

StoryCorps/Interview Project

Interview Transcript

Interviewer: Nourhan Nasser

Narrator: Professor Sherine moody

Dates: 19/02/2012

Place: BEC building

College: The American University in Cairo

Professor: Dr. Kim Fox

Date completed: 20/02/2012

Sherin Moody:

Professor Sherin Moody was born in Egypt. She graduated from Richmond, The American International University in London in 1991 with an area of concentration in advertising. She is currently a professor at the AUC Mass Comm department where she teaches advertising. She has been working there for seven years. She has also been teaching in MSA University for 11 years. DR Sherin Moody has her own advertising agency in Dokki; Moody Graphic international, which was founded in 1976 in London, England.

I interviewed DR Sherin because I thought she was very interesting. She studied abroad and lived there for a while, then she came back to Egypt; she started a family then started her own agency, which turned out to be a success. She also teaches in two different institutes and she is extremely good at it. Her class is very entertaining yet beneficial as she teaches us how to apply the things we learn. I chose this professor first of all because I am very much interested in advertising, second, because the way she balances between all of these things amazes me, she is able to maintain a stable life even though she's extremely busy.

19 February 2012

Persons present: Nourhan Nasser
Sherin Moody

Nasser: I'm now going to interview DR Sherin Moody from the Mass Comm department.

Nasser: Hi doctor

Moody: Hi

Nasser: Would you care to introduce yourself?

Moody: Yes, my name is Sherine Moody. I'm a professor at the AUC Mass Comm department. And I teach advertising courses, and I've been teaching here for approximately 7 years.

Nasser: Okay, and where did you study?

Moody: My BA was from London, from the American university in London where I actually did economics. I was an economics major, but business and economics major with an area of concentration in advertising and a minor in sociology.

Nasser: And DR do you think that studying in London, did it make a difference in your career and the way you teach?

Moody: It just made me maybe just a little bit more open minded, but advertising in London really is so different from advertising in the Middle East and in Cairo generally, because of the difference in culture.

Nasser: And do you think that working there would've been better, or do you think that you're doing fine here?

Moody: I was working in London for a couple of years when I graduated, its maybe tougher to work in the UK because of the longer working hours, and maybe if I didn't live in Cairo, maybe I wouldn't have been teaching in the first place, because it just came as coincidence, me teaching, it wasn't a planned thing.

Nasser: And how do you think teaching, is it different, now, is it different than it was 8 years or 7 years ago?

Moody: Teaching is pretty well the same, just students maybe have changed a little bit, you always find good students and you always find bad students or different backgrounds. I don't think so much the institution plays a huge role if the student is good or bad; it's more down to the student. To answer your question, teaching no it hasn't really changed, maybe advertising is the thing that's changed, not the students.

Nasser: And do you teach in any other institutes?

Moody: Yes I teach in MSA [Modern Sciences and Arts University] in 6th of October, actually I've been teaching in MSA for on and off for 11 years.

Nasser: And do you think that it's different than AUC?

Moody: The facilities are different, the students maybe not so different. Like I said before, there's good students and there's bad students. But when it comes to facilities, definitely the AUC has better facilities and, and its monitored more when it comes to the standard of doctors in comparison with other universities, as

an environment its much nicer, much much nicer than others because I also taught one semester but I wasn't crazy about it in Ahram Canadian and I just left them after one semester, because of the environment.

Nasser: And DR, I understand you're now working, right?

Moody: I have my own agency, and I've had my own agency for say approximately 30 years. Our head office is in the UK, and I just came to open a small office in Cairo and I wasn't supposed to be staying in Cairo, I was just going to open a small representative office and that small representative office ended up to be a huge 5 story building in Dokki area. I think Cairo is a huge potential for advertising, but its so different from Europe when it comes to the culture and the way advertising is done, when I go back to the London office, as if I've stepped into another world.

Nasser: And how do you manage to do, how do you manage to balance between work and teaching in different institutes.

Moody: It's very difficult, it's very difficult. I'm literally running between universities and between my work and as I'm driving I'm calling work every like 10 minutes telling them what to do and what not to do and deadlines, and its so

difficult when I'm trying to do a presentation to win an account that I don't miss classes, I had to miss one class already this semester which obviously I have to make up for, so to do a balance and with home and kids, its hell, but enjoyable.

Nasser: Yeah. And DR about your agency, does it do something in specific, does it target a specific population or something?

Moody: There are agencies, my agency is divided to two different companies, one company for print advertising, we do design and brochures and printing, I have a print press, and the other division of my agency does TV ads, radio ads and video production. I shoot a lot of mini series for Ramadan, at the moment I'm working on a video clip for a famous singer, but I can't tell you more than that, if you come back in a month ill be able to tell you more about it. So it's divided into two companies, which are two different clients completely, one for TV and radio, and I deal with a lot of stars and camera and lighting and all this. We have our own facilities like, we have our own plateaus for shooting of ads, we just did a la vache qui rit ad recently in the, in the plateau, we did also a radio ad for Vodafone, so that's a different type of target audience, and a different type of advertising and print. Print is people that just simply want to do a 100,000 of brochures or flyers; they do supplement each other because another client does

a radio ad then he does an outdoor ad and he does a print campaign, so I'm running between companies, and floors within the company.

Nasser: Yeah, and DR do you ever, I mean, having your own agency is a huge responsibility, how is it so?

Moody: It's a huge responsibility because I find myself solving problems the whole time, between clients and staff, between staff and staff members, I have to deal with suppliers, so the whole time I'm literally solving people's problems and I have to be the whole time enthusiastic and to make my staff enthusiastic and to make my staff know that I'm always with them even when I'm not with them. So it's a lot of hard work but in the end when you see your ad on a billboard or you see your ad on TV, it's so rewarding.

Nasser: And DR do you think that having your own agency, did it help you in teaching in AUC and other institutes?

Moody: Definitely. I just had a student now come up to me and say to me, "I'd like to thank you so much and I was so happy that I bumped into you as a professor and I took your class, because I just did an internship in an agency and every single thing that you taught us in the class, {practical mostly, because the

class is 70 percent practical and 30 percent theoretical}, I used within my internship. I felt I was just practicing what I took in the class, it was put into practice and I really didn't learn anything extra", which was so satisfying for me, but I've heard this from other students, I mean this wasn't the first, because my class is so practical, so to answer your question, how does it help? It helps a lot; I don't think I would be good in what I am doing as a professor if it wasn't for my career definitely.

Nasser: Yeah it's true. And do you ever think of expanding your company, having more branches in Egypt or something?

Moody: Definitely not (laughter). Because I don't have any time and one branch of 5-floor building is more than enough. And clients come to me from Alex, they come to me like even from Dubai, I had a client that emailed me and they wanted to do work with me simply because they heard about me and simply because prices in Cairo are much cheaper than Dubai, so they wanted to do some production of things and they wanted a certain standard, but a certain standard at a better price

Nasser: Yeah. Thank you so much DR, and for you words. You helped a lot, thank you.

Moody: Thank you, thank you

Nasser: This was Nourhan Nasser interviewing DR Sherine Moody on AUC campus.