

Farag Elkamel (PhD)

أ.د. فرج الكامل

Education

- Doctorate of Philosophy (Ph.D.) - 1981 - Sociology/Communication - University of Chicago, Chicago, IL, USA
- Master of Arts (M.A) - 1978 - Communication/Social Development - University of Chicago, Chicago, IL, USA
- Bachelor of Arts (B.A) - 1974 -Journalism - Cairo University, Cairo, Egypt

Consulting, Teaching/Training & Research Interests

- Health, Population and Environmental Communication
- Evaluation & Communication Research
- Strategy Development and Strategic Planning
- Communication for Development / Social Marketing
- Creative Writing and Media Materials Production

Experience Summary

Over 30 years of international experience in communication and development; including evaluation, materials development and production, media strategy, planning, management, teaching, training, and research. Worked on different aspects of development issues, including population, women, children, health and the environment. Assumed international posts for University of Chicago, WHO (Geneva) and for the Unicef regional office in the Middle East & North Africa (Amman.) Senior communication adviser to the national campaign which contributed significantly to the eradication of polio from Egypt. Planner and director of Egypt's national campaign on ORT, which led to a considerable reduction in infant mortality that was caused by child dehydration. Developed and produced successful media campaigns on family planning that were vital in decreasing the birth rate in Egypt and Jordan. Developed and produced national TV campaign to combat hepatitis C in Egypt. Developed strategies and work plans for women's empowerment in the Middle East region, in cooperation with the British Council and the European Union. Developed and implemented programs that contributed to water conservation practices in Egypt and to other means of environmental protection. Maintained a successful academic career and assumed the posts of Dean and Department Chair, and contributed numerous research articles to international journals and conferences. Served as the Associate editor of *Health Education Research*, published by the Oxford University press. Provided international consultations to government ministries, NGOs and institutions in various countries as a communication adviser contracted by the following organizations: Futures Group, The British Council, The US Agency for International Development (USAID), The International Labor Organization (ILO), The Royal Danish Development Agency (DANIDA), Camris International, The Ford Foundation, The World Health Organization (WHO), The International Development Research Center (IDRC), The Academy for Educational Development (AED), The Johns Hopkins University, Pathfinder, John Snow Public Health Group (JSI) and the Friedrich Neumann Foundation. Worked in: Egypt, Jordan, Switzerland, USA, Morocco, Jordan, Yemen, Syria, Saudi Arabia, Kuwait, South Africa, and Kenya.

Key Projects and Assignments

(10/2014 – 07/2016) Senior **Communication Consultant to the World Health Organization, Egypt**. Developed an implementation plan for the Egypt's hepatitis communication strategy, established a multi-sectoral viral hepatitis communication Task Force, improved the capacity of the Ministry of Health to communicate with the public and media concerning viral hepatitis, advised on the use of applied research to improve implementation of communication strategies and develop an ongoing risk strategy entailing solutions to address possible negative scenarios that may result in the media or public sphere in regards to the viral hepatitis. Designed, produced and implemented a media campaign on national radio stations and TV channels designed to increase awareness of hepatitis C, educate the public about prevention and encourage risk groups to seek testing and treatment. Enlisted the services of film star Mohamed Henidi to contribute the voice over for the TV and radio spots as a free contribution to the campaign.

(10/2013 – 10/2015) **Member of the Environmental Communication Committee, Supreme Council of Culture, Egypt**. Develop with the committee guidelines for effective strategies for culture and the environment.

(6/2013 - 9/2013) **Consultant to Futures Group International**. Prepared training materials for the advocacy/communication workshop related to family planning, education & vocational training, entrepreneurship and employment including agenda, power point presentations and handouts; conducted a four-day communication/advocacy workshop for Health Policy Project and Higher Population Council staff and partners on policy issues related to the demographic opportunity; and developed media, advocacy, awareness messages and dissemination plan, including communication channels. Developed dissemination plan for advocacy tools, and wrote a Request for Proposals for the development and production of creative and media materials for the HPC media campaign.

(12/2012 – present) **Member of the UNESCO scientific committee for the dialogue of civilizations**. Help the organization with plans to develop and implement activities aiming to foster the culture of dialogue in the Middle East region, including an international conference for Arab and European countries.

