



# NU-Q Year In Review 2018



NORTHWESTERN  
UNIVERSITY  
IN QATAR

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## LETTER FROM THE DEAN

### Settling In, Stretching Our Wings, Moving Ahead

Just over seven months after moving into its new building, the NU-Q community returned to begin the 2017–18 academic year and to witness the delivery of a dramatic three-story media wall and the opening of a robotic newsroom as a 500-seat events hall was also completed. What had been a mostly-empty space at the time of move-in was utterly transformed into a lively, engaged, and energetic community fulfilling our architect’s promise that the building was “an instrument to be played.” What a propitious way to begin our 10th year of operations. NU-Q welcomed its largest freshman class to date while the overall student body grew by a healthy 17.7 percent with 53 percent being Qatari citizens and others hailing from 25 countries. As the student body grew, new positions were added to the faculty and staff, both to serve the academic programs and to meet building operation needs. Constrained in borrowed space in the Carnegie Mellon in Qatar building for eight years, the school could now stretch its wings, grow, and move ahead. Central to the way forward was nurturing, supporting, and advancing the work of the people of NU-Q while transitioning from one venue to another in a coherent, supportive way. A raft of faculty-staff and student committees, part of the school’s shared governance, took on challenges ranging from community building, outreach, innovation/futures lab, and pedagogy/teaching, adding a dynamic human “moving in” element that has pushed the school forward on a dynamic trajectory.

The year will be remembered, of course, for navigating the Gulf crisis, the blockade of Qatar, which was met with resilience and resolve both within the school, across Education City, and throughout the country. In the midst of this national solidarity, we were determined that the blockade with all its challenges not interfere with NU-Q’s journey forward. The growth of the student body, a new admissions recruitment strategy, stable faculty and staff, and successful searches for new positions are evidence we were not deterred. The blockade, which put NU-Q at the crossroads of geopolitics and higher education, was also a stimulus for a curricular response in the classroom, where it was an instant case study. It inspired both faculty and student research efforts—and was the subject of the school’s first **Creative Media Festival**, whose theme was “Borders and Boundaries.” It also stimulated thoughtful storytelling in the form of student journalism and documentary films. Many

scholars, journalists, and public officials, including **His Excellency Sheikh Saif Al Thani**, director of the Government Information Office; Al Jazeera journalists and executives; and others helped engage a continuing conversation where the blockade’s consequences were debated and discussed. What was a threat months earlier, to the country and the school, became a creative challenge for expression and scholarship.

In early fall, we witnessed an electrifying visit to the school by the Emir of Qatar, **His Highness Tamim bin Hamad Al Thani**, who arrived with a crew from the CBS *60 Minutes* program. The Emir’s visit and several by **Her Excellency Sheikh Hind bint Hamad Al Thani**, CEO of the Qatar Foundation, heralded several hundred other guests, visitors, and delegations from across the globe. Famed broadcaster **Fareed Zakaria** engaged in a public interview while Oscar and Emmy-winner **Sharmeen Obaid-Chinoy** addressed the graduating class. Adding continuity were addresses by Middle East analyst and commentator **Rami Khouri** and futurist **Jeffrey Cole**, frequent visitors to the school, as well as workshops conducted by the Pulitzer Center, and other programs ranging from the **NU-Q Institute** for faculty and staff as well as **Wildcat Welcome**, **Wildcat Week**, **Research Week**, and the annual **Provost’s Delegation**. Other special visitors included the **Medill School’s national advisory committee** and a delegation of visiting journalists and think-tank analysts. Colleagues and students from across Education City visited the building as we hosted a session for **Education City’s Teaching Week** and a pilot taping of the new **Doha Debates** series as well as a gathering of health and medical officials and experts who convened to learn about NU-Q’s health communication research. Visitors from the home campus were many, including President **Morton Schapiro**, who led the graduation delegation, as well our new Provost **Jonathan Holloway**, who made no fewer than three trips, bringing with him other university leaders. Faculty members from the **Schools of Communication, Medill, and Weinberg** also graced our precincts as did visiting students. Such events as the **Creative Media Festival**, inspired and led by two Northwestern graduates, one a Broadway producer, resulted in multiple projects and activities while the annual **Studio 20Q film night** played to a full house of 500 in the Events Hall. An original **theatrical showcase** led by Professor **Ann Woodworth** garnered an overflow crowd in the Black Box theater. Others

from government, industry, and education came to propose new collaborative programs, television productions, and various joint efforts, some now in the planning. Our first-ever executive education program, led by Professor **Craig LaMay**, was launched this year on a pilot basis with seminars on Sport, Media, and Business wherein leading experts from our faculty and outside authorities engaged participants from media industries, strategic communication, and sports management. Later in the year, we recruited a director of executive and graduate education.

It was a time to assess and appreciate longstanding NU-Q programs, including the **Journalism and Strategic Communication Residencies (JRs)** that take junior journalism majors to 10-week internships at some of the world’s leading media and communications companies while a group of top communication students have two-quarter academic residencies under the **Evanston Exchange** program. Other students go to the home campus for the annual **Undergraduate Research and Arts Exposition** and the **Global Engagement Studies Institute** program among others. The **Global Media Experience** led students to top media firms and sites in New York City for the fifth consecutive year. Service learning programs took students to Phnom Penh, Cambodia, as others did independent study, language study, and research projects in Sri Lanka, Cyprus, and Morocco. Others benefited from international travel grants.

Within the community, the faculty, staff, and students have never been more engaged with new curricular offerings, research projects, and colloquia. Major support came from the Qatar National Research Fund, Doha Film Institute (DFI), NU-Q internal research fund, and others. Grants funded an innovative summer course in media ethics. Our **Media Use in the Middle East** longitudinal research project across seven countries produced its fifth published study and interactive website. We also published a **Five-Year Retrospective** in May, released during our annual **Qatar in Evanston** week, a time when we showcase the work of the school on the home campus. Faculty and student grants numbered 27 while faculty research productivity numbered 188 including books, monographs, articles, films, and other deliverables. A book on **Global Media Disruptions in the Gulf** was also produced by Northwestern, NU-Q, Qatar University, and Rutgers colleagues as part of the National Priority Research

Program. Outreach activities were many, including participation in two DFI film festivals and a special session of the **Qatar Media Industry Forum** with panels at the school and in West Bay, Doha featuring journalists from *Time*, *Buzzfeed*, and local media. As always, there were two sessions of the Al Jazeera lecture series.

This report offers images and detailed information rendering a portrait of NU-Q in 2017–18, a year of new beginnings, discovery, and continuity. As dean, I have an expansive and appreciative view of these multifaceted activities, and I am grateful to our leadership, faculty, and staff on the home campus at Northwestern University whose efforts benefit us greatly. Likewise, we greatly appreciate the indispensable vision, leadership, and support of the Qatar Foundation. Within NU-Q, our Joint Advisory Board (JAB) plays a pivotal role. And also important is the collective work of our NU-Q leadership team, faculty, staff, and outside advisers. Most of all we exist because of and for our students, who are highly motivated, engaged, and productive women and men. As we completed the academic year, there was much to celebrate, much to contemplate, and a chance to reflect on the decade of effort from fall 2008 through spring 2018 as our transformational school has grown and prospered. This sets the stage for 2018-19, when we will fully celebrate and critically assess these very good years. The year ahead will witness the opening of our long-awaited Media Majlis at NU-Q, Qatar’s first university museum, and other activities, programs, and innovations. The challenge continues and our excitement abounds.



Everette E. Dennis  
Dean and CEO





## HIGHLIGHTS



## NU-Q OPENS ROBOTIC NEWSROOM

At the dedication ceremony of NU-Q's Newsroom, a live, choreographed show was presented to guests, including Her Excellency Sheikha Hind bint Hamad Al Thani, vice chairperson and CEO of Qatar Foundation; Jonathan Holloway, Northwestern University provost; and fellow members of the university's Joint Advisory Board.

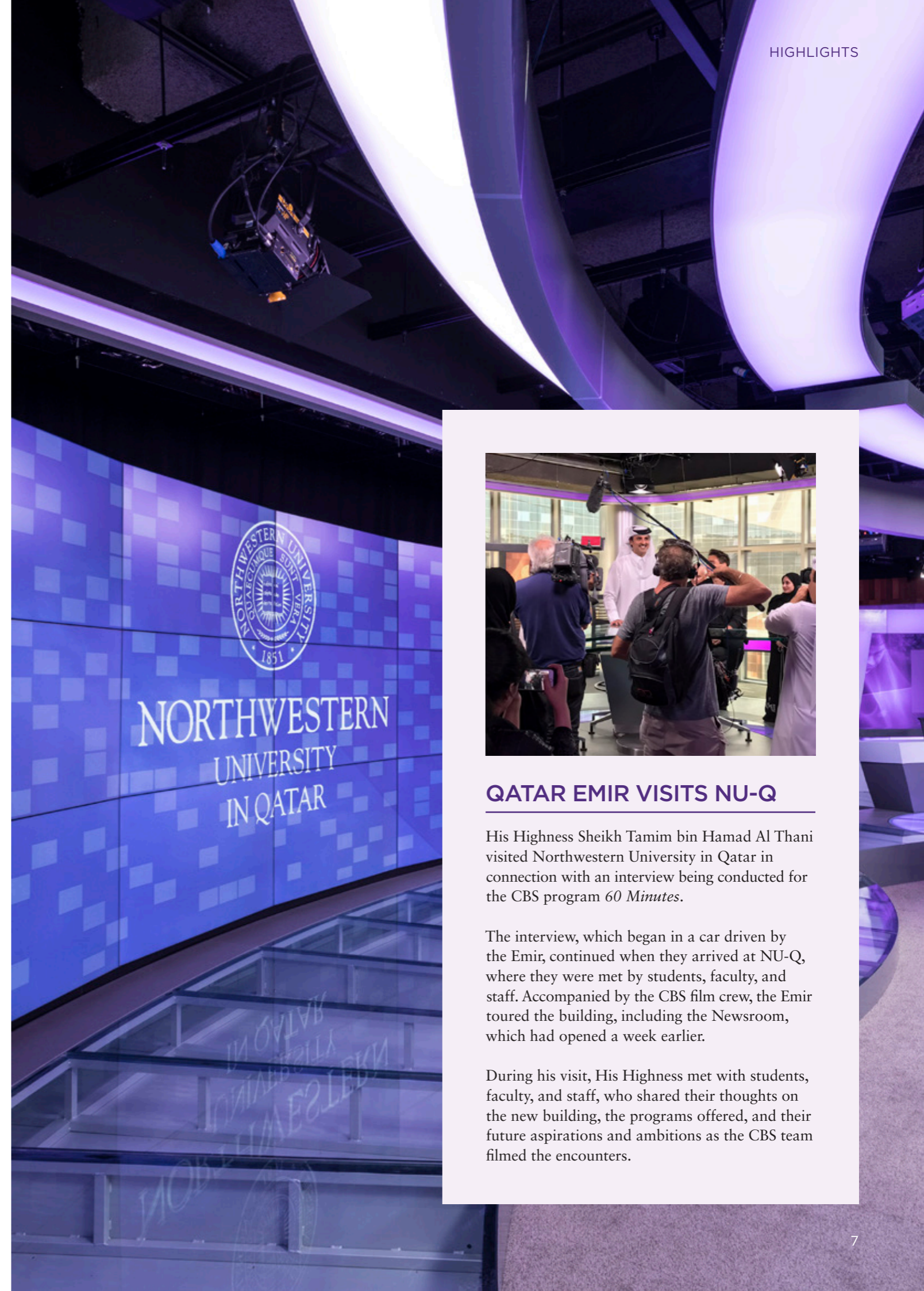
Using robotic cameras, live feeds from different locations, smart data visualization, and modular reporting, the demonstration portrayed how the Newsroom's different areas work as one unit to run a complete show.

"The real story here is not simply the physical properties of this extraordinary space, perhaps the most advanced newsroom of its kind in the world today," said Everette E. Dennis, dean and CEO. "It is the work that is and will occur here, the instruction that takes place, the people who are educated and trained—and what they do with the resources here in their future careers."

The Newsroom features four main areas—news desk, social media set, modular video wall, and an area for a talk show.

The news desk is a glass table that can seat up to three presenters and features an interactive backdrop displaying a variety of content. The social media set has a screen that displays live feeds from multiple social media platforms, such as Facebook, Twitter, Instagram, and Snapchat.

The 18-screen multipurpose video wall streams news channels, weather reports, graphics, data visualizations, maps, and live feed coverage from events. And the talk show area serves as an informal area where students can practice interviewing multiple guests in a contemporary setting.



### QATAR EMIR VISITS NU-Q

His Highness Sheikh Tamim bin Hamad Al Thani visited Northwestern University in Qatar in connection with an interview being conducted for the CBS program *60 Minutes*.

The interview, which began in a car driven by the Emir, continued when they arrived at NU-Q, where they were met by students, faculty, and staff. Accompanied by the CBS film crew, the Emir toured the building, including the Newsroom, which had opened a week earlier.

During his visit, His Highness met with students, faculty, and staff, who shared their thoughts on the new building, the programs offered, and their future aspirations and ambitions as the CBS team filmed the encounters.



## VISITORS AND EVENTS



### Analyzing International Coverage of the Gulf Blockade

This year's Qatar Media Industries Forum—*International Media and the Blockade*—had local and international journalists analyzing the blockade imposed on Qatar.

Due to the interest in the topic, the forum was held at two locations, in Doha's business center and on the NU-Q campus. The panel included *Gulf Times* Editor-in-Chief Faisal Abdulhameed al-Mudahka; Borzou Daragahi, Middle East correspondent for BuzzFeed; and Vivienne Walt, foreign correspondent for *TIME* magazine, with NU-Q Professor Banu Akdenizli moderating the discussion.

During the discussion, the panel explored whether the media has the responsibility to help improve communications between opposing factions during such a crisis like the blockade.

"It would be better," Daragahi said, "if the technology platforms take a little bit more responsibility. Whether you are talking about the realm of civic, governmental, or corporate responsibility, in all cases, there is a compelling argument to be made that there is a measure of responsibility that needs to be measured up to."

The panel discussed recent findings from NU-Q's annual *Media Use in the Middle East* survey, which reported that while the majority of people in the Middle East region trust the media in their

own countries, they also believe that there had been biased reporting of the blockade from other GCC countries.

Al-Mudahka suggested that trust in media has fallen and that national newspapers, in particular, are guilty of focusing only on positive news when their readers would actually benefit more from how different organizations and individuals are adapting to new challenges.

Al-Mudahka also discussed the demand by the blockading countries that Qatar close the Al Jazeera network.

"Al Jazeera will never close," he said, "It is our soft power. If you close Al Jazeera, you close Qatar."

As part of the forum, NU-Q published a report, *International Coverage of Qatar During the Blockade*, featuring coverage of Qatar beginning the week of May 21, 2017, when the Qatar News Agency was hacked and distributed false quotes from the country's Emir, and ending the week of September 25, 2017, following the United Nations General Assembly in New York.

With the intent to inject hard data into a sometimes subjective discussion, the study analyzed articles from 20 of the largest English-language publications based in the United States, the United Kingdom, and the United Arab Emirates.



