

For Immediate Release



Simon Kachar Appointed Director of News and Media Relations at the American University of Beirut

Beirut, Lebanon- 12/4/2016 -The American University of Beirut has announced that Simon Kachar has been appointed as its director of news and media relations. He will be in charge of the university's interaction with local and foreign media, and will be responsible for issuing and circulating news about AUB's activities and academic mission, now continuing for a century and a half.

The new Director holds extensive media experience. He worked for four years at the Lebanese American University in the Office of Public Relations and Media, and before that, he worked for a long time in the field of strategic communication in the commercial sector, with Eurocom Worldwide in the United Arab Emirates, and later as head of the media department for MENA (Middle East and North Africa) countries in the global advertising company Grey Worldwide based in Beirut. He is a news writer, and has published analytical articles on the reform of public administration and on the Lebanese economy in the local and international media.

Simon Kachar holds a bachelor's and a master's in public administration, and is currently working on his doctoral thesis in political science. Following his appointment, he said he would strive to energize AUB's relations with local and international media for the widest dissemination of its message.

ENDS

For more information please contact:

Simon Kachar
Director of News and Media Relations
Mobile: 03427024
Email: sk158@aub.edu.lb

Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 700 full-time faculty members and a student body of about 8,500 students. AUB currently offers more than 130 programs leading to bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full-service 420-bed hospital.

Stay up to date on AUB news and events. Follow us on:

Website: www.aub.edu.lb
Facebook: <http://www.facebook.com/aub.edu.lb>
Twitter: http://twitter.com/AUB_Lebanon