(7/2012-10/2012) **Chief technical consultant**. Developed a feasibility study to establish Juba TV channel & train its staff and crew, identified project needs and estimated cost of establishing a new TV channel for South Sudan, and wrote detailed technical specifications for television and radio equipment as well as full descriptions of human resources, their qualifications and required training needs.

(1/2011-8/2011) **Consultant to the International Center for Journalists**. Developed curriculum for training media reporters and journalists in citizen journalism to improve their skills in reporting, editing, photography, and dealing with new media techniques; in addition to learning related legal and ethical considerations. Supervised the planning and implementation of workshops for journalists from throughout the Middle East.

(4/2009 – 6/2011) **Project Director of the C4D communication training program, in collaboration with Unicef Egypt**. Developed a detailed and extensive training curriculum in fifteen modules and directed all technical and administrative aspects of the implementation of four workshops that were attended by 100 participants from the relevant government ministries, NGOs, media, and public universities.

(1/2009- 5/2009) **Behavior change communication consultant for Camris International**. As part of a three-man team, conducted a mid-term evaluation and reviewed USAID-Egypt health and population programs and provided advice for better policies, practices and budget allocation.

(2006-2010): **Associate Editor of Health Education Research, Oxford University Press.** Selected and assigned reviewers and made final recommendations to accept, reject, or revise research papers submitted for publication in the journal. Identified and recruited new reviewers and encouraged authors to submit research papers that meet the journal's standards.

(2007-2008): Communication Consultant. As Unicef Consultant with the Holding Company for Water and Wastewater (HCWW), served as a link between (HCWW) and UNICEF, and provided an overall technical guidance and implementation of the (HCWW)/UNICEF capacity building and training plan. Assessed the needs of (HCWW) and hence developed a communication strategy for immediate action to support the water conservation campaign in 2007/8. Developed training materials on social marketing and social mobilization for water conservation. Conducted one TOT training and finalized the training schedule of the various levels for all the governorates as well the training manual for final print. Developed a monitoring scheme for the training sessions undertaken by (HCWW) trainers for various staff levels. Guided the communication staff towards improving their social marketing and mobilization planning, implementation and supervision skills.

(2004- 2009) **Senior Communication Adviser to UNICEF, Egypt.** Contributed significantly to the eradication of polio from Egypt; planned and supervised the implementation of communication and community based social mobilization campaigns to motivate vaccination teams, opinion leaders and the general public to participate in immunization campaigns for polio eradication. Developed, supervised, and evaluated training workshops for thousands of ministry of health personnel to improve their skills and capabilities to plan and implement community mobilization campaigns. Provided technical assistance to UNICEF on communication policy issues and technical approaches, and offered consulting services on behalf of UNICEF to the Ministry of Health and non-governmental organizations. Developed the polio media campaign strategy and work plans. Evaluated campaign impact and drafted recommendations for message content, tone, approach, appeal, and formats on the basis of field research results.

(11/2004-6/2005) **Consultant to Al-Ahram Establishment, Cairo, Egypt.** Reviewed and revised a draft plan submitted by the Association of Universities and Colleges of Canada (AUCC) for the establishment of a new faculty of mass communication as part of the newly planned Ahram Canadian University. Developed faculty bylaws, academic program, curricula, academic regulations as well as four-year study plans. Developed syllabi and detailed course outlines for 98 courses to be offered by the faculty in three academic majors: Journalism, Television & Radio, Advertising & Public Relations, as well as an academic minor in Art and Graphic Communication.

(1/2003-1/2004) **Planner and Director of "Diary of a Suffocating Man: A Radio program for Clean Air"** which was developed in collaboration with the Ministry of the Environment to research, develop and produce a radio series of multiple episodes to encourage the population to adopt positive behaviors that protect the environment and reduce air pollution. Produced 60 episodes that aired on national radio.

(1997-2001) **Consultant and sub-contractor with Pathfinder.** Planned and implemented a series of national media campaigns in Jordan to promote contraceptive social marketing through the use of new family planning centers established with USAID assistance to provide contraceptives and other postpartum services to mothers and children. The campaigns included radio and television spots as well as video magazines consisting of enter-educational materials that were played for waiting clients in the centers.

