



## Najib Bencherif Curriculum Vitae

### General Presentation

Being an internationally recognized media expert with a long and distinguished career, spanning more than three decades, I was actively involved in many ambitious media projects, including the launch of the BBC Arabic TV in 1994, and Al Arabiya TV channel in 2003, in addition to the evaluation of the Palestinian TV output at the request of the EU in 2012.

I was also involved in numerous workshops, seminars, conferences, as media expert and senior trainer, organised by Euromed, IREX, AFP Foundation, Thompson Foundation, BBC Media Action, MBC, etc.

In addition, I was part of several consulting teams dispatched in various developing countries by several media institutions such as BBC Media Action, Thompson Foundation, AFP Foundation, IREX, UNDP, etc. The aim was to help improve the professional standard of local journalists and instill a new media culture based on freedom of speech, accuracy, and impartiality in media coverage.

During my professional career, I gained a great deal of valuable field knowledge and experience in the countries where I operated, including Morocco, Algeria, Tunisia, Libya, Egypt, Lebanon, Jordan, Syria, Iraq, Kuwait, UAE, Saudi Arabia, and Yemen.

## Job Experience:

▪ Since 2016: Working as **Media Consultant and Trainer** for several media corporations such as BBC Media Action, AFP Foundation and Thomson Reuters. My job consists mainly of training journalists from various part of the MENA region, including Lebanon, Jordan, Tunisia, Egypt, Algeria, Morocco, and the Westbank.

The training involves different aspects of TV production including field reporting, writing to the pictures, packaging, filming, editing, writing a TV script, organizing newsroom workflow, news bulletin production, interview techniques, etc.

▪ From 2013 to 2016: **Integration Editor** at Al Arabiya News TV

- Liaising between TV and website, making sure that the relevant visual stories aired on TV find their way to the website, and some of the website human-led reports are produced for the TV.
- Ensuring that both TV and website outputs are following the same editorial line.
- Working closely with Al Arabiya News correspondents around the world to generate some engaging content for the website.
- Dealing with Ofcom inquiries related to complaints against Al Arabiya reports from some UK-based viewers (this is before the channel surrendered its Ofcom broadcasting licence in the UK).

▪ From 2006 to 2016: **Head of Assignment** at Al Arabiya News channel

- Overseeing some 30 field correspondents and dozens of camera crews, assigning them to cover and film stories.
- Checking the quality of field reporting and providing correspondents with feedback.
- Newsgathering which included constantly monitoring various news sources for possible breaking news or relevant stories.
- Planning daily, weekly, and monthly coverages.
- Handling breaking news and developing stories
- Organising special events coverages, such as general elections, referenda, Muslim pilgrimage, natural disasters, demonstrations.

- Overseeing the day-to-day technical operations, including budgeting, scheduling, logistics.

▪ From 2002 to 2006: **Programme Editor/Producer** of a world press daily show: « The Fourth Estate » on Al Arabiya News.

I managed to make it a great success, with the introduction of quality guests from Washington, New York, London, Paris, and commenting on news, editorials, op-eds, analyses and articles of the day published by leading Western newspapers such as the New York Times, the Washington Post, the Wall Street Journal, the Times, the Guardian, le Monde, le Figaro, etc. « The Fourth Estate » became the top-rated press review show in the MENA region, according to the audience ratings of that time.

▪ From 2000 to 2002: **Assignment Editor at MBC**

The job involved:

- Developing daily news coverage plans
- Organising the coverage of breaking news and special events
- Assigning correspondents to cover stories
- Monitoring various sources for possible breaking news and feature stories
- Planning and budgeting.

▪ From 1996 to 2000: **Senior News Producer at APTN** (Middle East Department)

- Dealing with customised coverage for various Arabic TV channels
- Drawing a daily list of relevant stories for possible coverage that is sent to APTN Middle East clients
- Liaising between APTN clients (among Arabic-language TV channels) and freelance correspondents working under APTN umbrella
- Meeting APTN clients' demands for special events coverage
- Liaising with APTN central newsroom.