### Innovation at MIT's Media Lab

The founder and chairman emeritus of MIT's Media Lab, Nicholas Negroponte, an inventor, thinker, and angel investor who has pushed the boundaries of connectivity and communication, shared his thoughts on the evolving world of digital information with students, faculty, and staff at Northwestern University in Qatar.

MIT's Media Lab, which helped drive the multi-media revolution, was established by Negroponte as a center for research and innovation, and the intersection of art, science, and technology. Since then, the lab has developed hundreds of original ideas and produced research on new technology, including touch-screen sensitivity and flat panels, long before they were introduced to the market.

Negroponte, known for his philanthropic work, founded the One Laptop Per Child organization, which designs, develops, and distributes low-cost laptops for children around the world, with a mission to empower them through education.

"The one thing I realized throughout the years is that the telecommunications industry does not work in the interest of people," said Negroponte, "yet we are reaching a time when I believe connectivity should be a human right."

A combination of serendipity and years of hard work gave Negroponte a chance to pitch this concept to the Pope, who became an avid supporter and partner. With the Pope's support, the United Nations Security Council may vote to change the international rights regarding access to Internet connectivity.

"My hope, and this is truly a hope, is that there is a 50 percent chance that the UN might declare connectivity as a human right in a resolution, which will be interesting because human rights are free and all you have to do to qualify is be human, and that really does change the landscape."





## Unique Challenges in the Business of Sports

The connection between business, law, and media was the topic of discussion with author of *The Business of Sports* and professor at Fordham University Mark Conrad. Examining the elements that make the sports industry unique, Conrad listed several reasons, including its talent-oriented nature, exclusive governance through leagues or federations, exclusive broadcasting rights, and strong relations with governments.

An additional area which sets sports organizations apart is the loyalty formed between audiences/viewers and their team, which he said also makes the industry more powerful. “Sports fans will root for their team year in and year out, no matter how bad it will be, hoping it will be better next time,” he said.

Conrad also deliberated about media law in the coverage of sports, pointing to new trends in sports coverage disseminated over the internet, as well as the increasing media attention to social issues attached to sporting events. During his visit, the professor also conducted workshops for students.



## Covering Climate Change

NU-Q welcomes journalists from the Pulitzer Center on Crisis Reporting each year—with a different issue highlighted. This year, three journalists presented their experiences reporting on climate change issues worldwide.

Eli Kintisch, a contributing correspondent for *Science* magazine and author of *Hack the Planet: Science’s Best Hope—or Worst Nightmare—for Averting Climate Catastrophe*, discussed his work covering the Arctic; Ako Salemi, an award-winning photojournalist from Iran, spoke about the impact of climate change on Iran’s desert landscape and the region surrounding; and Janice Cantieri shared details about the impact of rising sea levels in Kiribati, an island in the South Pacific.

“The dilemma of climate change is that it is caused primarily by first world countries, but disproportionately affects the developing world, and as a result, the people of Kiribati have been victimized as climate refugees,” Cantieri said.

Accompanying the journalists was Tom Hundley, Pulitzer Center senior editor, who has almost four decades of experience as a foreign correspondent for the *Chicago Tribune*.



## Fresh News Platforms for “Generation Z”

As part of the Al Jazeera Speaker Series, project leaders for the program “Sadeem” gave students, faculty, and staff a preview of the online reality show that is designed to tap into the young generation of Arab digital influencers.

Through a series of weekly challenges, contestants build on their digital presence and compete to develop engaging content for multiple platforms and vie for the title of the region’s next “digital superstar.” They also receive mentorship from a panel of judges, including Egyptian motivational speaker Kareem Esmail, Algerian popular online satirist Zarouta Youcef, and Kuwaiti fashion blogger Ascia Al Faraj.

Mohamad Zaoud, head of digital growth and business development for Europe, the Middle East, and Africa, along with NU-Q alumna Omaila Es-samaali, associate producer for engagement at Al Jazeera, explained how they expect “Sadeem” to be the biggest digital contest in the Arab world.

“The new generation of digital news consumers are native storytellers—they use their personal accounts to create stories about their daily experiences,” said Zaoun. The program will move away from politics and news and explore a new territory of communication that will bring together youth from across the region who have the talent and creativity to create engaging visual content and stories.



## Futuristic Storytelling Through VR

A second Al Jazeera startup—Contrast VR—was also showcased to the NU-Q community as part of the Al Jazeera Speaker series. The initiative is focused on bringing attention to stories from remote and underreported areas through the use of immersive technology including VR and 360-degree cameras.

Zahra Rasool, editorial lead for Contrast VR, and Ousama Itani, project lead, shared their most recent work from the network’s newly launched immersive media studio. Showcasing the future of storytelling—using cutting-edge technology and techniques—they presented a recent 360-degree documentary *I am Rohingya*, which centered on the day-to-day experience of refugees in Bangladesh.

“Our mission,” Rasool told the group, “is to take viewers directly to the front lines of real, pressing news stories through the development of immersive media content and 3D technology.”

Those attending the session also experienced VR storytelling through live demonstrations using Google headsets. “The immersive content really brings a story to life and increases the effect it has on the viewer,” said Amal Barakat, an NU-Q student.





## Qatar's Communication Strategy

His Excellency Sheikh Saif bin Ahmed Al Thani called for principled communications, greater government transparency, and willingness to cope with external scrutiny during a forum at NU-Q.

As the director of Qatar's Government Communication Office since it was established in 2015, Saif is at the forefront of Qatar's efforts to craft a modern strategy for communication based on the free flow of information, while respecting local values and traditions.

"Sticking to our principles is most important to us," he said. "Put simply, the office's role is to coordinate communication strategies across each ministry and communicate the facts and engage externally whether in Qatar or elsewhere."

Saif added that since the blockade, a focus on engagement and dialogue have been the key to moving forward. He said that while other ministries "continue to intensively engage with media, we remain clear that we do not fear the boycott, and we are willing to sit at the table and build a dialogue."



## U.S. Muslims Struggling in Trump Era

Award-winning journalist and author Lawrence Pintak addressed the rise of violence and hate crimes towards American Muslims, the increase in skewed media coverage, and the shift to the far-right in American governance.

He spoke in particular about the effect of 2016 United States presidential elections on minority groups. "American Muslims have pushed back against the negative narrative for many years . . . however, the rise of Donald Trump and the rise of ISIS was in many ways the perfect storm," said Pintak, who has written about Muslims in America since 1980. There is some good news, however. "People are speaking out about the discrimination they have faced, and as a result, there has been a groundswell of support for American Muslims," he said. Statistics from a recent study showed a rise in tolerance among Americans toward Islam as a religion.

Pintak is a member of the Content Advisory Board for the Media Majlis at Northwestern University in Qatar and the founding dean and professor of the Edward R. Murrow College of Communication at Washington State University.



## Building Bloomberg News

Identifying gaps in financial reporting was what led to the creation of Bloomberg News, its co-founder and emeritus editor-in-chief Matthew Winkler said in a special conversation at NU-Q. Winkler shared how his career at *The Wall Street Journal* primed him for the future of financial data.

With a small team of reporters, Bloomberg competed against media organizations that had hundreds of staff reporters and solid reputations in the market to produce a combination of market news, company updates, and other news stories. It quickly became an indispensable source for business news. "We were the internet before there was an internet, because we were 24/7, real time, and we did everything. We did the shortest stories and the longest stories," said Winkler.

He also shared the attributes that he thinks makes a news source trustworthy. Calling it the "Five Fs," he said that to "stay in the news business you want to be the first word, the fastest word, the factual word, the final word, and the future word."



## Exploring the World Through VR

The only way to know the truth is to see it with your own eyes. That is what Julia Leeb, a filmmaker and photographer, said as she shared her experiences working in some of the most dangerous places in the world.

Leeb has documented political upheaval in the Democratic Republic of the Congo, Egypt, Syria, Libya, and Afghanistan, and produced virtual reality and 360-degree content about remote regions, including Transnistria in Moldova, and the Nuba Mountains in Sudan. Photographs from her visits to North Korea were published in her book *North Korea: Anonymous Country*.

"I identify stories that are not trending," explained Leeb. "Through 360-degree technology, I can bring other people's reality to life so anyone around the world can see what it is like, without being manipulated."

As one of *ELLE* magazine's top 80 international characters and Refinery29's most inspiring women in Germany, Leeb gave students advice on the challenges she faced as a woman in hostile environments and as an outsider trying to connect with complete strangers.





## Fighting Fake News

International columnist and commentator, Fareed Zakaria, discussed implications of a post-fact world, fake news, and the role of social media in shaping opinions and influencing news consumption, during a public conversation at NU-Q.

“There’s a great danger that we are entering a world enabled by all these technologies that we love . . . technologies that make no real distinction between truth and falsehood. In fact, it is easier for a falsehood to go viral than a truth, because what virality is really dependent on is the sensational nature of the news. And, by definition, a lie is more sensational than the truth,” Zakaria said.

He also underscored the importance of an education in the liberal arts to help in evaluating the truth, saying that it “teaches students how to think and it teaches them how to write. These are two extremely important skills for personal and career development, and you would be surprised at how many people don’t know how to think logically—to build constructive arguments and influence people.”



## U.S. Foreign Policy Myths Debunked

In a lecture designed to complement NU-Q’s minor in Middle East Studies, Elizabeth Shakman Hurd, a Northwestern professor of political science and religious studies, said U.S. intervention on foreign soil involves bringing economic, religious, and political change to align the countries with U.S. interests. She refuted three myths on how U.S. foreign policy intersects with religious interventionism.

On promoting free religion, Hurd explained that the U.S.’s intervention in religious freedom is used to shape the political and economic fields in other countries. On the second myth, Hurd explained that the idea of requiring a “flourishing free religion” to liberate societies is rooted in U.S. international relations to get countries to support American objectives. The final myth—using religion to predict political behavior—Hurd said “does not predict political behavior. It is absolutely sociologically untenable to make this claim.”

In concluding her lecture, Hurd pointed out the importance of understanding how these myths are affecting people’s understanding of religious freedom, and the ways in which they are shaping political agendas worldwide.







## **ACADEMICS AND RESEARCH**

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## ACADEMICS

A refined curriculum, revamped course offerings, and the inauguration of an executive education program are among this year's outcomes stemming from NU-Q's commitment to develop and support a burgeoning regional media industry.

Northwestern has provided media-focused undergraduate programs on its Qatar campus since 2008. Each year, it refines and improves its programming through updated curriculum programs and new course offerings. This year incoming students were required to take a set of courses that provided them with a comprehensive introduction to the industry. Some courses examined the impact of media on institution, culture, audiences, and communities, while other courses provided insights into storytelling principles.

Similarly, sophomores were required to take a cornerstone course, Ways of Knowing, which challenged students to question how knowledge is constructed. The course focuses on one topic with faculty from various disciplines including science and technology, history, political science, and narrative design, demonstrating the methods by which their respective fields address the issue.

This year the students compiled and analyzed evidence on the topic of climate change. "The purpose of this course is to prompt students to question their assumptions and investigate numerous areas of research in their effort to collect conclusive evidence," said Hariclea Zengos, senior associate dean and director of the Liberal Arts Program.

Further elevating its efforts to produce well-equipped students, NU-Q capitalized on the cutting-edge features of its new building. A fully-automated Newsroom was opened in a ceremony attended by Her Excellency Sheikha Hind bint Hamad Al Thani, vice chairperson and CEO of Qatar Foundation, and other members of the university's Joint Advisory Board.

"The space opened up new opportunities for students to be prepared, more than ever, for the media's digital future. Students now have the opportunity to experiment with the latest emerging technology in the industry and challenge

themselves to become more adaptable in newsroom environments," said Mary Dedinsky, director of the Journalism and Strategic Communication Program.

Short five- and nine-week courses experimented with the top-of-the-line equipment, which includes robotic cameras, live-feeds, smart data visualization, and modular reporting—learning to incorporate these advanced tools in their reporting. The classes introduced students to the latest platforms of journalistic content including shooting and editing 360-video, producing audio content for podcast packages, developing media design and graphic features, writing sports copy, and conducting news assessment.

Another new course this year that equips students to stand at the forefront of a changing industry is a three-part studio class, Media Performance Technologies. The course was designed by Northwestern University Professors Eric Patrick, Stephan Moore, and Chaz Evans, who teach animation, sound design, and media entertainment in the School of Communication's Department of Radio/Television/Film.

Drawing upon their expertise, they demonstrated to students in Doha how new technology can produce modern works of art. In three studios and an audio edit suite fitted with fully-professional consoles, students delivered final projects that featured image mapping, bio sensors, and cutting-edge audio production.

"I often say, not jokingly, that the computer keyboard is the 21st century folk instrument. What we produce in these classes comes directly out of the capabilities of digital technology," said Moore, who instructed sessions in interactive sound for live events using Ableton Live, a software music sequencer and digital audio workstation.

Widening its offerings to the community outside of the Education City campus, NU-Q opened its doors to Qatar-based professionals seeking to begin or enhance their careers—a first step in its goal to offer more executive education courses. A series of masterclasses—grouped under a certificate program, "The Changing Business of



Northwestern University Professor Candy Lee speaks at an executive education session.

## EQUIPPING INDUSTRY LEADERS

Building on its expertise in the area of strategic communication and media, NU-Q inaugurated its Executive Education Program this year with three masterclasses, all focusing on sport communication.

NU-Q's executive education programming is in response to an expressed need that has been relayed to the University over the past several years. The development of the sport communication masterclasses is the result of extensive contacts between NU-Q and leaders in the media industry and government officials in Qatar, as well as a market study, commissioned by NU-Q.

To launch its executive education program, NU-Q offered three industry-specific masterclasses focusing on sport media, marketing, and law.

The first session began with an introduction to media sport and its evolution in the modern world with NU-Q Professor Craig LaMay, a Northwestern University scholar, who is currently on leave from his position as associate professor at Northwestern's Medill School. The masterclasses are part of a broader NU-Q program on sport, communication, and leadership that LaMay is designing.

"With media mega-events like the World Cup and the Olympics moving their competitions from North America and Europe to Asia, including Qatar, these changes have also changed the job of sport journalists, and given rise to new and critical forms of sports journalism that don't keep score, but rather cover the role sports play in social and economic development, and in shaping international human and civil rights norms," LaMay said.

At the second session, Fordham University Professor Mark Conrad analyzed legal concepts that govern international sports on issues such as transparency, corruption, doping, athlete's rights, and anticorruption by engaging with interactive case studies which inspired discussion and debate.

The final session of the program was led by Northwestern Professor Candy Lee, an expert in sport marketing, event management, and promotion.

The classes also featured local guest speakers including falconry expert Laura Wrede, general secretary of the Qatar Football Association Mansour Al-Ansari, and from Oola Sport, its design and product development director, Amina Ahmadi.





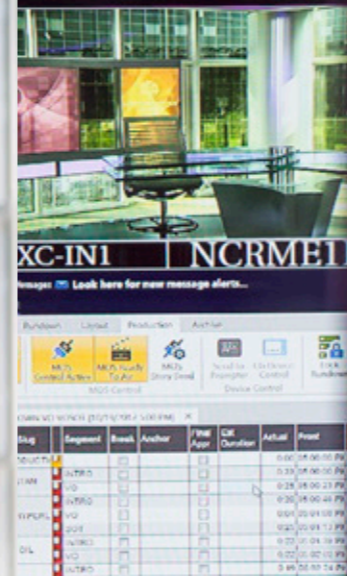
Sport and Sport Communications”—responded to a growing national sports sector in Qatar, with an increased need for strategic media and marketing expertise by offering masterclasses in the areas of media, marketing, and law.