(1997-2000) **Writer and producer of "Bread & Salt"**, a social drama in 20 episodes for promoting health and social messages. Developed and produced a 13-hour social drama series which aired on channel 1,

the main national TV channel in Egypt. Interwoven in the series are specific health and social themes, including early marriage, women abuse, immunization, breastfeeding, smoking, and air pollution. Some of Egypt's leading talents star in the series, including Hasan Hosney, Mohamed Wafik, Rana Youssef, Mahmoud el Gindy, and Tayseer fahmey.

(1996/1998) **Director of project for raising AIDS awareness among university students, in cooperation with Cairo University and UNICEF.** Planned and implemented campaign to raise awareness, correct misinformation, and change negative attitudes towards HIV/AIDS infected persons. The project consisted of a baseline study, training, designing and implementing a social mobilization intervention, and a follow-up evaluation study. Experts and Celebrities were successfully involved in ten rallies attended by thousands of students. Follow-up studies revealed marked improvement of knowledge and attitudes.

(1995-1996) **Contracted by the National Water Conservation Program** to plan, design, produce, and implement a multi-media national campaign to increase the knowledge and adoption of water-saving technologies and practices. Activities included multi-media campaign using radio and television spots, posters, stickers, educational and documentary films, direct mail, slides, pamphlets, and flyers. The campaign evaluation has shown an impressive change in knowledge, attitudes, and behaviors as a result of this campaign.

(12/1994-8/1995) **Subcontractor to Academy for Educational Development (AED)** to undertake the responsibility of planning, implementing, and documenting a multi-media campaign in an Egyptian village to examine the potential of farmers' cooperation with the government efforts to maintain water canals. The campaign succeeded in motivating farmers to raise necessary funds to clean the village canal and to participate in the cleaning process, and to establish a village-level committee to maintain it. USAID made a decision to expand the project as a result of this success.

(1/1994-5/1995) **Contracted by Project Hope and the Egyptian Red Crescent Society** to develop 14 television public service announcements (PSAs), on different accident prevention and first AID measures. The project has included necessary formative research, development and production of material, pretest of messages on samples of the target audience, as well as the development and supervision of the media plan.

(10/1992 - 9/1994) **Chief, Youth & General Public Unit, GPA, The World Health Organization (WHO), Geneva, Switzerland.** Developed and sponsored communication projects in selected member countries. Represented WHO in joint committees with donors and other UN agencies. Developed policy guidelines and strategies for global HIV/AIDS awareness and control. Supervised an international team of professional and administrative staff.

(9/1991- 2/1992) **Contracted as Campaign Planner and Producer by World Health Organization and Ministry of Health of Saudi Arabia.** Developed the first HIV/AIDS prevention campaign in Saudi Arabia, which was aired for several months on state-owned television, despite all cultural sensitivities and taboos.

(3/1989-5/1995) **Designed, fund-raised for and produced the "Family House" social drama as a vehicle for addressing deep rooted health and social beliefs and practices.** This innovative project included developing, producing and distributing a 12-hour television drama series throughout the Middle East and North Africa region, and was sponsored by the Johns Hopkins University, the Ford Foundation, and IDRC. The series carries interwoven messages on AIDS prevention, Environmental protection, ARI, Child Spacing, Home Accidents, and Drug Addiction, and was aired in Egypt, Morocco, Lebanon, and Jordan. Well known stars appeared in the series, including Gameel Rateb, Medhat Saleh, Ahmed El Sakka, and Soheer El Morshidy. Evaluation studies indicated that the series

was watched by over 90 percent of all adult television viewers in Egypt, and more than 80 percent of them liked it and learned from it. The series achieved similar high ratings in Morocco where it was also evaluated by the Johns Hopkins University.