▪ From 1994 to 1996: **BBC Arabic TV Producer/Reporter**

- Actively involved in the launch of the first BBC Arabic TV channel in 1994
- Reporting on a number of news and feature stories
- Producing in-house reports
- Adapting into Arabic and packaging BBC English news reports

- Voicing and editing reports.
- From 1985 to 1994: **BBC French Service Radio Producer & Broadcaster**
  - Compiling and adapting stories from English to French
  - Presenting news bulletins
  - Producing radio programmes including recording and editing
  - Conducting live and recorded interviews
  - Field reporting from various parts of Africa and the Middle East.
- From 1982 to 1985: **Editor at the Moroccan leading French-language newspaper « L'Opinion »**
  - Daily involvement in choosing news stories that will make the headlines
  - Frequently writing newspaper editorial and lead articles
  - Making sure that the newspaper headlines are catchy and powerful
  - Checking the accuracy and fairness of articles before publication
  - Assigning reporters to cover stories.
- From 1979 to 1982: **Journalist/Reporter at the Moroccan News Agency «M.A.P.»**
  - Covering breaking news stories
  - Investigating and seeking out news stories from press releases, newspapers, credible sources, etc.
  - Transcribing and translating
- From 1977 to 1979: **Journalist at the Moroccan French language daily « Al Maghrib »**
  - Filing news stories, articles, features
  - Researching, double-checking statements and facts
  - Conducting interviews
- From 1975 to 1977: **Press Officer** at the Moroccan Ministry for Trade & Industry

- Dealing with enquiries from journalists and media organisations
- Writing press releases
- Setting up pro-active media campaigns.

## Education

- Degree in Political Science (1975) - BA law, option "Political Science" – Rabat University.
- "Certificat d'Etudes Supérieures" : International Relations (1976 - MA) Rabat University.

## Language Skills

- Arabic: Fluent (spoken and written)
  - English: Fluent (spoken and written)
  - French: Fluent (spoken and written)
- Ability to write news stories, features in English, Arabic & French
  - Translating and interpreting:
    - \*From English into Arabic
    - \*From Arabic into English
    - \*From French into Arabic
    - \*From Arabic into French

## Experience and Achievements

- Active member of the team that launched Al Arabiya TV in 2003.
- Contributed to setting up the network of correspondents and bureaus for Al Arabiya TV.
- Member of the news team that launched BBC Arabic TV in 1994.
- Actively involved in the smooth relocation of MBC news operations from London to Dubai in 2002.
- Involved in the coverage of numerous world events including Arab League conferences, A.U. summits, the Gulf war (1 & 2), Kosovo war, Libya -Chad conflict, Rwandan genocide, Western Sahara issue, etc.

- Interviews of a wide range of high-profile politicians.
- Good knowledge of QC principles, OFCOM regulations, and compliance concerns.
- Strong involvement in social media (Twitter, Facebook, YouTube, etc.)

### **Professional Qualities**

- Good communicator, planner and organiser.
- Efficiency, tact, and friendliness in dealing with staff members at all levels from various cultural backgrounds.
- Ability to lead a team or to work as part of a team.
- Ability to work in a busy and pressurised environment.
- Ability to handle a large volume of work with efficiency.
- Discretion when dealing with matters of confidential nature.
- Ability to work to a tight deadline.
- Accuracy and fast typing in Latin and Arabic characters.

### **Availability**

- Within 2 weeks.

### **Moral References**

- On request.

### **Personal Contact Details**

First names: Najib Mohamed

Last name: Bencherif

Nationality: Moroccan/British

Marital Status: Married, 2 children

Address: PO Box: 643 510, Jumeirah, Dubai, UAE

Tel: +971 507387379/ +971504599168 (Mobiles)

+97148820540 (Home)

E-mail: najib.cherif@gmail.com