



## Announcements



The AUC hostel in Zamalek

■ Accommodation at the AUC hostel is available during the conference for \$30 per person in a single room and \$17 per person in a double room.

■ The deadline for early registration has been extended until May 21st. Payment can be made through The Arab African International Bank: IAMCR Conference in Cairo/AUC (Account Number: 534195-3931)

Registration and payment are available ONLINE. Fill out the form at: <http://www.aucegypt.edu/conferences/iamcr/registrationform.html>  
Account Number for online registration and payment: 534195-3931-001.  
The fees cover conference publications, coffee breaks, lunches and dinners.

■ Two versions of each paper will be published in the proceedings: Entire paper published in a CD-Rom, and a smaller, condensed version of six pages will be published in print form in one or two volumes. Both the CD-Rom and Print Proceedings must be uploaded by June 15, 2006, to [proceeding@aucegypt.edu](mailto:proceeding@aucegypt.edu) See specifications at: <http://www.aucegypt.edu/conferences/iamcr/publications.html>.

Photo provided by the Office of Communication and Marketing

## Cairo Picks Grant Winners

AUC and the IAMCR have offered 10 conference grants worth \$5,000 US to participants from New Guinea, India, Iran, Nigeria, Bangladesh and Malaysia. Grant winners include:

- Evangelia Popoutaski (Author) and Joys Eggins (Presenter), New Guinea.
- Ali Kia, Iran.
- Manishaa Pandey, India.
- Abubaker Alhassan, Nigeria.
- Dipak De, India.
- Fadeke Damilare, Nigeria.
- Mohamed Sahid, Bangladesh.
- Arul Aram, India.
- Tuan Yee Tan, Joann Teoh, and Yih Yi hang, Malaysia.
- Keval Kumar, India.

"I would like to congratulate those who received the grants... This list has been reviewed by IAMCR as well as the local organizing committee in Cairo to ensure maximum transparency and fairness," said Ibrahim Saleh, co-chair of the IAMCR organizing committee.

The grant provides participants with a conference registration waiver, free accommodation during the conference from July 22 to 29, and an allowance of 500 U.S. dollars.

## Leading Businesses Sponsor IAMCR Cairo Conference

The Journalism and Mass Communication Department at the American University in Cairo is proud to bring Egypt's leading sponsors to the IAMCR Cairo 2006 Conference.

The IAMCR Cairo 2006 conference is sponsored by the Egyptian Satellite Co Nilesat, the Ministry of Communications and Information Technology, the Ministry of Information, Al-Ahram newspaper, The Daily Star Egypt newspaper, Egypt Air, Modern Sciences and Arts University (MSA), International Academy for Media Sciences (IAMS), El-Akhbar newspaper, Al Masry Al Youm newspaper, Moody Graphic and Emeco Travel.

One of the main sponsors, the Egyptian Satellite Co. **Nilesat** is the leading satellite company in the Middle East. Established in 1996, Nilesat has

two satellites in orbit, Nilesat 101 and Nilesat 102. A third satellite, Nilesat 103 is expected to begin operating this year.

Nilesat delivers more than 292 television and audio channels, using International Channels. More than 15 million viewers tune into Nilesat. For more information, log on to: <http://www.nilesat.com.eg>.

Two Egyptian ministries are among the IAMCR sponsors. The **Ministry of Information**, led by Minister Anas El-Fiky, and the **Ministry of Communication and Information Technology**, headed by minister Dr. Tarek Kamel. For more information on the ministries log on to: <http://www.minfo.gov.eg>.

One of the oldest newspapers in the Arab World, **Al-Ahram**, the Arabic-lan-

guage daily newspaper that was first published on August 1876, is also among the conference sponsors.

Al-Ahram provides extensive coverage of international and local affairs. It has a very wide circulation and it's distributed internationally. For more information log on to:

<http://www.ahram.org.eg>.

**The Daily Star Egypt** is currently the only independent English-language daily newspaper. Its first issue hit Cairo's newsstands on 9 May last year. The Daily Star Egypt is known as the most credible source of English-language news in the country.

The newspaper is associated and sold with the International Herald Tribune (IHT), which is printed in Egypt. For more information log on to:

# AUC HIGHLIGHT

## Oriental Hall Hosts Guests From East To West

By Ethar Shalaby

With its unique Oriental architecture that dates back to the 1930s, the Oriental Hall is one of the most prestigious auditoriums of the American University in Cairo (AUC), hosting such internationally prominent figures as United Nations Secretary General Kofi Annan and United States Secretary of State Condoleezza Rice.

The Oriental Hall will host the International Association for Media and Communication Research (IAMCR) pre-congress meeting on July 22 and the Arabic plenary sessions during the conference.

A few meters away from Ewart Memorial Hall, the Oriental Hall hosts AUC's prominent guests before and after they deliver their speeches on Ewart's stage.

"Most of VIP's, who visited AUC, entered the Oriental Hall for receptions with the AUC administrators," said Mohamed Ali, the university's senior halls supervisor.

The 74-year-old walls of the Oriental Hall are decorated with a number of engravings marking the year of its inauguration in 1932. The *Hijri* (Islamic calendar) date of inauguration is also engraved on the walls.

A unique array of arabesque windows and antique chandeliers provide a warm feeling for the hall. The hall is also decorated with an old classic Piano.

The Oriental Hall has several entrances and exits with one main entrance for public visitors and two exits leading to the fountain area on the Main Campus.

The hall has a capacity of 120 and is used for lectures, seminars, conference sessions, VIP receptions and sometimes even exams, Ali said.

The university called it 'Oriental' because it matches AUC's Oriental architecture, Ali said.



Oriental Hall

Photo by Hoda Hegazy

## CONTINUED FROM PAGE 1: SPONSORS

<http://www.dailystaregypt.com>.

The conference's official carrier, **EgyptAir**, is one of the pioneer airlines in the world, established in May 1932. EgyptAir is supervised by the Civil Aviation Ministry.

As a result of years of continuous investments, EgyptAir operates one of the most modern and newest fleet in the industry, the EgyptAir website.

The airliner operates more than 400 weekly flights from Cairo and several other Egyptian cities to more than 66 international and domestic destinations in Asia, Europe, Africa and North America. For more information, log on to: <http://www.egyptair.com.eg>.

The **Modern Sciences and Arts University (MSA)**, is one of the leading private universities in Egypt. For more information on MSA, log on to: <http://www.msa.eun.eg>.

**The International Academy for Media Sciences (IAMS)**, is at the heart of the Egyptian Media Production City, (EMPC) providing its students with first-hand learning and training experience. For more information on IAMS, log on to <http://www.iams.edu.org>.

**El-Akhbar** newspaper is one of Egypt's largest Arabic-language daily newspapers. For more information on El-Akhbar, log on to <http://www.elakhbar.org>.

**Al Masry Al Youm** is Egypt's only

independent Arabic-language daily newspaper. For more information on Al Masry Al Youm, log on to: <http://www.almasry-alyoum.com>.

**Moody Graphic** was established in Cairo in 1992. Moody Graphic International is headquartered in London, England. Moody Graphic is known for its high quality graphic designs. For more information log on to: <http://www.moodygraphic.com>.

**Emeco Travel** is the IAMCR Cairo travel agent. Emeco has been operating the most sophisticated incentive programs to visit the country for the past 25 years. For more information log on to: <http://www.euomic.com>.