(4/1988-10/1991) **Contractor with the Clinical Services Improvement Project (CSI).** Planned and implemented all communication activities of this contraceptive social marketing project, including promoting CSI itself as well as its newly provided family planning services. Services also included conducting necessary market research and staff development training in the areas of interpersonal communication and counseling skills. Produced 15 television spots for the project, designed and produced video magazines for educating and entertaining clients while they waited in the clinics, designed lamp-posts, billboards, giveaways and point of service material, as well as pamphlets and flyers. The campaign succeeded in positioning CSI as a low cost, but excellent service provider. As a result, the average number of new clients monthly increased from 434 in 1988 to 4,653 in 1989 and to 18,873 in 1990.

(3/1986-12/1991) **Contractor to the State Information Service (SIS).** Developed and produced the first comprehensive national family planning television campaign in Egypt in 1986, known as the "Zannana" campaign. As a result of this campaign's success, SIS renewed the contract in order to develop and produce three additional campaigns consisting of 46 spots between 1987 and 1991. This included the "local accents" campaign and two "Dr. Karima" campaigns. Evaluation studies carried out in Egypt since 1987 show a remarkable impact of these campaigns. More than 95% of those interviewed knew of the main characters and correctly recalled the campaign messages. Egypt's birth rate has taken a downward turn simultaneously with these campaigns from 1986 to 1991. The Egyptian Minister of Population was quoted by The Times as saying that "the media campaign played the first and main role in the success we have established in reducing the rate of population increase."

(2/1983-10/1991) **Communication Adviser/Director of the National Control of Diarrheal Diseases Project.** Provided all media strategies, plans, concept and message development, media production, and pretest studies from the start of the project in 1983 until 1991. In addition to over 50 television and 30 radio spots, developed slides, pamphlets, posters, billboards, and educational films intended for mothers, nurses, physicians and pharmacists based on findings of ethnographic and other formative research. As early in the campaign as November 1985, The British Medical Journal concluded that "the lives of more than 100,000 Egyptian children have been saved as a result of what may be the world's most successful health education program." Official statistics have shown a 65.4% reduction in infant mortality and a 72.9% reduction in child mortality between 1982 and 1989 as a direct result of persuading caretakers to adopt rehydration therapy practices promoted by the campaign. "Edutainment" materials written and produced were aired on prime time national TV in Egypt, Jordan, Saudi Arabia, and Morocco.

(1/1988-11/1990) **Subcontractor to the Johns Hopkins University to provide IEC Training and Materials Development.** Technical support was provided to different Egyptian organizations working in family planning, and included materials development and production, market and audience research, development and implementation of IEC training, especially in person-to-person communication, counseling skills, situational analysis, formative research, IEC planning and management, and evaluation of IEC impact.

(1989-1990) **Contracted by the Enterprise Program of John Snow, Inc.,** to provide communication services to the newly established family planning services of the Egyptian Health Insurance Organization. This included the development of a marketing plan, conducting and analyzing the findings of market research, staff development and training, and the planning and implementation of various promotional activities. In addition, designed a new logo for the project, and produced a

television spot, a poster, and a pamphlet. Planned and launched a three-month campaign which helped in causing an increase from 2,614 new clients per month before the campaign to 5,383 clients after the campaign.

(1/1986-9/1988) **Contracted by Family of the Future (FOF)**, a USAID-funded organization, to provide technical services in a number of contraceptive social marketing activities including the planning of media campaigns, development and production of TV spots, print material, training audiovisuals, planning of skill-based training for physicians, planning of promotional face-to-face activities, conducting market research and product testing, planning and implementation of public relations activities, including the design of special seminars for media professionals, as well as the design and production of a mass-mailed letter to 2000 national opinion leaders and decision makers.

(3/1985-2/1989) **Consultant to the Academy for Educational Development (AED)**. Provided technical assistance to the "Healthcom" project in Jordan, including review of in-country communication production and marketing research capabilities, planning of Oral Rehydration Solution distribution, overall communication program strategy, implementation and evaluation, assistance with formative and marketing research studies, and production of TV spots and print material.