The classes were led by scholars in their respective fields: Craig LaMay, NU-Q associate professor; Mark Conrad, an associate professor at Fordham University’s Gabelli School of Business; and Candy Lee, a Northwestern University professor in the Medill School of Journalism, Media, Integrated Marketing Communications.

“Part of Qatar’s sport strategy is to situate itself as a major player in global sports governance. The country realizes that with such decisions—like making beIN Sports one of the largest sports media operators or hosting large-scale events

like the 2022 FIFA World Cup—the local media sector will have to transform as well. NU-Q plans to be at the forefront of good sports media by educating journalists on media law and ethics in the region,” said LaMay.

As NU-Q approaches its 10th year anniversary, the school continues to provide a rigorous academic experience, equip students for an ever-changing industry, and extend its reach within the region. Its operations throughout the year are driven by the demand for continuous growth and improvement in the industry and have resulted in a confident new generation of leaders at the forefront of a changing media landscape.



## STORYTELLING IN A DIGITAL WORLD

Deeply embedded in the culture of Northwestern’s Medill School of Journalism is the philosophy of learning by doing. While this is felt in every course where students produce practical applications for knowledge acquired within the classroom, it is best put into practice through the journalism and strategic communication residency program.

The 10-week residency places Journalism and Strategic Communication Program juniors alongside industry professionals at top media organizations to learn real world lessons in media production. Students at NU-Q have interned at *USA Today*, *The Washington Post*, *AJ+*, *Forbes* magazine, Pulitzer Center on Crisis Reporting, Ogilvy & Mather and Al Jazeera English (London), Brookings Institute, and Teneo Blue Rubicon.

Before leaving for their residencies, students take five-week courses that strengthen their ability to work under strict deadlines in a newsroom or corporate communications setting. For the students enrolled in the Advanced Online Storytelling course, this means developing and designing a website.

In preparing for the class, Professor Christina Paschyn combs through local news reports to find a topic that becomes the issue students investigate over the five weeks. The website that students developed this year addresses concerns surrounding Qatar’s educational system.

The site—Q-Taa’learn—provides viewers with information on educational reforms, sex education, the ratification of degrees, the country’s performance on international tests, and special needs education. It provides content through informative videos, statistics, articles, and infographics.

“Students learn how to adapt vast, complicated topics into easy-to-understand, accessible multimedia pieces, like broadcast news reports, *AJ+* style videos, and data animation graphics,” said Paschyn. “It’s all about how to convey the information in a way that is compelling to the reader/viewer, textually and visually.”

The students shot and edited video stories, conducted reporting for feature articles, created visual elements, and designed a communications strategy to promote the website.

“Our results showed that there has been a significant amount of progress in the education sector, but they also shed light on the lingering obstacles and issues that need to be improved,” said NU-Q junior Ghalya Al Thani, who completed her residency at the New York office of the Permanent Mission of the State of Qatar to the United Nations.

Students interested in working in broadcast news environments attended a similar course focused on the techniques of electronic news gathering, in-house package production, and reporting.



## RESEARCH

Northwestern University in Qatar continued to build on its research eminence this year. Research conducted by the institution, faculty, and students are providing valuable insights and data for future scholarly work.

NU-Q launched its fifth annual survey of media use and public opinion, *Media Use in the Middle East 2017*, illuminating the evolving communication platforms in the region. The longitudinal study drew from interviews with more than 7,000 subjects residing across seven nations and investigated attitudes and opinions about issues such as free speech, online privacy, bias, and credibility. Its findings were cited by numerous publications and media outlets including *Fast Company*, Radio France Internationale, Al Jazeera English, Forbes Middle East, and Al-Fanar Media among others.

“At a challenging time in the region and around the world, we offer these findings as impartial data for use in much-needed, considered discussion and understanding of the current media environment,” said Everette E. Dennis, dean and CEO of NU-Q.

Also produced this year was a five-year retrospective of the study, providing valuable insight on the media landscape in the Middle East from 2013 to 2018.

Another institutional study, “Health Information and Monitoring Among Qatari Adolescents,” provided in-depth analysis of how Qatari youth acquire health information and monitor their own lifestyles using digital platforms. The study assessed results from interviews with more than 1,100 Qatari teenagers, aged 13–20 years.

Klaus Schoenbach, lead researcher, NU-Q professor, and former senior associate dean, collaborated with George Anghelcev, associate professor in residence at NU-Q; Ellen Wartella, Sheikh Hamad bin Khalifa Al Thani Professor of Communication, professor of psychology and professor of human development and social policy at Northwestern University; and Salma Mawfek Khaled, assistant professor and survey researcher at Qatar University’s Social and Economic Survey Research Institute.



“Our study found that Qatari teens are turning to the internet to find solutions, cures, and understand symptoms; however, the judgment and skills are often lacking to know how to assess and deal with the abundance of information they come across online,” said Schoenbach.

Research colloquia and workshops are held frequently throughout the year at NU-Q to provide a platform for exchanging ideas and equipping faculty with support. Research in the topics of digital diplomacy, American gothic literature, the effects of innovation in Hollywood, philosophical arguments for open immigration policies, political narratives surrounding natural disasters, and journalism ethics were presented on a monthly basis.

Research from the school also contributes to Qatar Foundation’s efforts in the area by participating in the Qatar Faculty Forum, an Education City wide seminar that convenes

academics from neighboring world-class universities on campus: Virginia Commonwealth University in Qatar, Texas A&M University at Qatar, Carnegie Mellon University in Qatar, Georgetown University in Qatar, Weill Cornell Medicine-Qatar, University College London Qatar, and Hamad Bin Khalifa University.

The Annual Research Conference, the Qatar Foundation’s flagship research event built to advance the nation’s ambitious research agenda, also showcased NU-Q student and faculty work in its presentations, poster sessions, and panels.

By empowering faculty and students to conduct investigations into their own interests, NU-Q is adding a diverse range of statistical and empirical data to research in the field. A major pillar of the school’s mission, research at NU-Q strengthens its connections to Qatar, empowers the Qatar Foundation’s mission, and continues to carry Northwestern University’s research mission.





## FACULTY RESEARCH

### Individual Faculty Projects: A Selection

#### *Media and Communication in MENA Countries*

- New global media players in the Middle East
- Digital diplomacy in the Arab Gulf
- Advertising, marketing, and strategic communication in the Middle East
- Religious broadcasting
- Free speech in the Arab world
- Arab youth and alternative media
- Turkish entertainment media and Arab audiences
- Journalists' use of user-generated content in conflict areas
- Sport media, marketing, and governance in the Arab Gulf
- Mobile Media Disruption

#### *Women, Media, and Communication in MENA Countries*

- Women's meetings and the public sphere
- Depiction of women in Gulf media
- Girls' media culture

#### *Issues in Islam*

- 18th century reformism in the Muslim world
- West-African Islamic intellectuals
- The rhetoric of the Sufi-Salafi controversy
- "Political Islam"

#### *Literature and Writing Studies*

- Pedagogy of writing
- Migration and displacement in world literature
- American Great Plains Gothic literature

#### *Other Topics*

- Global regulation of speech and press
- Media law in the Middle East
- Everyday life of political violence in Lebanon
- History of scientific and medical filmmaking
- British imperial history
- Rentierism in the Arab Gulf
- Sociology of migration in the Middle East
- Disaster science and technology studies
- Vinyl records as "analog artifacts"
- Museum studies and non-Western curation in the Arab Gulf
- Conceptualizations of power in understanding oppression

### Qatar National Research Fund: Research Grants National Priorities Research Program (NPRP)

#### *Media use in the Arab Gulf: Qatar in a changing region*

LPI: Everette E. Dennis  
 PIs: Justin Martin, Klaus Schoenbach  
 Collaborating Institutions: Doha Film Institute, Al Jazeera Media Network  
 Status: Ongoing; February 2018–February 2021  
**Total Award: \$453,000 (QNRF), \$30,000 (DFI)**

#### *Qatari Adolescents: How do they use digital technologies for health information and health monitoring?*

LPI: Klaus Schoenbach  
 PIs: George Anghelcev, Ellen Wartella (NU-E), Salma Mawfek Khaled (QU)  
 Collaborating institutions: Northwestern University-Evanston and Qatar University (SESRI)  
 Status: Completed  
**Total Award: \$268,316**

#### *National museums and the public imagination: a longitudinal study of the National Museum of Qatar*

PIs: Jocelyn Mitchell  
 Submitting Institution: University College London-Qatar  
 Status: Ongoing; August 2016–August 2019  
**Total Award: \$17,102**

#### *Content innovation strategies for mobile media in Qatar*

LPI: John Pavlik (Rutgers University)  
 PIs: Everette E. Dennis, Rachel Davis Mersey (NU-E), Justin Gengler (QU)  
 Collaborating Institutions: Northwestern University, Rutgers University, and Qatar University (SESRI)  
 Status: Ongoing; October 2015–June 2019  
**Total Award: \$726,407**

#### *Media use in the Arab Gulf: A longitudinal study*

LPI: Everette E. Dennis  
 PIs: Justin Martin  
 Collaborating Institutions: Doha Film Institute, Al Jazeera Media Network  
 Status: Completed  
**Total Award: \$849,601**





## Undergraduate Research Experience Program (UREP)

*Hashtag blockade: Exploring the digital landscape of the Gulf crisis*

Primary Faculty Members: Jocelyn Mitchell, Ibrahim N. Abusharif, Banu Akdenizli  
Status: Beginning Fall 2018

Total Award: \$30,000

*Helping oneself by helping who needs: The discourses and practices of Qatari foreign aid to developing countries*

Primary Faculty Member: Hasan Mahmud  
Status: Completed

Total Award: \$13,483

*Assessing and improving migrant workers' access to and utilization of health information and resources*

Primary Faculty Members: Susan Dun, Amy Sanders  
Status: Ongoing; May 2017–November 2018

Total Award: \$29,993

*Cultivating a science-based community and scientific culture in Qatar*

Primary Faculty Member: Anto Mohsin  
Status: Completed

Total Award: \$15,000

## Internal Scholarly Research Grants

*The Gulf information war and the role of media and communication technologies*

Ilhem Allagui and Banu Akdenizli

*The politics of legitimacy: Wealth, voice, and nation in Qatar*

Jocelyn Mitchell

*Chicago music from the 1940s to 2010: Southside, Bronzeville, and beyond*

Danielle Beverly

*Girls talk back: Girls' media, feminism, and female youth in the women's liberation era*

Kirsten Pike

*Caught between nations: Film and the Danish expeditions to the Gulf states*

Scott Curtis

*Privacy in the Middle East: Conflicting comparative approaches*

Amy Kristin Sanders

*Worker health and sport in Qatar*

Susan Dun

*Legal protection for sustainable business models: Could dicta save automated journalism*

Amy Sanders

*Love-45 (feature film)*

Rana Kazkaz

*Eyes on the Prize: Revisited*

Marco Williams

*Youth generated media, movement in Arab public life*

Joe Khalil

*Presence of the Prophet: Eighteenth-century Islamic renewal and the Muhammadan way of Ahmad al-Tijani*

Zachary Wright

## STUDENT RESEARCH

### Undergraduate Research Grant (URG)

*Bonded labor in Pakistan*

Ammar Younas, Neha Rashid, and Zaki Hussain

*Archie to Riverdale adaption*

Achira Bhattacharyya

*Robingya refugees' integration into Malaysian society*

Ibtesam Moosa, Habibah Abass, and Xiran Liu

### Undergraduate Language Grant Recipients (ULG)

Abdulla Al-Hor (*Spain*)

Hatim Rachdi (*Germany*)

Sana Hussain (*France*)

### NU-Q Entries at Northwestern's Undergraduate Research & Arts Exposition

*Beyond the crisis: Integration of Rohingya refugees in Malaysia*

Habibah Abass and Ibtesam Moosa

*Activism through street artists: A look at Banksy*

Anzish Mirza

*Support for internet content regulation among citizens of five MENA countries: Lebanon, Qatar, Saudi Arabia, Tunisia, and the UAE*

Jueun Choi

*Terima Kasih (film)*

Zaki Hussain and Noof Al-Sulaiti

*Kiln (film)*

Neha Rashid, Ammar Younas, and Zaki Hussain



## FACULTY APPOINTMENTS

New members of NU-Q's leadership and faculty include a new senior associate dean, a director of executive and graduate education, a new director of the program in communication, and an additional liberal arts faculty member.

### *Hariclea Zengos*

In April, Hariclea Zengos was appointed senior associate dean, a role which focuses on NU-Q's academic excellence and institutional improvement. Zengos succeeds Klaus Schoenbach, who now serves as distinguished adjunct professor to the University.

Zengos joined NU-Q in August 2017 from the American College of Greece, where she served as associate dean for academic affairs in the Office of the Provost. She previously served as associate dean in the School of Liberal Arts and Sciences and the director of the English Language program and department head for English and Modern Languages at the College.

Zengos holds a PhD in English from Tufts University and an MA in English from Clark University. She also earned an MEd at Harvard University's Graduate School of Education, where she studied higher education administration, and has a BA in English from the American College in Greece. Prior to her appointments in Athens, she was a lecturer in English at Clark University in Worcester, Massachusetts, and also taught English composition at Tufts while completing her doctorate there.

### *Jairo Lugo-Ocando*

Jairo Lugo-Ocando was named director of executive and graduate education and professor. He will oversee the conceptualization, development, and execution of executive and graduate education programs at NU-Q.

Lugo-Ocando was a tenured associate professor at the School of Media and Communication at the University of Leeds and has held appointments as a lecturer in journalism at the University of Sheffield and as head of the MA Global Journalism program.

Before entering academe, he served as editor-in-chief of Venezuela's *Diario La Verdad*, and freelance writer/stringer for several news organizations such as the United Press International, Miami's *El Diario*, and others in Venezuela, Peru, and Colombia.

Lugo-Ocando received his PhD from the University of Sussex and an MA from Lancaster University in media studies and international relations.

### *Gregory Ferrell Lowe*

Media management expert Gregory Ferrell Lowe was named professor of communication and director of the Communication Program this year.

Lowe taught at the University of Tampere in Finland since 2008 and at George Washington University. He has held visiting appointments at the Vienna University of Applied Sciences, Jönköping International Business School, Texas Tech University, The University of Texas at Austin, Tallinn University in Estonia, and the University of Westminster in London.

For more than a decade he acted as senior advisor for corporate strategy and development at Yle Finland. His other industry service includes that of president of the European Media Management Association, continuity director of RIPE International Initiative for Public Service Development in Media, and deputy chairman of the World Media Economics and Management Conference.

His educational background includes a PhD in Radio Television Film from The University of Texas, Austin, and a master's in mass communication from The Ohio State University, while his undergraduate degree in radio/television is from Abilene Christian University.

