertainment & Media Convergence: The Medium of Video Games Present and Future Prospects*”
- D.** Attended “Media and Corporate Social Responsibility From Silence to Spearheading” May 2010, Held at the Four Seasons Nile Plaza Hotel.
- E.** Under Review: Dr. Mohamed El Newawy in Journal of Media and Middle East JMEM “*Entertainment & Media Convergence: The Medium of Video Games - Present and Future Prospects*”
- Co-writing a research paper “Collective Guilt as a Response to Evil: The Case of Arabs and Muslims In the Western Media” discussing how influences of politics, media, and power come into play to formulate biases and stereotypes.
 - The following research are completed and are in progress to be published:
 1. “Psychological Contracts, Organizational, and Job Commitment”
 2. "The Use of Culturally Relevant Stimuli in International Advertising"
 3. “Corporate Governance Role in the Media”
 - Currently writing a book review on “Lyle M. Spencer, Jr., and Signe M. Spencer, “Competence at Work” Models for Superior Performance.
 - Currently am in the process of writing a chapter in a book tackling Media Ethics in the Middle East.

- Currently working on publishing a book about Egyptian Media Production City (EMPC) in English and Arabic languages.
- Published article in Rozal Youssef Magazine “We Still Need More” regarding the recent development of Egyptian TV content and planning.
- Published a Book Review about “Forbidden Others” by Adrienne Allison.
- Published editorials and articles in 'Adlife' magazine as its editor-in-chief, tackling media issues.

Articles:

- Online Ethics
 - Popups
 - Online Regulation
 - Homeopathy
 - Online Advertising
 - Audience Research Analysis in Media Planning
 - Branding
 - Media Buying
 - Outdoor Ads
 - Horoscopes
 - Trends of Online Ads
 - Karmic Life Lessons
 - Media Binding
 - TV Commercials
 - Media Ethics
 - Tips for Interviews
 - Internet: The Fastest Growing Industry
 - Adrienne Allison’s Prohibited ‘The Forbidden Other’
 - Ground Rules: Ethics of Online Journalism
 - Top Tips for Online Ads’ Design
 - Homeopathy: New Trend in Egypt
Ultimately Genuine or Entirely Fake
 - Pop-ups: Uninvited Company... without warning!
 - Razal Youssef Magazine:
 - Article in Arabic “...and Then”
 - About objections regarding changes and modifications in Egyptian ERTU (Maspeero Building) channels and networks.
-
- Publishing a summarized copy of my thesis case study in the Arabic version of ‘Global Media Journal’ due in October, 2005.
 - Published a book review on “Media, Sex, Violence, and Drugs in the Global Village,” edited by: Yahya R. Kamalipour and Kuldip R. Rampal in the previous issue of ‘Global Media Journal,’ 2005

References are Furnished Upon Request!