(7/1985-9/1987) **Communication Adviser to Unicef Middle East Regional Office, Amman, Jordan**. Provided communication and market research assistance to strengthen UNICEF's capability and effectiveness in initiating and implementing social marketing programs in the Middle East, including Jordan, Syria, Yemen, Egypt and the Gulf states. Services included developing media strategies and plans, message development, market research, and the design and implementation of IEC training workshops for UNICEF Officers and national counterparts in the Middle East and North Africa Region. Developed the first guidebook in the Middle East on "communication programs for development," that was published by the Unicef MENA regional office in Arabic, English, and French

(3/1985-10/1987) **Developed, fund-raised for and directed all technical aspects of the "Sehettak Biddonia" Project**. The Ford Foundation and UNICEF co-sponsored it as the first comprehensive attempt in Egypt to define and test the media potential for the prevention of different health problems. The Project completed a national survey of 900 mothers, a series of 50 focus group studies, a survey of physicians' attitudes and opinions towards media use for health education; and a number of seminars for key MOH officials and other health professionals have been held. Detailed communication strategies and plans have been developed and 15 pilot TV spots were produced and aired on Egyptian TV.

(8/1985-Present) **Founder and Director, Center for Development Communication, Egypt (CDC)**; the first Egyptian and Middle Eastern organization specializing in the use of communication for positive behavioral change undertaking communication strategy development, materials production, training, and research. Developed and implemented numerous training, research and media production projects and campaigns in Egypt and other parts of the Middle East.

(6/1982-7/1984) **Project Director, Amideast, Egypt**. Managed a USAID-funded project to evaluate the impact of participant training programs that were sponsored by USAID for thousands of Egyptians who were sent to the US for training. Developed questionnaire, recruited and trained researchers and interviewers, analyzed data and wrote final report.

(11/1979-6/1981) **Assistant Director for Communication Research, the Social development Center (SDC), University of Chicago**. Directed the first national survey of communication and family planning in Egypt consisting of 2000 households to identify media habits and factors affecting the adoption of family planning methods.

Academic Career

(9/2011-Present) **Professor, Faculty of Mass Communication, Cairo University, Egypt** Supervise communication studies in English, recruit and manage all academic staff, teach courses on communication for development, the social psychology of communication, and communication research methods, co-teach an online course on international and inter-cultural communication in collaboration with six middle eastern and European countries, and supervise Masters and Doctorate dissertations.

(9/2006-8/2011) **Director, Communication Research Center, Ahran Canadian University, Cairo** Wrote proposals and received funding to develop and implement major initiatives in collaboration with international institutions including Unicef, The European Union, and the International Center for Journalists.

(6/2005 -8/2011) **Dean, Faculty of Mass Communication, Ahran Canadian University (ACU), Cairo, Egypt**, . Recruit and manage all academic and support staff, report to the university president and the board of trustees on all academic, research, and management matters concerning the faculty, develop a university affiliated not-for-profit center to serve the community and enhance applied research opportunities for faculty, research assistants and students, develop plans for postgraduate studies in collaboration with Canadian, American, and British counterparts, and secure grants and other funding resources for the development of educational labs and other training facilities.

(9/2003 - 6/2004) **Dean (Part-time), October University For Modern Sciences & Arts (MSA), Faculty of Mass Communication**. Supervised faculty members, technical & administrative staff and assistants, and enforced the agreement with the British counterpart on quality assurance standards. Identify, interview, and select staff members and assistants as needed. Provided academic leadership and guidance to faculty members and assistants. Managed, monitored, and updated teaching curricula and training content and methods. Monitored staff reports and achievements and evaluated their performances.

(10/2000 - 6/2005) **Chair, Department of Radio and Television, Faculty of Mass Communication, Cairo University** Supervised a staff of 10 full professors, 6 associate professors, 7 assistant professors, 12 lecturers and 9 teaching assistants, studio technicians and administrative staff. Supervised PhD and MA dissertations and taught both undergraduate and post graduate courses. Planned and established broadcast-quality radio & TV training studios and improved training approaches. Led the effort to update course syllabi and exam system. Member, Mass Communication accreditation committee of the supreme council for Egyptian universities. Coordinated the subcommittee on broadcasting studies. Headed the committee to develop all aspects related to establishing a new department for communication studies in English at Cairo university, which was approved by the supreme council in March 2005.

