

## Women Leadership Digital Storytelling Project



**Text by Chaimae Rafiki. Photos provided by the interviewee, Khadija Tichout.**

This story is part of the Women Leadership Digital Storytelling led by the Stevens Initiative in collaboration with the Faculty of Letters and Humanities Ben M'sik/ Hassan II University of Casablanca and Kennesaw State University, Atlanta.

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## **The Inspiring Story of the Journalist Khadija Tichout**



Khadija Tichout is one of the most successful female journalists in Morocco. She was born in 1989 in Meknes. When she was young, she studied in a small town on the outskirts of Meknes. This was a big challenge for her due to the difficult circumstances and the remoteness of the region in which she lived. Yet, she was always superior in her studies. When she was in high school, she participated in the Best Poem Competition about Independence Day, and her poem won first place. She was also writing poetry and commenting on wall magazines at her school, and she got her bachelor's with an excellent grade in the major of Art and human science.

Khadija Tichout studied philosophy for three years at the university. She got her Bachelor's degree in Philosophy. She was motivated enough to continue her academic career and obtained a Master's degree as well. Within her studies, she was working as a journalist with a regional newspaper in Meknes for free. Although she got a master's degree in philosophy, her biggest dream was to become a journalist. Khadija Tichout has a rich experience in the field of journalism as she worked with several electronic newspapers, such as “Medina FM”, “Hespress”, “Soltana”, “Chouf TV”, “Assahifa”, and helped and inspired so many people through her humanitarian programs and shows.



Khadija Tichout was among the journalists who had the opportunity to travel abroad and cover many political events. In 2017, she has covered the Danish elections and presented many successful stories of Moroccan people. Additionally, she filmed a documentary about the Islamic Endowment in Iceland. This documentary won the Award of the Scandinavian Council in both Iceland and Denmark. She has also covered many festivals in Morocco, such as the International Festival of Film and Music in Nador, and organized demonstrations and concerts in Belgium, France, Spain, Denmark, Iceland, and the Netherlands.

After her rich experience in the field of journalism, Khadija Tichout decided to work in the field of media and public relations with the owner of Ozone Environment and Services Group. She worked for a year as the Head of the Communications and Public Relations Department, but then she returned to work as a journalist. Currently, Khadija Tichout works in her own public relations company as a journalist and media consultant. She founded this company through a partnership with the Moroccan Post for Financial Services. Besides, she works as a translator for documentaries from Arabic into French for a French channel.



Proudly, Khadija Tichout considers her biggest achievement is the idea of ‘Miss Cleaners’, which has received great interest in several countries. Sanaa Maatat won the title of 2018 Ozone’s Miss Cleaners Morocco in a celebration of the occasion of International Women’s Day, in the presence of many personalities, along with the honorable cleaners. Khadija Tichout explains to “The New Arab” Newspaper: “We thought about a humanitarian initiative to celebrate the cleaning workers and recognize their tremendous efforts, as well as to establish an annual tradition of crowning a beauty queen from them. For this, Sanaa Maat was chosen based on a set of valuable stages. besides appearance, mastery of work and discipline was an important factor.”

Khadija Tichout advises women to focus on their careers and to be always strong and persistent until their dreams come true. In addition to all her achievements so far, she still has goals for the future, among them being a successful writer, so that everyone will remember her inspiring books. Currently, she is writing a book, which she hopes will be the beginning of another chapter of her life.