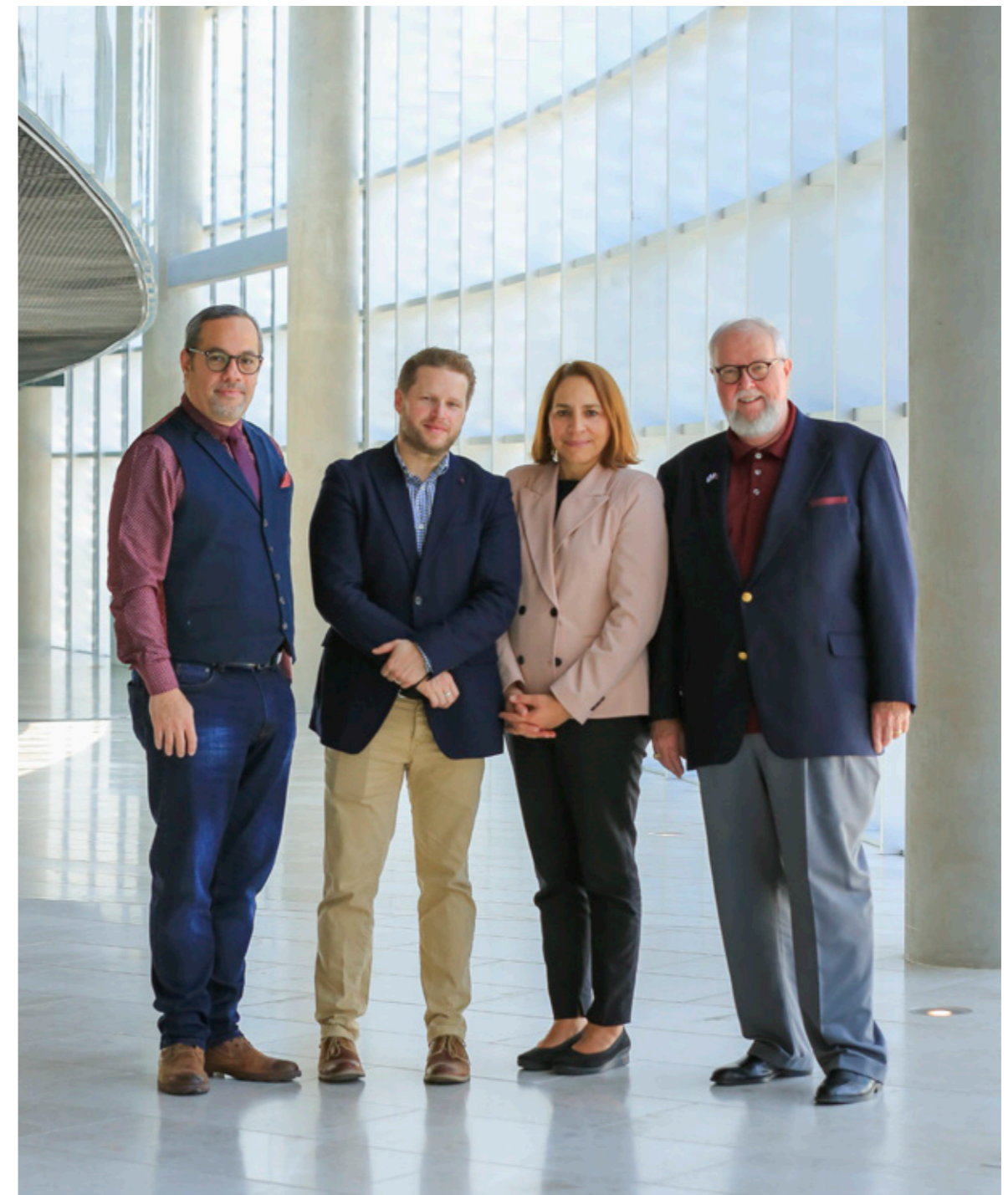
### *James Hodapp*

James Hodapp was named assistant professor in residence and will teach English literature and courses in the first-year writing program.

Hodapp joins NU-Q from the American University in Beirut, where he served as assistant professor of English since 2014. He has also taught at the University of Maryland, Harold Washington College, and Wilbur Wright College.

Along with four years teaching experience in the Middle East, his experience includes teaching high school English in Hong Kong and serving as a Peace Corps volunteer and English teacher in Lithuania.

Hodapp has a PhD in English from the University of Maryland, an MA in humanities from the University of Chicago, and a bachelor's degree in literature from American University in Washington, D.C.







# **STUDENT LIFE**

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## STUDENT LIFE



In addition to academia and research, student life on Northwestern's Doha campus is vibrant and alive through clubs, athletic teams, student housing, and international trips.

Life for students at NU-Q begins with orientation, where several Northwestern traditions are incorporated—including the “March Through the Arch”—on the Doha campus. In Qatar, students, faculty, and staff line a passageway of the building and welcome the freshman class with cheers, whistles, and horns as they begin their undergraduate experience.

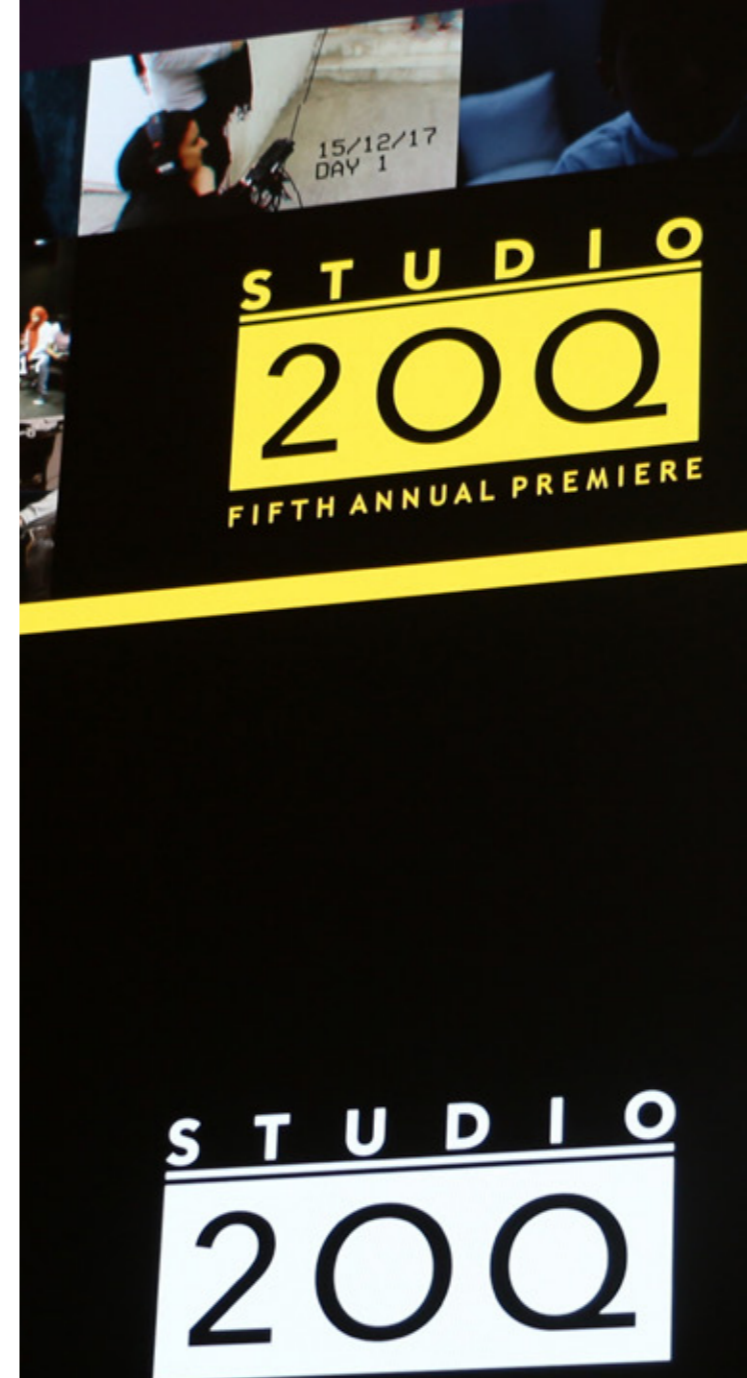
At the start of each year, all NU-Q students consider which of the student clubs they will join. The clubs vary from music to debate, narrative writing to filmmaking. All are focused on providing students with the opportunity to apply what they are learning in the classroom to real-life situations, as well as developing students' social and emotional intelligence.

One of the clubs—Studio 20Q—is one of the most popular. Studio 20Q provides its members with opportunities for filmmaking and immersion

in Qatar's local film culture, and regularly hosts workshops, training sessions, and networking events with local filmmakers. Members this year learned how to submit grant applications, refine pitch strategies, how to work on a film set, and how to distribute films to festivals.

“Studio 20Q is an all-over good learning experience because it supports meaningful ideas, engages with industry leaders, and allows students to build something from the ground up,” said Mariam Al-Dhubhani, board president of the club. The club offers competitive filmmaking grants to films that present new ideas, represent overlooked causes, or tackle a new medium of storytelling. This year, eight films on the topics of mental illness, political violence, and cultural history were funded.

Another popular club on campus is *The Daily Q*, a student-run digital publication that covers NU-Q and Education City through news stories, features, op-eds, videos, photo slideshows, and social media content. Student writers and editors explore their interests and test their skills in a realistic news setting, preparing them for fast-paced news environments.



## PUSHING BOUNDARIES THROUGH FILM

Studio 20Q is one of several student clubs at NU-Q—and is also one of the most popular. Members of the club host and participate in frequent workshops, training sessions, and networking events throughout the year.

While the club contributes to the growing film culture in Doha, its main focus is to provide funding and general support to students interested in producing their own films. Whether they are creating short narratives, documentaries, music videos, animation, or experimental films, for most of the students it's their first opportunity to have an immersive filmmaking experience outside the classroom.

Using the grant provided at the beginning of the year, the students bring their ideas to life by shooting, editing, and producing the films throughout the course of the year. At the end of the Spring semester, they host a red carpet ‘premiere’ event showcasing their work.

This year five student films that explored identity, mental illness, friendship, tradition, and the urgent need for societal change were screened at the event.

*Where Are You Right Meow?* is the first animated film to have been funded by Studio 20Q. In the style of Japanese hand-drawn images, the story explores the concept of what it means to be home. *Terima Kasih* follows a single mother and a schizophrenic daughter in their household for a day and exposes the realities of living with someone who suffers with from a mental illness and the challenges involved. *426* explores friendship through the bond between two prisoners from different backgrounds, within the walls of their cells. *Desert Bounty*, a period piece set in the Arabian Peninsula in the early 20th century, centers on a father and daughter who have a mysterious encounter that leads to unexpected consequences. Finally, *The Rat Child* confronts stigmas of physical disabilities and poverty through the tropes of Pakistani folklore.

Studio 20Q produced-films have received national and international recognition through an international film festival, being broadcast on Al Jazeera, and being nominated for a Student Academy Award.



At weekly meetings, the staff refines angles and sets deadlines for new story ideas, analyzes stories that have performed well, and identifies what might improve coverage. Their most successful story this year portrayed a day in the life of a service worker on campus. “Our audience is interested in stories that show a glimpse of the life of people that they usually don’t have access to in their daily life,” said Jueun Choi, editor-in-chief, who used her experiences with *The Daily Q* during her residency internship at *USA Today*.

For students interested in serving as a liaison between students, administration, and faculty, there is the Student Union club, which addresses ideas and suggestions from students and relays them to the administration. This year, following several open meetings, students saw their suggestions result in more cinematography workshops, vending machines with healthier food options, and a reorganized student lounge.

“The goal for our team is to create an environment where students feel safe to voice their opinions, ideas, and concerns,” Noof Al-Sulaiti, student body president, said. Taking on the responsibility to form lasting connections within the community, the group exercises valuable skills such as working in teams and budgeting through the frequent events hosted for students, staff, and faculty. These informal settings, such as the annual weekend carnival Purple Fest or the staff and faculty versus student dodge ball game, help build strong bonds within the community.

One of the unique aspects of Northwestern’s campus in Doha is that the student body represents 39 nationalities with many of the school’s international students living on campus. The student housing features dorms with studios and one-bedroom apartments, high-tech communal lounges, prayer rooms, study areas, and laundry facilities.

Anzish Mirza, an NU-Q senior from Pakistan, serves as a housing advisor and works with students in developing a sense of community on campus by connecting them with each other through various activities. Mirza says the experience has been invaluable: “It has taught me all the skills required to develop as a professional—communication, time-management, and organization.”

In addition to participating in an energetic community on campus, students also take their skills and passions around the world to broaden their perspectives and gain new insights.

On academic trips, students participate in credit-bearing programs that includes hands-on experience in their field of study. This includes the Journalism and Strategic Communication Residency program and the Evanston Exchange program. For the residency program, juniors in the Journalism and Strategic Communication Program take part in a Medill tradition and leave campus for a 10-week period to work alongside veteran journalists and public relations practitioners at globally recognized institutions.



Northwestern’s mascot, Willie the Wildcat, made a long-awaited appearance at NU-Q this year. Appearing at an all-student meeting in the Forum, the mascot was welcomed to Northwestern’s Doha campus by the dean, faculty, staff, and students. Willie timed his visit with the school’s graduation and was at the school’s new replica of Northwestern’s Weber Arch following the graduation ceremony to greet the new graduates and their families.



## GLOBAL MEDIA EXPERIENCE: WITNESSING THE WORLD OF MEDIA

To better prepare our students for the media profession, which many of them will pursue, a group visits the offices of major outlets in New York each year.

A career exploration opportunity, the Global Media Experience program takes a select group to newsrooms, production studios, and boardrooms, where they experience the fast-paced, ever-changing nature of the industry.

“The goal of the program is to expose the students to as many aspects of the media ecosystem as we can, in order to inspire students who may not have found their path, reinforce the path that some students may have chosen, or give students something more to discover,” said Greg Bergida, director of planning, assessment, and strategy, who leads the trip each year.

As a result, students have gone on to explore new courses back on campus in Doha or have planned their next steps after graduation more extensively. The connections from trips like these have in the past opened the doors for two students to intern at Vice Media during their journalism residencies.

It also allowed one student the opportunity to reach out to Broadway producer Tom Casserly to initiate a 48-hour creative media festival at NU-Q.

These organizations are chosen upon careful consideration of what the major issues are within the media and the current key players. For example, students this summer spoke with Facebook officials about the Cambridge Analytica data scandal and its implications on digital privacy and freedom of expression. They also explored contemporary issues such as “fake news” and the need for diverse representation with Vice Media, Made in NY Media Center, Time Inc., Barbara Whitman Productions, The New Museum, and ABC Eyewitness News.

“The representatives whom we met commented on the students’ curiosity, engagement, and readiness to bring their unique perspectives to discussions on global issues,” Bergida added.

Over the last six years, the trip has visited NBC Universal, the *New York Times*, FleishmanHillard, and OSN.



This year, students completed stints at AJ+ in San Francisco, *Forbes* magazine in New York, and Al Jazeera English and Ogilvy & Mather in London, among others. Juniors in the Communication Program who are selected for the exchange program spend a semester in Evanston on Northwestern's home campus.

For those students interested in a career with major news organization, the Global Media Experience trip is an opportunity to visit New York and meet with industry leaders. In past years students have met with representatives of NBC News, VICE Media, and the *New York Times*, learning first-hand how these organizations gather news and develop content.

In other University sponsored trips, students work toward addressing some of the world's most pressing concerns, finding ways to play an active role in developing solutions.

