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It is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication, after peer refereeing these papers by a number of specialized Professors.

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A proposed media strategy for Egyptian government universities in light of the current performance of public relations and media - Monofiya University as a model

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Abstract

The study aimed to propose an information strategy for the Egyptian governmental universities in light of the current performance of public relations and media by applying to the University of Menoufia through a field study that used the survey methodology. The study tools were applied to a sample of 124 employees of public relations and media at Menoufia University and its colleges. Teaching from the specialties of public relations, media, journalists and some of the leaders of the university, and relied on the interview questionnaire and questionnaire in the collection of data, and the study reached a number of results, the most important of which:

- The lack of a media strategy for the university, the lack of clear how and tools to measure the mental image of the University and the lack of awareness of the importance of strategic planning in the work of public relations and media.
- To identify the strengths, excellence and opportunities to improve the performance of public relations and media at the university by limiting the weaknesses and shortcomings and potential risks and threats that hinder the good performance of public relations and information on the university.
- Formulating the vision, mission, objectives and strategic goals of the university based on the analysis of the current reality of the performance of public relations and information, and to limit the activities and practices necessary to achieve the objectives of the media strategy of the University of Menoufia.
- Defining the indicators of performance measurement and follow-up implementation of the objectives of the Department of Public Relations and Information at the University of Menoufia as a model for public universities.