(1996-2000) **Director, Center for Communication Training, Documentation, and Production, Cairo University** Managed all professional and financial aspects of the center. Planned and managed advanced media and computer training for students and graduates. Designed and implemented AIDS awareness campaigns for Cairo university students and youth from the neighboring community. Turned the center's budget deficit in 1996 into a significant surplus in 2000.

(1986-1992) Associate Professor, Faculty of Mass Communication, Cairo University

(1981-1986) Assistant Professor, Faculty of Mass Communication, Cairo University

Scholarships, Grants and Honors

- Full scholarship from the University of Chicago for M.A. and Ph.D. studies.
- Research Grants from the International Development Research Center (IDRC), the Johns Hopkins University, Center for Communication Programs (CCP), the Ford Foundation, Unicef, and DANIDA.
- Numerous interviews and feature stories in the press on achievements including a special feature by "Secrets of Success" program on Nile TV International which dedicated two episodes for the interview.

Publications

Published Books

- *Principles of Communication*, Fairouz Maadi, 2002.
- *Dialogue with the Future*, UNICEF, 2001. (Arabic and English editions)
- *بحوث الإعلام والرأى العام Public Opinion and Communication Research Methods (in Arabic)*, University Publishing House, 2001.
- *Developing Communication Strategies and Programs: A Systematic Approach*. UNICEF Regional Office for the Middle East and North Africa. Amman, Jordan. April 1986 (Arabic, English and French editions).
- *Communication: A Guide for CDD Program Managers*. The World Health Organization, Geneva 1986. Co-authored by William Smith, Elizabeth Booth and C. Verzosa.
- *تأثير وسائل الاتصال The Effects of Communication (in Arabic)*, 1985. Dar el Fikr.
- *Communication and Family Planning in Egypt (in Arabic, with Donald J. Bogue)*, 1981.

Unpublished Manuscripts

- *Communication for Development Training Curriculum. A set of 15 modules for comprehensive and practical training.*
- *Knowledge and Social Change: The Case of Family Planning*. Ph.D. Dissertation, Sociology Department, University of Chicago. August 1981. Invented a new theoretical model to guide the development and evaluation of health and population media campaigns for national development and behavior change.
- *The Role of Educational Films in Increasing Awareness of the Pap test among Poor American Women*. MA. Thesis, University of Chicago, December 1978.

Journal Articles and Conference Papers

- "A Civil State or Troy's Horse: What does a 'civil state' mean to Egyptians?" Paper presented at the International Conference on Religion and Democracy in Europe and the Arab World, Lebanese American University, Byblos, 29-30 November 2012
- "Media and the Egyptian revolution" Paper presented at the conference on "Cross Cultural Education", Notre Dame University-Lebanon, 2- 3 June 2011.
- "Do Western Media Understand Islam?" Paper presented at the Workshop on "Islam and the Western World: the Role of the Media." Università della Svizzera Italiana, Lugano, Switzerland. March 16th-17th, 2007
- "Soap Operas May be Good for Health". *Eastern Mediterranean Health Journal*, Vol.4, No. 1, 1998. World Health Organization.
- "Can Mass Media Prevent AIDS"? *Eastern Mediterranean Health Journal*, Vol.2, No. 3, 1996. World Health Organization.
- "The Use of Television Series in Health Education". *Health Education Research*, Vol. 10, No. 1, Oxford University Press. January 1995.
- "A Global Strategy for Mass Education and Communication for AIDS Prevention". *Journal of Communication*, University of Cairo Press, October 1994.
- "Structural and Socio-Cultural Elements of Health Communication". Paper presented at the *Conference on Health Communication in Europe and the United States: Ethics and Models*. Abbaye des Vaux de Cernay, France. 17-18 June, 1993.
- "Television Advertising for National Development". In *Communication Processes: Alternative Channels and Strategies for Development Support*. K. Bofo and N. George (eds.) IDRC. Ottawa, Canada. November, 1991.