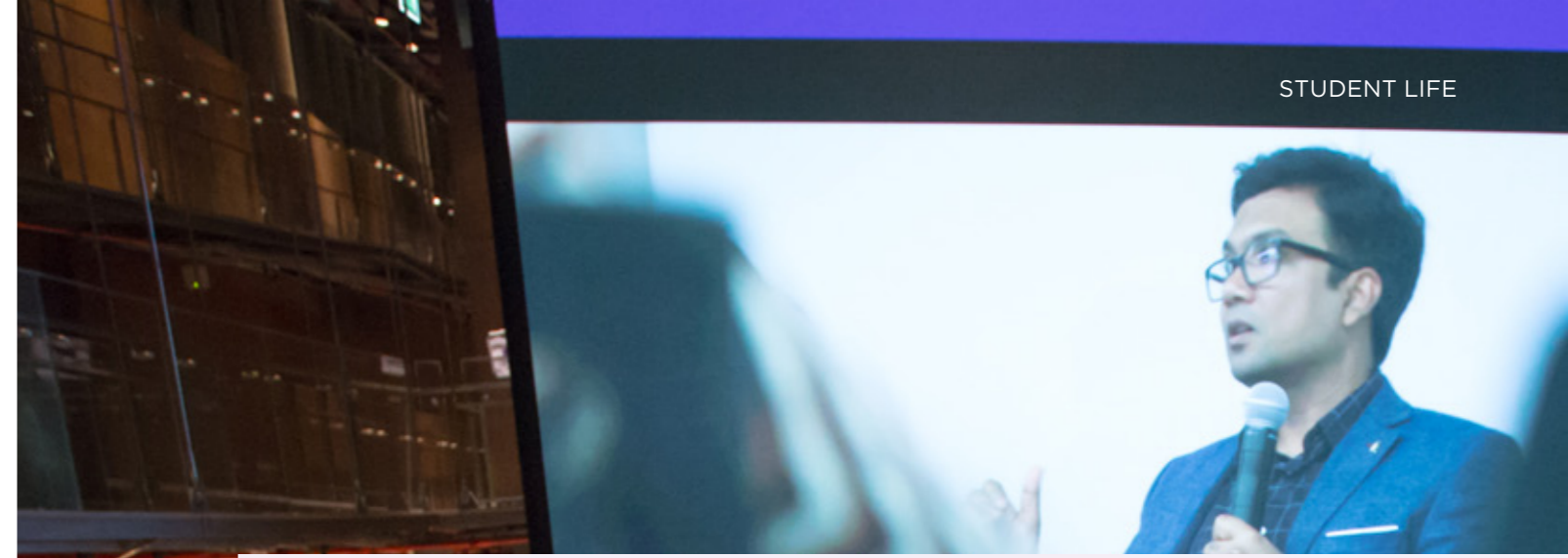
Responding to student interest in tackling a major global issue, this year's student service learning trip was to Phnom Penh, Cambodia, where vulnerable populations are facing difficulties due to climate change. The group worked with international non-profit housing organization Habitat for Humanity, which matches families in need with volunteers and the resources for them to construct new homes. Students completed the construction of a home for one family by the end of their trip.

"Being a student gave me the education that is integral to a career, but this trip taught me how to implement that education in a productive way," said Sara Sarwar, a student on the trip.

In addition to the annual service learning trip, students can also apply for a Wildcat Serve grant to work in areas that concern them on a personal level. This year students volunteered at a sea turtle conservation site in Sri Lanka, led English-language workshops at refugee rehabilitation centers in Cyprus, and performed physiotherapy exercises at children's disability clinics in Morocco.

Prior to the trips, students review basic concepts of service learning, social justice, and cultural competency. Sarhan Khan, a senior in the Communication Program, said he was moved by his time in Morocco, where societal stigmas toward disability were especially palpable. "The experience taught me that although there are a lot of things in the world that need to be solved, you can be part of the solution," he said.

NU-Q's student groups and activities ensure a holistic undergraduate experience that provides preparation for the world off campus by strengthening their ability to express their interests, communicate effectively with others, and build lasting relationships. Through these experiences and more, NU-Q creates opportunities to ensure each student is able to explore their passions and demonstrate newly acquired skills both inside—and outside—the classroom.



## BROADWAY PRODUCERS AND NORTHWESTERN ALUMS WORK WITH NU-Q STUDENTS

The Creative Media Festival—a unique festival that had NU-Q students developing new work over a weekend—was established at NU-Q this year by two Northwestern alums. Around the theme, *Borders and Boundaries*, students created film, photography, writing, and performance art over a 48-hour period.

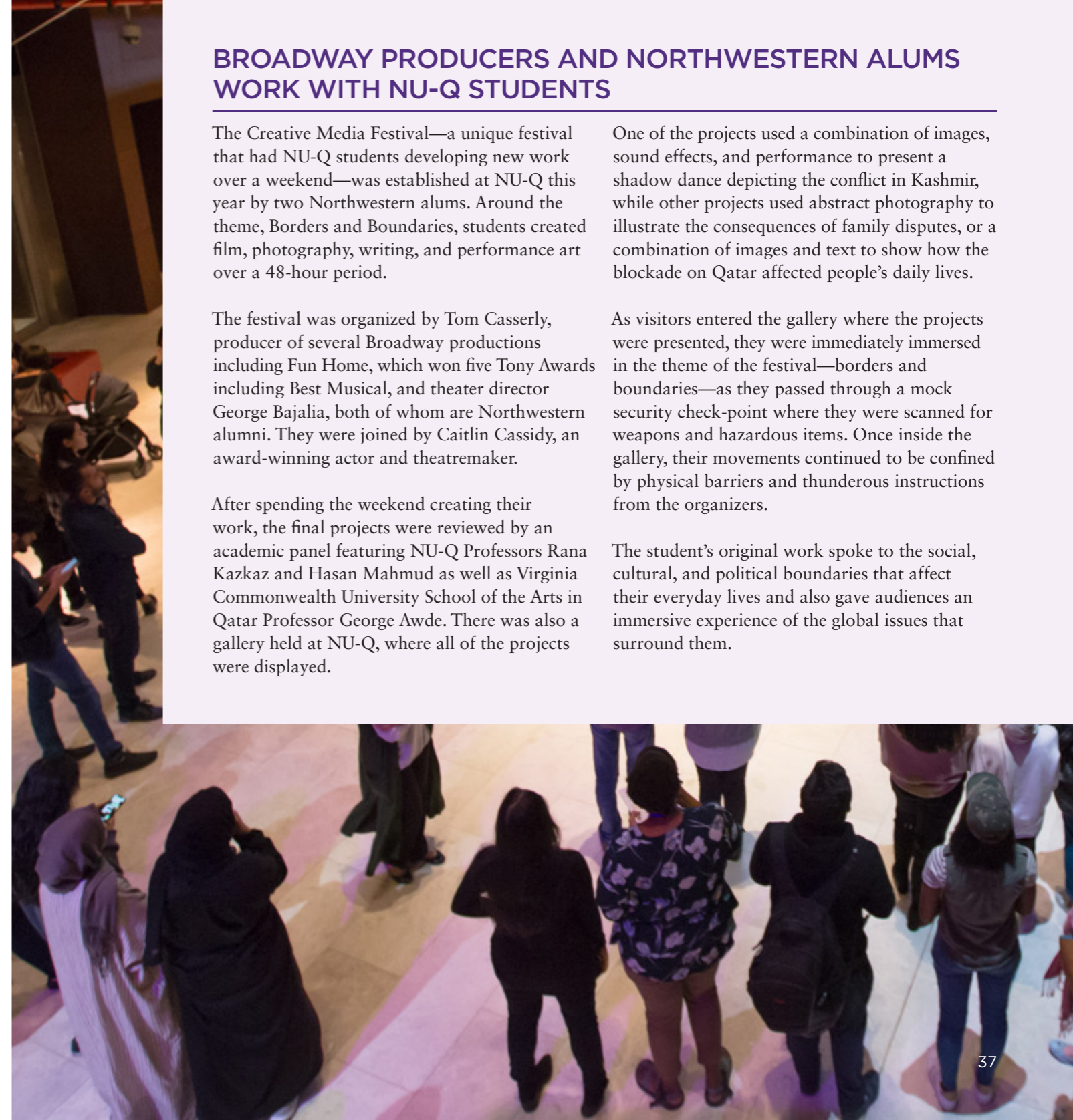
The festival was organized by Tom Casserly, producer of several Broadway productions including *Fun Home*, which won five Tony Awards including Best Musical, and theater director George Bajalia, both of whom are Northwestern alumni. They were joined by Caitlin Cassidy, an award-winning actor and theatremaker.

After spending the weekend creating their work, the final projects were reviewed by an academic panel featuring NU-Q Professors Rana Kazkaz and Hasan Mahmud as well as Virginia Commonwealth University School of the Arts in Qatar Professor George Awde. There was also a gallery held at NU-Q, where all of the projects were displayed.

One of the projects used a combination of images, sound effects, and performance to present a shadow dance depicting the conflict in Kashmir, while other projects used abstract photography to illustrate the consequences of family disputes, or a combination of images and text to show how the blockade on Qatar affected people's daily lives.

As visitors entered the gallery where the projects were presented, they were immediately immersed in the theme of the festival—borders and boundaries—as they passed through a mock security check-point where they were scanned for weapons and hazardous items. Once inside the gallery, their movements continued to be confined by physical barriers and thunderous instructions from the organizers.

The student's original work spoke to the social, cultural, and political boundaries that affect their everyday lives and also gave audiences an immersive experience of the global issues that surround them.





## STUDENT RECOGNITION

### Media and Research Awards

Each year the university holds its major media and research award competition, highlighting the best student work in areas of research, documentary, creative writing, fiction, news, and multimedia content. The submissions were judged by local and international industry leaders, including representatives from Al Jazeera, Mamac Ogilvy, Ginger Camel, Qatar University, and the Doha Institute for Graduate Studies.

THESE WERE THE WINNERS:

Creative Writing

*Zaki Hussain, Rami Al-Samarrae and Nicholas Wong for "Terima Kasih"*

Documentary

*Neha Rashid, Ammar Younas and Zaki Hussain for "Kiln"*

Independent: Image

*Yassine Ouahrani, Suleima AlHajAbed and Shaunak Ranade for "Noor"*

Independent: Writing

*Sara Sarwar and Ifath Arwah Sayed for "Lost in (mis)translation"*

Journalistic Writing

*Sarah Assami for "Tribes and Neighborhoods"*

Multimedia

*Juyoung Choi and Mingi Yoon for "Passion"*

Narrative Fiction

*Muhammad Muneeb Ur Rehman, Achira Bhattacharyya, A.J. Al-Thani and Razi Al-Islam for "Gardez"*

News

*Noor Jassmi and Manar Al-Jamal for "Brexit in the Media"*

Research and Analysis: Humanities

*Ibtesam Moosa for "Identity Politics in Two States"*

Research and Analysis: Social Sciences

*Ibtesam Moosa for "Examining Candidate-centric and Voter Mobilization Strategies of Bharatiya Janata Party"*

Strategic Communication

*Ibtesam Moosa, Basmah Kamran Azmi and Zaki Hussain for "The Good Indian Girl"*

### 2018 President's Awards Ceremony

On graduation day, Northwestern University President Morton Schapiro hosted the President's Awards Ceremony recognizing outstanding graduates before their families.

STUDENTS RECEIVING RECOGNITION WERE:

*Ibtesam Moosa*

Communication Award

*Shageea Naqvi*

Journalism and Strategic Communication Award

*Habibah Abass*

Liberal Arts Award

*Zaki Hussain*

Dean's Award

*Jueun Choi*

Student Leadership Award



Northwestern President Morton Schapiro (left) stands with recipient of the class of 2018 leadership award, Jueun Choi (center), and Dean Everette E. Dennis (right).

## CONVOCATION

At NU-Q's 2017 Convocation ceremony, political analyst and internationally syndicated journalist Rami Khouri advised students to become well-rounded in three dimensions of their lives—the political, the personal, and the professional.

In developing their personal and professional competence, he told them to consider how they will be remembered by their peers and by history.

"It is not by what you have achieved politically or even professionally; what you will be remembered for is how you behaved as a human being and as a person—whether you are continuing in media, communication and journalism, or you go into teaching or another profession," he said.

NU-Q's Class of 2021 represents 25 nationalities. Among the 95 new students are a star female athlete from Qatar's national track and field team, several local students who were at the top of their high school class, and international students who scored in the top fifth percentile of SATs worldwide.

A member of NU-Q's advisory board, Khouri also urged the class to make use of the unique opportunity they have to study at a world-class university, in a state-of-the-art facility, and with remarkable faculty with expertise across the industry.

"NU in Qatar has this amazing building," he said. "But this place is not amazing because of the building. This place is amazing because this is the only place in the entire world where you have together in one institution a concentrated amount of expertise among the faculty in journalism, history, communications, ethics, law, religion, and all different dimensions of the Arab world."

Khouri is the founding director of the Issam Fares Institute for Public Policy and International Affairs at the American University of Beirut. He served as the editor of the Beirut-based *Daily Star* newspaper and the Amman-based *Jordan Times* newspaper.



Rami Khouri addresses the class of 2021 at the 2017 convocation ceremony.



## GRADUATION



Sharmeen Obaid-Chinoy, a renowned filmmaker, activist, and journalist, was the graduation speaker at this year's ceremony. Also speaking at the graduation ceremony was class speaker Fouad Hassan who used the occasion to remind his classmates about what they had accomplished in their four years at Northwestern and urged them to remember their responsibilities as storytellers. "Northwestern has also taught us to pursue and tell the untold stories, to connect and empathize with one another, and more importantly, to fight for what we know is right," he said.

Obaid-Chinoy also spoke about the value of storytelling in a global society, recounting her experiences as an investigative reporter in Pakistan. The two-time Academy Award winner and six-time Emmy Award recipient summarized her advice for the graduates: "Remember that stubborn dreams are worth pursuing; remember to stand up for yourself, to be relentless, to fight back, to have thick skin, to embrace failure, to apologize when you make mistakes, and to break bread with strangers."

Northwestern University President Morton Schapiro, who has spoken at all seven NU-Q graduations, said to the class, "You not only carry the Northwestern purple flag so proudly, you absolutely exemplify the best of what we can achieve."

Dean Everette E. Dennis also expressed pride for the class, noting that "over the last four years, the graduating class has demonstrated academic and extracurricular excellence across all platforms and leaves here as educated and professionally competent women and men."

Members of the University's administration along with members of NU-Q's Joint Advisory Board also attended the event.



Sharmeen Obaid-Chinoy addresses the graduating class at the 2018 Graduation Ceremony.







**OUTREACH**

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## NU-Q - EVANSTON PARTNERSHIP



### Evanston Visitors 2017-18

#### Office of the President

*Morton O. Schapiro*  
President

*Robert McQuinn*  
Vice President of Alumni  
Relations & Development

#### Office of the Provost:

*Jonathan Holloway*  
Provost

*Jake Julia*  
Vice Provost for  
Administration and  
Chief of Staff

*Lindsay Chase-Lansdale*  
Vice Provost for Academics

*Ronald R. Braeutigam*  
Associate Provost for  
Undergraduate Education

*Jabbar R. Bennett*  
Associate Provost and  
Chief Diversity Officer

*Andrea Conklin Bueschel*  
Associate Provost for  
Strategy and Policy

*Jean Shedd*  
Associate Provost for  
Budget, Facilities, and  
Analysis

*Lee West*  
Director, Undergraduate  
Education

#### Office for Global Marketing and Communication:

*Storer H. 'Bob' Rowley*  
Assistant Vice President of  
Media Relations

#### Medill School of Journalism, Media, Integrated Marketing Communications:

*Bradley J. Hamm*  
Dean

*Candy Lee*  
Professor

*Rachel Davis Mersey*  
Associate Professor

*Julie Frabar*  
Director of Development,  
Office of Alumni Relations  
and Development

*Medill Board of Advisers*

#### School of Communication:

*Bonnie Martin-Harris*  
Associate Dean for  
Academic Affairs;  
Alice Gabrielle Twight  
Professor

*Chaz Evans*  
Lecturer

*Stephan Moore*  
Senior Lecturer

*Eric Patrick*  
Professor

#### Office of Human Resources:

*Pamela S. Beemer*  
Vice President & Chief  
Human Resources Officer

*Dana Bradley*  
Associate Vice President

*Dwight Hamilton*  
Associate Vice President  
for Equity

*Samir Desai*  
Director of Learning &  
Organization Development

*Stephanie Griffin*  
Director of HR Business  
Partner/Consulting & Policy

*Bill Chafetz*  
Senior Performance  
Consultant

#### Weinberg College of Arts & Sciences:

*Fraser Stoddart*  
Professor, Department of  
Chemistry

*Tobin J. Marks*  
Professor, Department of  
Chemistry

*Elizabeth Shakman Hurd*  
Professor, Department of  
Political Science

*Lisa Corrin*  
Senior Lecturer and Ellen  
Philips Katz Director at  
the Block Museum of Art,  
Department of Art History

#### School of Education and Social Policy, Institute for Policy Research:

*David Figlio*  
Dean; Orrington Lunt  
Professor of Education and  
Social Policy

*Lois C. Trautvetter*  
Director, Higher Education  
Administration and Policy;  
Professor, School of  
Education and Social Policy

*James P. Spillane*  
Spencer T. and Ann W.  
Olin Professor in Learning  
and Organizational  
Change; Professor, Human  
Development and Social  
Policy; Professor, Learning  
Sciences; Faculty Associate,  
Institute for Policy Research

#### Libraries:

*Sarah Pritchard*  
Dean of Libraries; Charles  
Deering McCormick  
University Librarian



## MEDIA COVERAGE

The blockade on Qatar that started in June 2017 had significant implications on NU-Q’s media coverage locally and regionally. In comparison to previous years, NU-Q’s regional coverage was constrained to a smaller number of countries, whereas local coverage and interest in NU-Q was abundant.

NU-Q’s 2017–18 coverage across the local and international media spectrum was extensive, strategically placed, and occurred frequently throughout the year. NU-Q secured a number of special features in local and international publications, highlighting both the University’s achievements as an institution, as well as that of its students who are using their education for the betterment of the societies around them.

The coverage spanned exclusive print features in local newspapers, as well as broadcast reports, interviews, and social media coverage. Internationally, stories about the results from the fifth Media Use Survey received substantial coverage in online publications. In addition, NU-Q was regularly featured on Qatar Foundation’s communication channels, which includes their newly launched mobile application “QF Today,” as well as their website and social media platforms.

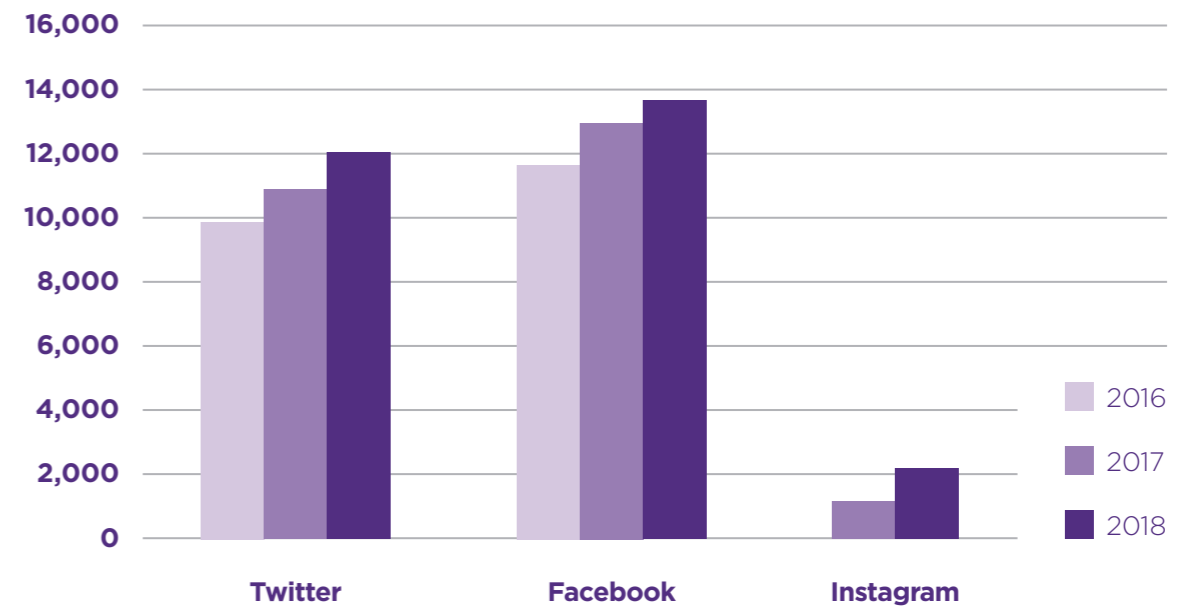
Multiple local papers, including Al Raya and Al Sharq, published interviews with and short stories by NU-Q students, graduates, and alumni, highlighting their successes and educational experiences. At the same time, there’s been a noticeable increase in proactivity from the media asking to interview NU-Q faculty, as industry experts on different story topics ranging from politics and the Qatar Blockade, to technology, digital security, and sports media.

In 2017–18, NU-Q strengthened its relationship with the home campus by implementing a strategic news sharing strategy, which resulted in increasing coverage across Northwestern University’s online newsletter, website, magazine, and social media channels. Some examples of such collaboration include highlighting NU-Q’s female students on International Women’s Day, publishing stories about NU-Q students exhibiting their work in London, and reposting content from the Provost, Medill board members, and the Evanston students’ Spring Break visit to NU-Q.

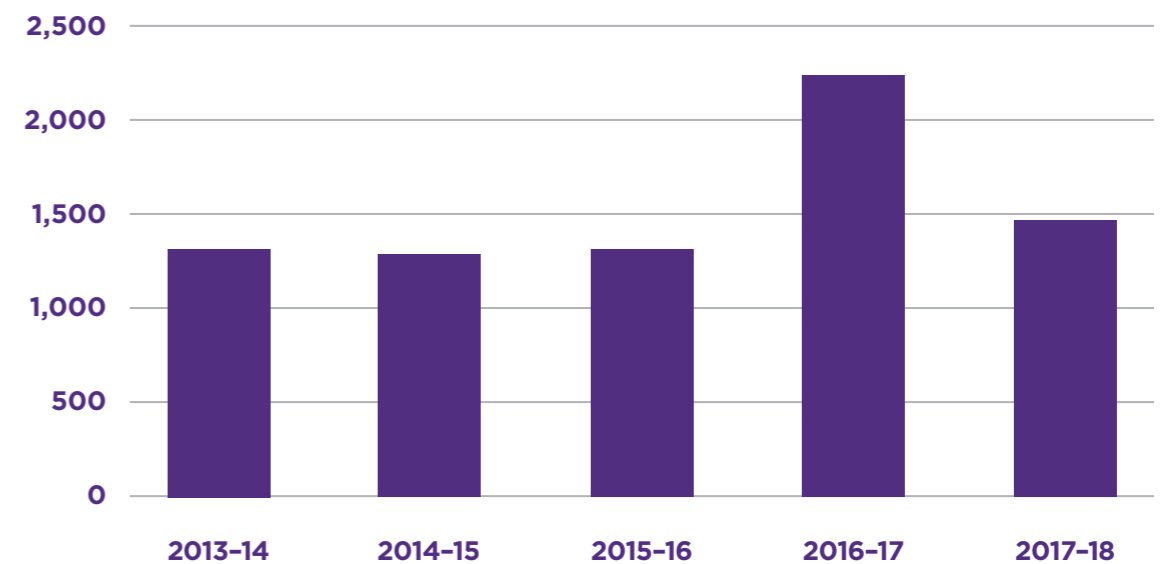
In addition, NU-Q welcomed a number of visitors from the main campus, which contributed to a higher level of interest and interaction from Evanston. The visitors included Provost Jonathan Holloway; board members from Medill led by its Dean Brad Hamm; the Dean of School of Education and Social Policy, David Figlio, and his colleague Professor James Spillane; Professor Elizabeth Hurd; three faculty members from Northwestern’s Radio/TV/Film—Eric Patrick, Stephan Moore, and Chaz Evans—who taught a course on Media Performance Technologies; and Professor Candy Lee, who taught a masterclass on sports marketing.

In addition to Northwestern visitors, NU-Q also hosted prominent media figures including CNN’s Fareed Zakaria, the Director of Qatar’s Government Communications Office His Excellency Sheikh Saif bin Ahmed Al Thani, and the Founder of MIT’s Media Lab, Nicholas Negroponte.

### Social Media Followers



### Media Hits Annually





## COMMUNITY OUTREACH



Hamad Al-Amari speaks at the Qatar Media Industries Forum.

### Partnerships

NU-Q's commitment to the development of the media and communication sectors in Qatar extends beyond the bounds of Education City. Partnerships with key industry leaders and organizations are a part of NU-Q's role in supporting the regional media landscape.

This year, NU-Q continued its partnerships with the Al Jazeera Media Network, Doha Film Institute, Qatar Computing Research Institute, and the World Internet Project that share its commitment to preparing students for professional careers in a global media market.

#### *Al Jazeera Network*

With Al Jazeera, NU-Q provides a platform for members of the media to speak with students about the future of the industry through the Al Jazeera Speaker Series. These talks were established in 2013 and have featured directors, producers, presenters, and other newsmakers affiliated with the network.

This year, it hosted representatives from the organization's new immersive media studio. Contrast VR was created by Al Jazeera to provide new arenas for immersive journalism, producing a variety of content using virtual reality and 360-degree tools.

"Our mission is to take viewers directly to the front lines of real, pressing news stories through the development of immersive media content and 3D technology," said Zahra Rasool, editorial lead of Contrast VR for Al Jazeera.

At the second lecture in the series, News Editor Awad Joumaa spoke about the challenges of on-the-ground reporting in conflict areas. The conversation covered security, responsible reporting, and maintaining professional ethics and integrity.

Joumaa shared insights from Al Jazeera Media Institute's latest book, "Journalism in Times of War," which he co-edited. "A journalist must think carefully about the story and ask every possible question before determining its significance to the conflict," said Joumaa.

#### *Doha Film Institute*

NU-Q and Doha Film Institute (DFI) continue their partnership on several projects, including the school's annual media survey of the Middle East. Since 2013, DFI has supported the *Media in the Middle East* research project, which explores trends in entertainment and news consumption. This year, NU-Q published a five-year retrospective report on the study.

NU-Q also supports DFI through sponsorship and participation of faculty, alumni, and students in film festivals—the Ajyal Youth Film Festival and Qumra.

The "Made in Qatar" category at this year's Ajyal Youth Film Festival showcased and awarded numerous films produced by students and alumni of NU-Q. Amal Al-Muftah's film *Smicha* received the Best Narrative Award, while Rawan Al-Nassiri and Nada Bedair, both NU-Q students, won Best Documentary/Experimental Award for their film *Treasures of the Past*. Alumna Rawda Al-Thani received the Special Jury Documentary/Experimental Award for her abstract film *I Have Been Watching You All Along*.

Also recognized at the festival was NU-Q Professor Rana Kazkaz for her film *Mare Nostrum*. In addition to the four award-winning films, four other films by NU-Q students and alumni were screened at the festival: *The Palm Tree* by Jassim Al Rumaihi, *Kashta* by AJ Al-Thani, *Makb'bz* by Aisha AlMuhannadi, and *Our Time is Running Out* by Meriem Mesraoua.

Qumra was developed to promote emerging filmmakers, specifically first- and second-time directors. At this year's forum, NU-Q supported a session with photographer Brigitte Lacombe, who spoke on her work in the United States with Leonardo DiCaprio, Martin Scorsese, and Meryl Streep, among others. A second session included Jon Kamen, CEO of Radical Media, who shared his thoughts on the utilization of emerging trends in creating compelling content.

In the Qumra Projects segment, which showcases ongoing film work, alumnae Maha Al-Jefairi, Jemina Legaspi, Zahed Bata, Mayar Hamdan, and NU-Q seniors Nouf Al Sulaiti and Amal Al-Muftah presented their respective "works in progress" for feedback from experts in the field.



Zahra Rasool, editorial lead for Contrast VR at Al Jazeera, speaks at NU-Q.



### *Qatar Computing Research Institute*

Qatar Computing Research Institute (QCRI) is a national research institute focused on tackling large-scale computing challenges that address national priorities for growth and development. The Institute's cutting-edge research is done in the areas of Arabic language technologies, data analytics, distributed systems, cybersecurity, computational science and engineering, and social computing.

Research collaborations between NU-Q and the Qatar Computing Research Institute consist of exchanging theoretical ideas about communication and the teaching of computer-aided content analysis to NU-Q faculty.

### *Qatar Media Industries Forum*

The Qatar Media Industries Forum (QMIF) provides media leaders in the Arab Region with a platform to explore topics of critical importance to Qatar's emerging media and communication industries.

This year's forum—*International Media and the Blockade*—included a panel of leading media experts who shared evaluations of the international reporting on the Gulf blockade and considered the role of mass media in the modern era of fake news.

The panel included Faisal Abdulhameed al-Mudahka, editor-in-chief at the *Gulf Times*; Borzou Daragahi, Middle East correspondent for BuzzFeed; and Vivienne Walt, foreign correspondent for *TIME* magazine. The discussion was moderated by NU-Q Professor Banu Akdenizli.

Panelists considered whether social media has the power or responsibility to help improve communications between opposing factions during such a crisis. "It would be better," Daragahi said, "if the technology platforms take a little bit more responsibility. Whether you are talking about the realm of civic, governmental, or corporate responsibility, in all cases, there is a compelling argument to be made that there is a measure of responsibility that needs to be measured up to."

Both institutions complement each other's expertise with a goal to create avenues for intellectual knowledge-transfer and work experience opportunities.

This year, QCRI collaborated with NU-Q in hosting artificial intelligence expert Lawrence Birnbaum to discuss the potential for advanced interactions between computers and humans in news creation. Birnbaum, a Northwestern University McCormick School of Engineering faculty member, who is an expert at conveying data in terms that can be easily grasped, presented the ongoing work of advancing computer-generated stories in the context of news coverage and education with NU-Q faculty and staff.