- "The Egyptian Experience with Nutrition Behavior Change". In *Effective Nutrition Communication for Behavior Change*. C. Achterberg (ed.). UNESCO, Paris, France. September 1991.
- "Developing Specific Appeals for Health Messages". Paper presented at the *Advances in Family Health Workshop*. The Johns Hopkins University, Baltimore, Maryland, USA. July 10-28, 1989.
- "Communication Strategies to Sustain ORT Program Impact." Paper presented at the *Third International Conference on Oral Rehydration Therapy (ICORT III)*. Washington, DC., USA. December 14-16, 1988.
- "Media Strategy of the Egyptian ORT Project." Paper presented at the *Conference on the Role of Prevention in the Promotion of the Egyptian Child Health*. Cairo, Egypt. September 27-29, 1987.
- "How the Egypt ORT Communication Campaign Succeeded." Paper presented at the *Second International Conference on Oral Rehydration Therapy*. Washington, DC., USA. December 10 - 13, 1985.
- "Development for All is Possible: Guidelines for the Use of Social Communication and Marketing in Health." Paper prepared for the *UNICEF Global Social Communication and Marketing Workshop*. Nairobi, Kenya. February 10-18, 1985.
- "Ten Lessons Learned From the Egyptian ORT Media Program." A paper presented at the *Workshop on Social Marketing and ORT*. Roslyn Westpark, Virginia, USA. November 1-2, 1984.
- "Thirst for Information: Development Communication in Oral Rehydration Therapy." Paper presented at the *National Council for International Health: 11th Annual Conference*. Washington, DC., USA. June 11-13, 1984. Co-authored by Norbert Hirschhorn.
- "The Obstinate Communicator: Knowledge and Practice Gaps Resulting from Communication." Paper presented to the *Conference on Communication, Mass Media, and Development*. North-Western University, Illinois, USA. October 13-15, 1983.
- "Mass Media Habits and Preferences of the Egyptian Public." *A Monograph published by the Ministry of Information*. Egypt. June 1983.
- "Differential Impact of USAID Training Programs Upon Returned Egyptian Participants." *AMIDEAST, Cairo, Egypt*. May 1983.
- "Factors Related to the Evaluation of US. Training for Egyptians." *AMIDEAST, Cairo, Egypt*. March 1983.
- "Factors Related to Pre-departure Orientations, Apprehensions, and Expectations of Egyptian Trainees in the United States." *AMIDEAST, Cairo, Egypt*. December 1982.
- "Egyptian Participants Evaluate Their Training and Living Experiences in the United States." *AMIDEAST, Cairo, Egypt*. November 1982.
- "Towards an Alternative Theory of Communication and Development." Paper presented at the *Symposium on Communication Research*, Cairo University. Cairo, Egypt. December 1981.
- "The Status of Knowledge and Beliefs about Contraception in Egypt." Paper presented to the *International Conference on the Use of Contraceptives in Egypt*. Cairo, Egypt. February 3-5, 1981. Co-authored by Donald J. Bogue.
- "*Quantity and Quality of Family Planning Services in Egypt*." Social Development Center (SDC), Chicago, and the State Information Service (SIS), Cairo, Egypt. January 1981. Co-authored by Donald J. Bogue.
- "*Status and Potential of the Spermicides and Diaphragm as a Contraceptive Method in Egypt*." SDC and SIS. Chicago, January 1981. Co-authored by D. J. Bogue.
- "*Status and Potential of the Condom as a Contraceptive Method in Egypt*." SDC and SIS. Chicago, January 1981. Co-authored by Donald J. Bogue.
- "*Status and Potential of the IUD as a Contraceptive Method in Egypt*." SDC and SIS, Chicago, January 1981. Co-authored by Donald J. Bogue.
- "*Status and Potential of the Oral Pill as a Contraceptive Method in Egypt*." SDC and SIS. Chicago, December 1980. Co-authored by Donald J. Bogue.
- "*Demographics of the Audience for Family Planning in Egypt*." SDC and SIS. Chicago, December 1980. Co-authored by Donald J. Bogue.
- "*Communication Obstacles to Family Planning in Egypt*." SDC and SIS, Chicago, September 1980. Co-authored by Donald J. Bogue.
- "*Awareness and Readiness of the Egyptian Public for Family Planning*." SDC and SIS, Chicago, September 1980. Co-authored by Donald J. Bogue.