Akdenizli then referenced a finding from the media survey produced by NU-Q stating that two-thirds of respondents trusted the media in their own countries and felt there had been biased reporting of the GCC crisis from other GCC countries.

Panelists were asked whether this bias would undermine consumers' trust in the mass media of the region. Al-Mudahka suggested that trust in the media has fallen and that national newspapers, in particular, are guilty of focusing only on the positive news when their readers would actually benefit more from how different organizations and individuals are adapting to new challenges.

Panelists concluded that the blockade imposed on Qatar by neighboring countries has had significant repercussions on the trust people have in the media and has also magnified the dangers of fake news in shaping political discourse and public opinion.

Previous QMIF forum topics have included Media Consumption in the Arab World, Mapping Qatar's Media Market, and Meeting the Demand for Regional Content.



### *World Internet Project*

The World Internet Project, which studies the effect of the internet on national and international communities, also partners with NU-Q through its annual surveys that cover topics including media consumer behaviors, attitudes about freedom of expression, and perceptions of local and foreign content.

The international organization has tracked the social, political, and economic impact of the Internet on people's lives for more than a decade, and in its partnership with NU-Q, has extended its operations to the Middle East.





**APPENDICES**



## APPENDIX 1

### Joint Advisory Board

**H.E. Sheikha Hind bint Hamad Al-Thani**  
Vice Chairperson and CEO of Qatar Foundation  
(co-chair)

**Jonathan Holloway**  
Provost, Northwestern University (co-chair)

**Maryah Al-Dafa**  
Executive Director of Strategic Planning and  
Special Projects, Qatar Foundation

**Nim Chinniah**  
Executive Vice President, Northwestern University  
(until April 2018)

**H.E. Sheikh Ahmed bin Jassim  
bin Mohamed Al-Thani**  
Minister of Economy and Commerce,  
State of Qatar

**Rami G. Khouri**  
Director of the Issam Fares Institute  
for Public Policy and International Affairs,  
American University of Beirut

**Geneva Overholser**  
Editor and Educator; Senior Fellow,  
Democracy Fund

**Yaser Bisbr**  
Executive Director of Digital,  
Al Jazeera Media Network

**Ahmad M. Hasnah**  
President, Hamad Bin Khalifa University,  
Qatar Foundation (ex officio member)

**Everette E. Dennis**  
Dean and Chief Executive Officer,  
Northwestern University in Qatar  
(ex officio member)

### Leadership

**Everette E. Dennis**  
Dean and Chief Executive Officer

**David Albanese**  
Director of Human Resources

**Greg Bergida**  
Director of Planning, Assessment and Strategy

**Scott Curtis**  
Director of the Communication Program

**Mary Dedinsky**  
Director of the Journalism and Strategic  
Communication Program

**Pamela Erskine-Loftus**  
Director of The Media Majlis  
at Northwestern University in Qatar

**Gregory Lowe**  
Director designate and Professor in Residence,  
Communication Program (from March 2018)

**Nanci Martin**  
Director of Communications and Public Affairs

**Klaus Schoenbach**  
Senior Associate Dean (until December 2017)

**Alex Schultes**  
Director of Admissions

**Barry Sexton**  
Director of Business and Finance

**Keelie Sorel**  
Director of Student Affairs

**Pim Thukral**  
Chief Operations Officer

**Robb Wood**  
Director of Strategic Partnerships

**Hariclea Zengos**  
Senior Associate Dean (from January 2018),  
Director of the Liberal Arts Program

### Faculty

#### Communication Program

**Banu Akdenizli**  
Associate Professor in Residence

**Dana Atrach**  
Assistant Professor in Residence

**Danielle Beverly**  
Assistant Professor in Residence

**Susan Dun**  
Assistant Professor in Residence

**Rana Kazkaz**  
Assistant Professor in Residence

**Joe F. Khalil**  
Associate Professor in Residence

**Pamela Krayenbuhl**  
Assistant Professor in Residence

**Susan H. Pak**  
Assistant Professor in Residence

**Kirsten Pike**  
Assistant Professor in Residence

**Marco Williams**  
Professor in Residence

**Ann Woodworth**  
Associate Professor in Residence

#### Journalism and Strategic Communication Program

**Ibrahim N. Abusharif**  
Associate Professor in Residence

**Ilhem Allagui**  
Associate Professor in Residence

**George Anghelcev**  
Associate Professor in Residence

**Miriam Berg**  
Assistant Professor in Residence

**Craig LaMay**  
Associate Professor in Residence

**Justin Martin**  
Associate Professor in Residence

**Andrew Mills**  
Assistant Professor in Residence

**Christina M. Paschyn**  
Assistant Professor in Residence

**Amy Kristin Sanders**  
Associate Professor in Residence

#### Liberal Arts Program

**Khaled Al Hroub**  
Professor in Residence

**Giovanni Bandi**  
Adjunct Assistant Professor

**Sami Hermez**  
Assistant Professor in Residence

**Aaron LaDuke**  
Assistant Professor in Residence

**Maria Lombard**  
Assistant Professor in Residence

**Hasan Mahmud**  
Assistant Professor in Residence

**Sam Meekings**  
Assistant Professor in Residence

**Torsten Menge**  
Assistant Professor in Residence

**Jocelyn Sage Mitchell**  
Assistant Professor in Residence

**Yulianto (Anto) Mohsin**  
Assistant Professor in Residence

**Christopher Sparshott**  
Assistant Professor in Residence

**Zachary Wright**  
Associate Professor in Residence

#### Library

**Iman Khamis**  
Technical Services Librarian

**Mark Paul**  
Director of the Library

**Jeremy Walker**  
Public Services Librarian



## Staff

**Nadeen Abo Mazid**  
User Support Specialist

**Alanna Alexander**  
Writer/Editor

**Maha Al Ghanim**  
Administrative Assistant

**John Alindayo**  
Facilities Logistics Coordinator

**Chito Almacen**  
Production Equipment Specialist

**Safna Ansaruddin**  
Director of Student Records

**Bianca Apps**  
Administrative Assistant

**Ismael (Mel) Aquino**  
Library Associate

**Safa Arshad**  
Exhibition Coordinator for the Media Majlis at NU-Q

**Resil Barcelo**  
HR Business Coordinator

**Bronwyn Bethel**  
Writing Center Administrator

**Erin Bishop**  
Program Administrator

**Bradley Bower**  
Public Affairs Manager

**Lea Bowman**  
Manager of User Support

**Frank Box**  
Infrastructure Project Manager for the Media Majlis at NU-Q

**Anne Brothers**  
Program Assistant, Qatar Support Office

**Geoffrey Cannaby**  
Director of Production and Digital Media Services

**Jocelyn Casambros**  
Library Assistant

**Wielder Catapat**  
Manager of Production Operations

**Patricia Collins**  
Counselor/Coordinator of Health and Wellness

**Ray Corcoran**  
Director of Facilities

**Michelle Cunanan**  
Communication Support

**Mano De Rosairo**  
Administrative Assistant

**Nadiyah El-Amin**  
Academic Advisor

**Hadeel Eltayeb**  
Associate Curator for the Media Majlis at NU-Q

**Eric Espig**  
Digital Specialist for the Media Majlis at NU-Q

**Lawrence Ferrer**  
Purchasing and Payables Supervisor

**Will Froning**  
Manager of Infrastructure Operations

**Heba Gomaa**  
Academic Records Assistant

**R. Daniel Hague**  
Senior Audiovisual Technologist

**Amira Hariri**  
Assistant Director of Admissions

**Fouad Hassan**  
Research Support

**Haneen Hindi**  
Communications Coordinator

**Tiffany Ho**  
International Experience Manager

**Megan Holly**  
Administrative Assistant

**Sian Houlsby**  
Manager of the Dean's office

**Christopher Hurless**  
Systems Engineer/Administrator

**Shakir Hussain**  
Blended Learning Specialist

**Amir Hussin**  
Broadcast Engineer

**Zeena Kanaan**  
Public Relations Specialist

**Zanib Khalid**  
Business Analyst Associate

**Amy Khatib**  
Assistant Director,  
Student and Auxiliary Business Services

**Elizabeth Lance**  
Research Manager

**Shinoj Leela**  
Broadcast Support Engineer

**Erin Libby**  
Manager, Qatar Support Office

**Nadeem Lughmani**  
Senior Network Engineer

**Abir Maarouf**  
Purchasing and Payables Supervisor

**Louise Malinis**  
Administrative Assistant

**Toni Mani**  
AV Systems Engineer

**Arnold Marcelo**  
Office Assistant/Driver

**Iwona Marczak**  
Video and Multimedia Content Manager

**Christy Marianta**  
Executive Assistant to the COO

**Michael McDonough**  
Director of Health, Safety,  
Security, and Environment

**Tames McTigue**  
Senior Systems Engineer/Administrator

**Hallie Moberg Brauer**  
Program Assistant, Qatar Support Office

**Saeed Mohamed**  
Government Relations Manager

**Camelia Moisuc**  
Administrative Assistant

**Christopher Monaghan**  
Gallery Registrar for the Media Majlis at NU-Q

**Marie Newkirk**  
Career Services Manager

**Victoria Ng'eno**  
Administrative Assistant

**Durriya Niaz**  
Assistant Director, Accounting and Reporting

**Ryza Odencio-Tenorio**  
Library Assistant

**Dragos Onciul**  
Facilities and Housing Manager

**Terry-Lyn Perez**  
Broadcast and Production Technical  
Support Specialist

**Jan-Marie Petersen**  
Assistant Director, Digital Communications  
and User Experience

**Jesly Quimbo**  
Facilities Workshop Technician

**Rajiv Ravishankar**  
Senior Support Specialist

**Angelita Raytos**  
Academic Affairs Support

**Nadeen Said**  
Broadcast and Production  
Technical Support Specialist

**Genus Salas**  
Facilities Services Supervisor

**Delora Sequeira**  
Administrative Assistant

**Frederico Silva**  
Manager of Strategic Recruitment

**Bianca Simon**  
Administrative Assistant

**Rommel Solicar**  
Facilities Supervisor

**Alex Sotelo**  
Systems Engineer/Administrator

**Jack Taylor**  
Assistant Curator for the Media Majlis at NU-Q

**Michelle Telafici**  
Academic Advisor

**Kim Theodore**  
Assistant Director, Human Resources

**Indee Thotawattage**  
Student Life Specialist

**Patrick Tingson**  
Production Coordinator

**Robert Vance**  
Director of Information Technology

**Anthony Wallace**  
Network Engineer and Computing Security Analyst

**Paul Wood**  
Broadcast System Administrator

**Ihsan Yahya**  
Manager of Broadcast Engineering

**Katia Almazan Zurita**  
Business Risk Analyst



## APPENDIX 2

## Scholarly Activities

## Books and Other Monographs

- Dennis, E. E., Martin, J., & Wood, R. (2017). *Media Use in the Middle East, 2017, A Seven-Nation Longitudinal Study*. Doha, Qatar: Northwestern University in Qatar.
- Dennis, E. E., Martin, J., & Wood, R. (2018). *Media Use in the Middle East, A Five-Year Retrospective*. Doha, Qatar: Northwestern University in Qatar.
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## Book Chapters

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- Hroub, K. (2018). Can Hamas Be Part of the Solution? In Jamie Stern-Weiner (Ed.), *Moment of Truth: Tackling Israeli-Palestine's Toughest Questions* (pp. 187–190). London, New York: OR Books.
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- Pike, K. (2018). Mediating the majlis: Arab girls' documentaries about "women's gatherings" in Qatar. In M. G. Blue and M. C. Kearney (Eds.), *Mediated Girlhoods: New Explorations of Girls' Media Culture*, vol. 2 (pp. 193–211). New York: Peter Lang.

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- Allagui, I., and Ayish, M. (2017). Big Data in the MENA Region: The Next Path Towards Socio-economic and Cultural Development. *CyberOrient. Online Journal of the Virtual Middle East*, Vol. 11, 2. <http://www.cyberorient.net/article.do?articleId=9861>.
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## Conference Papers

- Abusharif, I. (2017, August). *Digital Media and Religious Authority: Case Study of the Mawlid Contestations*. Paper presented at the annual convention, Association for Education in Journalism and Mass Communication (AEJMC), Chicago, Illinois.
- Berg, M. (2017, June). *Television in the Arab World: Why Turkish Soap Operas Work in Qatar*. Paper presented at the 19th International Conference on Journalism, Media, and Mass Communications, Paris, France.
- Berg, M. (2017, June). *The importance of television dramas in Turkey's nation branding efforts*. Paper presented at the annual convention, International Place Branding Conference, Swansea University, Wales, UK.
- Curtis, S. (2018, March). *Film, Photography, and the Danish Ethnographic Expedition to Qatar*. Paper presented at Society for Cinema and Media Studies, Toronto, Ontario, Canada.
- Curtis, S. (2017, August). *Making Sense of Images: Approaches to Visualization in Biology and the Life Sciences*. Paper presented at Society for Social Studies of Science, Boston, Massachusetts.
- Dun, S. A., Ali, A., Humam, M., Hussain, S., Al-Mohammadi, B., and Ur Rehman, M. (2018, March). *Assessing and Improving migrant workers' access to and utilization of health resources*. Paper presented at Qatar Foundation Annual Research Conference, Doha, Qatar.
- Dun, S. A. (2017, December). *Leveling the playing field: Migrant worker participation in sports in Qatar*. Paper presented at Gulf Studies International Interdisciplinary Conference: Gulf Culture, Economics, Politics and Society, Qatar.
- Dun, S. A., Azmi, U. K., and Es-samaali, O. (2017, May). *Conducting culturally contextualized focus groups in intercultural research*. Paper presented at International Communication Association, San Diego, CA.
- Hroub, K. (2017, October). *Religion and Political Modernity in Zionism and Palestinian Nationalism*. Paper presented at the conference "Religion, Politics and Society in Israel," Birzeit University, Palestine.
- Hroub, K. (2017, December). *British Colonial Policies and the "Self-Rule" Proposals in pre-1948 Palestine*. Paper presented at the conference "100 Years of Balfour Declaration," organized by the American University in Beirut, Beirut, Lebanon.
- Jones, C. W., Mitchell, J. S., and Martin, J. D. (2017, September). *Gender and media legitimacy: A nationally representative five-country survey experiment*. Paper presented at the annual convention, American Political Science Association, San Francisco, CA.
- Khaled, S. M., Wartella, E., Saeed, M., & Schoenbach, K. (2017, December). *Qatari adolescents: How do they use traditional communication channels and digital technologies for health information and health monitoring?* Invited paper, Qatar's National Statistics Day, Qatar University, Doha, Qatar.
- Khalil, J. F. (2017, May). *The cultural politics of Arab hip hop: The view from Tunisia and Saudi Arabia*. Paper presented at the International Communication Association (ICA) Annual Conference, San Diego, CA.
- Krane, D., Martin, J. D., Dennis, E. E., Wood, R., Hill, K., & Saeed, M. (2017, May). *Media use in the Middle East, 2013–2017: Findings and reflections from a longitudinal study of media behaviors and political attitudes in six Arab countries*. Paper presented at the annual meeting of the American Association for Public Opinion Research, New Orleans.
- Krayenbuhl, P. (2017, October). *From Swing Time to Swing Time: Race, gender, and intermedial dance*. Paper presented via live video at the annual conference, Dance Studies Association, Columbus, OH.
- Krayenbuhl, P. (2017, October). *Re-remediating dance: The politics of body flows across Swing Times and platforms*. Paper presented via live video at the annual conference, Association for the Study of the Arts of the Present, Oakland, CA.
- Krayenbuhl, P. (2018, March). *"The Pelvis" as category crisis: The transgressive screen dances of Elvis Presley*. Paper presented at the annual conference, Society for Cinema and Media Studies, Toronto, Canada.
- LaDuke, A. (2017, June). *Bring Your Rhetoric With You: Integrating Analogy into English Academic Writing of Second Language Learners*. Paper presented at the Annual Conference, International Conference for Teaching, Education, and Learning (ICTEL), Singapore.
- LaMay, C. (2017, April). *Sporting mega-events and their consequences for free norms*. Paper presented at the annual conference of the International Society of Sport Sciences in the Arab World, University of Stirling, Stirling, Scotland.
- Lance, E. A. and Paschyn, C. (2018, March). *The applicability of symbolic annihilation in the Arab Gulf*. Paper presented at Qatar Foundation Annual Research Conference, Doha, Qatar.
- Lance, E. A. (2018, May). *Photo Elicitation in the Arab Gulf: A New Methodological Approach to Examining Symbolic Annihilation*. Panel presentation at the annual conference of the International Communication Association, Mass Communication Division, Prague, Czech Republic.
- Lombard, M. (2017, October). *Gendered Travel and Babywearing: Narratives, Perceptions, and Changing Mobilities*. Paper presented at the Encounters with Difference: Gender and Travel Writing Conference. Freie University, Berlin, Germany.
- Lombard, M. (2018, February). *Mothering on the Refugee Trail: Narratives of Local Efforts Making a Global Difference*. Paper presented at the Liberal Arts International Conference. Texas A&M University at Qatar. Doha, Qatar.
- Lombard, M. (2018, April). *Remembering Place in the Global Memoir: Gentrification, the Local, and Perspectives of the Past*. Paper presented at the College English Association National Conference (CEA), St. Petersburg, FL.
- Mahmud, H. (2017, October). *Going Global: Qatari Foreign Aid*. Paper presented at the annual conference, California Sociological Association, Sacramento, CA, USA.
- Martin, J., Naqvi, S., and Anghelcev, G. (2018, August). *Perceptual Learning of Linguistic Editing Skills: Immediate & Delayed Effects of a Perceptual-Learning Module on Knowledge of AP Style*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Scholastic Journalism Division, Washington, D.C.
- Martin, J. D., Schoenbach, K., and Naqvi, S. (2017, August). *Testing stereotypes about the online Arab public sphere: Predictors of concerns about internet surveillance in five Arab countries*. Paper presented at the annual meeting of the Association for Education in Journalism & Mass Communication, Chicago.
- Meekings, S. (2017, July). *Digital Narratives in the Writing Classroom*. Paper presented at the biannual MIX Writing Digital Conference, Bath Spa University, Bath, UK.
- Meekings, S. (2017, July). *Re-Writing Real Life: Filling in the Blanks Between the Facts*. Paper presented at the annual Great Writing Conference, Imperial College, London, UK.
- Meekings, S. (2018, March). *Utilizing Digital Literacy in the Arts & Humanities Classroom*. Paper presented at Qatar Foundation Annual Research Conference 2018, Qatar Foundation, Doha, Qatar.
- Menge, T. (2017, June). *Power, Collective Acceptance, and Ontological Complicity*. Paper presented at the "Complicity and the Politics of Representation" conference at Ruhr University Bochum, Bochum, Germany.
- Menge, T. (2017, October). *Peoples, Communities, Borders—The Implications of a Dualist Social Ontology for the Ethics of Immigration*. Paper presented at the "Who's Got the Power? Philosophical Critique of Social and Political Structures" conference at the University of Iceland, Reykjavik, Iceland.
- Menge, T. (2018, January). *Local Politics with Global Reach: Self-determination, Immigration, and Foreign Land Acquisitions*. Paper presented at LAIC2018: Liberal Arts International Conference at Texas A&M Qatar, Doha, Qatar.
- Mills, A., Sanders, A. K., and Hussain, S. (2018, April). *Using Mobile Chat Apps to Foster Faculty/Student Interaction Outside the Classroom: A Case Study*. Paper presented at the 2018 Broadcast Educators Association Convention, Las Vegas, USA.



## Conference Papers

- Mills, A., Sanders, A. K., and Hussain, S. (2018, April). *Edged Out: A Census of U.S. Undergraduate Ethics and Leadership Courses in Accredited U.S. Journalism and Mass Communication Programs*. Paper presented to the Curriculum, Assessment, and Administration Division at Broadcast Education Association annual convention, Las Vegas, USA. Second Place Paper Award—Open Division
- Mills, A., Sanders, A. K., and Hussain, S. (2018). *Digital Skills Implementation in Journalism and Mass Communication Curricula: A Census of Programs in the Middle East*. Poster presented at the Qatar Foundation Annual Research Conference, Doha, Qatar.
- Mitchell, J. S. (2017, November). *Teaching Middle East studies in a controversial time: Between activism and accountability*. Roundtable participant, Middle East Studies Association, Washington, D.C.
- Mitchell, J. S., and Jones, C. W. (2017, November). *The nature of tolerance in contemporary Qatar*. Paper presented at the annual convention, Middle East Studies Association, Washington, D.C.
- Mitchell, J. S., and Sparshott, C. (2018, February). *Climate change and the liberal arts: Local teaching, global solutions*. Paper presented at the Liberal Arts International Conference, Texas A&M University at Qatar, Doha, Qatar.
- Mitchell, J. S. (2018, March). *The meaning of tolerance in contemporary Qatar*. Poster presented at Qatar Foundation Annual Research Conference, Doha, Qatar.
- Mohsin, A. (2017, June). *Teaching STS courses at NU-Q using audiovisual materials and tools*. Paper presented at the annual TeachX conference, Evanston, IL, USA.
- Mohsin, A. (2017, September). *Science Majlis in Qatar*. Paper presented at the annual conference of the Society for the Social Studies of Science, Boston, MA, USA.
- Mohsin, A. (2017, October). *The Southeast Asian Power Grid*. Paper presented at the annual conference of the Society for the History of Technology, Philadelphia, PA, USA.
- Mohsin, A. (2017, December). *“Muddy” Disaster: The Lusi Mudflow and the Murkiness of an Environmental Accident*. Paper presented at the biennial SEASIA 2017 conference, Chulalongkorn University, Bangkok, Thailand.
- Paschyn, C. (2017, May). *Challenging Taboos: Analyzing Qatari Women’s Usage of Visual and Social Media*. Paper presented at the annual convention, International Conference on Communication and Mass Media, Athens Institute for Education and Research (ATINER), Athens, Greece.
- Sanders, A. K. (2018, June). *Legal Protection for Sustainable Business Models: Could Supreme Court Dicta Save Automated Journalism?* Paper presented at International Association of Mass Communication Research annual conference, Eugene, OR.
- Sanders, A. K., Jones, R. L., and Liu, X. (2018, January). *Stemming the Tide of Fake News: A Global Case Study of Decisions to Regulate*. Paper presented at the Southwestern University Law School’s Fake News and Weaponized Defamation: Global Perspectives symposium, Los Angeles, CA.
- Sanders, A. K., and Jones, R. L. (2018, March). *Clicks at Any Cost: The Economics and Regulation of Fake News*. Paper presented at the University of Missouri Law School’s symposium on The Future of Entertainment & Media—Legal and Entrepreneurial Viewpoints, Columbia, MO.
- Sanders, A. K. (2017, December). *Regulating Hate Speech on Social Media: A Tool for Social Cohesion or A Slippery Slope?* Paper presented to the Journalism Education and Research Association of Australia annual conference, Newcastle, Australia.
- Sanders, A. K. (2017, August). *The Protection of Privacy in the Middle East—A Complicated Landscape*. Paper presented to the Law & Policy Division of the Association of Education in Journalism and Mass Communication annual conference, Chicago, IL.
- Sar, S., Anghelcev, G., and Shen, D. (2018, May). *Effects of Quantity and Quality of Information on Consumer Responses to Advertising: The Moderating Roles of Mood and Consumer Gender*. Paper presented at the 2018 Annual Conference of the International Communication Association, Prague.
- Sar, S., Anghelcev, G., and Ham, CD (2018, August). *The Effects of Mood and Arousal on Information Search via online Search Engines: An Experimental Investigation*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Advertising Division, Washington, D.C.
- Schoenbach, K., Khaled, S. M., Wartella, E. & Saeed, M. (2017, November). *Qatari Adolescents: How do they use traditional communication channels and digital technologies for health information and health monitoring?* Paper accepted for presentation at the International Primary Health Care Conference, Doha, Qatar.
- Schoenbach, K., Khaled, S. M., Wartella, E. & Saeed, M. (2018, March). *Health information and monitoring among Qatari adolescents 2017: An overview*. Paper presented at “ARC’ 18: Qatar Foundation Annual Research Conference,” Doha, Qatar.
- Schoenbach, K. (2017, August). Chairman and moderator, session “Five years of media use & public opinion in the Arab region: Findings and reflections from a multinational longitudinal survey,” Annual convention, Association for Education in Journalism and Mass Communication, Chicago, IL.
- Schoenbach, K., & Khaled, S. M. (2017, November). *Health information and monitoring among Qatari adolescents, 2017*. Keynote address, symposium of the representatives of health institutions in Qatar: “Health information and monitoring among Qatari adolescents, 2017,” Northwestern University in Qatar, Doha, Qatar.
- Schoenbach, K. (2017, November). Chairman and moderator, symposium of the representatives of health institutions in Qatar: “Health information and monitoring among Qatari adolescents, 2017,” Northwestern University in Qatar, Doha, Qatar.
- Schoenbach, K. (2018, May). Discussant, symposium “Fake news and media viability,” Maharat Foundation & Deutsche Welle Akademie, Beirut, Lebanon.
- Wright, Z. (2017, October). *Visionary Knowledge: Encounters with the Prophet and Sainly Authority at the Origins of the Tijaniyya Sufi Order*. Paper presented at the Conference: New Directions in the Study of Islam in Africa. Radcliffe Institute, Harvard University, Cambridge, MA.
- Wright, Z. (2018, April). *Afropolitan Islam: the Global Spread of the Tijaniyya Sufi Order*. Paper presented at the Conference: Global Islam in Africa: African Muslims and the World, Muslim Worlds in Africa. Institute for the Study of Islamic Thought in Africa, Northwestern University, Evanston, IL.
- Zengos, H. (2017, October). *Displacement in Viet Thanh Nguyen’s The Refugees*. Paper presented at the conference, The American Short Story: New Horizons, the Obama Institute for Transnational American Studies, Johannes Gutenberg University, Mainz, Germany.



## APPENDIX 3

### Creative Work

#### Communication Program

##### Dana Atrach

*Alterations*—feature script currently under development with FireGlory Productions in Los Angeles; shortlisted for the Outfest 2018 Screenwriting Lab

“Our Time is Running Out”—short script awarded a QFF grant from DFI; premiered in 2017 Ajyal Film Festival

*Khuzama*—feature script (co-written) currently under development with the Film House in Doha

##### Danielle Beverly

Beverly, D. (2017, June–2018, January) “Lonnie Holley: The Truth of the Dirt” (documentary film directed by Marco Williams, TRT 30 min.); Co-Producer & Cinematographer

SF DocFest, San Francisco, CA (World Premiere, June 2017)—2 screenings

Macon Film Festival, Macon, GA (July 2017)—2 screenings, Audience Choice Award for Documentary

Margaret Mead Film Festival, Museum of Natural History, NYC (October 2017)

St. Louis International Film Festival, St. Louis, MO (November 2017)

Cucalorus Film Festival, Wilmington, NC (November 2017)

Virginia Film Festival, Charlottesville, VA (November 2017)

National Broadcast: The World Channel/PBS, *AfroPop* series presented by Black Public Media (January 2018), with subsequent online streaming

Beverly, D. (2017, July) *Learning to Swallow* national rebroadcast on America ReFramed documentary series, World Channel/PTV

##### Rana Kazkaz

Writing of the screenplay *The Translator*

Research & Writing of the screenplay *Love-45*

##### Susan Pak

Wrote *The Fixer* (play)

Play reading, Asian Improv aRts Midwest-AA Arts Incubator Program, Our Perspectives: Asian American Play Readings, The 1700 Theater at Steppenwolf Theater, Chicago, IL, May 21, 2018. (<https://www.asianimprovartsmw.org/archives/reading-two/>)

Staged reading directed by Helen Young at the Chicago Dramatists Saturday Series, Chicago, IL, June 30, 2018. (<https://leagueofchicagotheatres.org/component/idoblog/?view=idoblog&args=Blogs&recentid=928>)

Wrote *Election* (play)

Play reading by Asian Improv aRts Midwest-AA Arts Incubator Program, Our Perspectives: Asian American Play Readings, directed by Mia Park, The Alice at the Goodman Theatre, Chicago, IL, February 12, 2018. (<https://www.asianimprovartsmw.org/archives/reading-one/>)

Wrote *Underworld* (play)

Featured in The Our America Party, hosted by Black Lives, Black Words and Collaboration Studios at Pentagon Theatre, Chicago IL, August 14, 2017. Featured playwrights Calamity West, Tanuja Jagernauth, Arti Ishak, Sue Pak, Rohina Malik, Dana Lynn Formby, and June Thiele. Directed by Azar Kazemi, et al. (<https://www.blacklivesblackwords.org/events>)

Featured in Our Chicago Project, curated by Black Lives, Black Words, hosted by Collaboration Studios at The Vault, January 19, 2018. Lead Producer/ Playwright: Becca C. Browne, Producer/ Playwright: Reginald Edmund. Playwrights: Susan H. Pak, Raully Luna, et al. Directors: Kenya Ann Hall, et al.

##### Marco Williams

January 1, 2018, *Two Towns of Jasper*, Director/Producer, POV/PBS, Encore Broadcast. (<http://www.pbs.org/pov/twotownsofjasper/>)

January 22, 2018, *Lonnie Holley: The Truth of the Dirt*, Director/Producer, Black Public Media-AfroPop, WORLD Channel/PBS. (<https://blackpublicmedia.org/afropop/>)

February 19, 2018, *Tell Them We Are Rising: The Story of Historically Black Colleges and Universities*, Co-Director/Co-Producer, Independent Lens/PBS. (<http://www.pbs.org/independentlens/videos/tell-them-we-are-rising/>)

##### Ann Woodworth

Director/Co-writer, (dis)CONNECT—Doha, Qatar—November 2017

Directed Showcase of original script developed in the Fall 2017 Creative Collaboration course

Director/Co-writer, (dis)CONNECT—Doha, Qatar—April 2018

Directed Production of original script developed in the Spring 2018 Creative Collaboration course

#### Journalism and Strategic Communication Program

##### Christina Paschyn

Paschyn, C. (2018, January). Screening of documentary film, *A Struggle for Home: The Crimean Tatars*, at the Cocoa Beach Library, Florida.

#### Liberal Arts Program

##### Sam Meekings

Meekings, S. (2017, October). *Passengers. A Practical Guide to the Resurrected*. Glasgow: Freight Books.







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