WACC *taking sides*

FINAL REPORT FORM
for
WACC-SUPPORTED PROJECT

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. Please answer the questions as fully as possible.

THE NARRATIVE REPORT

1. **Project Title:** (as appeared in the Agreement)	**Capacity-building Egyptian organisations engaged in monitoring the media for gender representation**
2. **Project Reference Number**: (as appeared in the Agreement)	**xM05-33 (520)**
3. **Full Name of Project Holder:**	**Appropriate Communication Techniques for Development (ACT)**
4. **Full Address:**	**22 Elshahid Yousri Fahmi St., Colleyat Al Banat, Heliopolis, 11341, Cairo**
5. **Name of Country**:	**Egypt**
6. **Period the project was implemented:** (from month/year to month/year)	**September 2007 – August 2008**
7. **Project Grant received:**	**Amount in local currency: EGP 95975.625** **Amount in Euros or US$ (circle as appropriate): 12750**
8. **Date(s) Project Grant(s) were received:** (as in your bank statement) 1st remittance 2nd remittance	**10 July 2007**

9. Activities
Give a summary of the major activities carried out during the reporting period in comparison with those planned. In case of changes from the original objectives, please explain the reasons.

1. Holding a 4-day workshop for network members
2. Collecting material that will be used in monitoring, Division of tasks and responsibilities
3. Begin monitoring, and statistics
4. Analysis, Findings and recommendations
5. Printing the report
6. Press conference
7. Seminar with journalists and CSOs
8. 1-day workshop to set a new work plan
9. Searching for new funding for the project
10. Writing technical and financial reports

Please describe in detail the activities of the project that were implemented such as content of production, programmes, workshops or training

1. Organised a 4-day workshop for members of the Egyptian Network on how to monitor media in general and to focus on monitoring one specific issue such as violence against women, especially sexual harassment in press, television and magazines
2. Collected material to be monitored, fixed the timeline, divided tasks on members of the Egyptian Network (some monitored newspapers, others magazines, others programme shows, etc)
3. Began monitoring, making statistical tables, analysis, grouped each organisation work for review and polishing, and prepared a complete report (Introduction, methodology, sample, findings, recommendations, etc)
4. Organised a press conference and presented the report to journalists for review.
5. Organised a seminar and invited journalists, CSOs, human rights activists, feminists, and policy makers to discuss the report.
6. Distributed the report, sent it out to journalists, CSOs and decision makers to follow up its diffusion or review in media, and introduced people who worked on it as guests in programme shows.
7. Conducted a 1-day workshop to monitor the reactions to the report, lessons learned and to set a plan for following year report.

9.1 If the project is a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or book published.

   List of Participants: Attached

Report of media watch

Sexual harassment and rape in Egyptian drama
Kadeyat Ra'y 'Am (A Public opinion issue)

Media Watch team analysed the television series, Kadeyat Ray 'Am, which ran on TV during the month of Ramadan 2007, which featured sexual harassment and rape in Egyptian society, which has become a phenomena that needs to be studied, and study its impact on society.

Media Watch prepared a form to be used in analysing, based on studying all aspects of the problem through different situations, dialogues and reactions of the characters in the drama.
The episodes tackled the issue through three victims, the mother and wife, Dr Abla, the newly wed mother (Nurse Samiha), whose husband works abroad to earn his living and the engaged woman (Dr Hanan), who will marry her cousin. The three victims come from different backgrounds representing thus three examples of Egyptian families, Dr Abla, the rich family, nurse Samiha, the newly formed middle class family and Dr Hanan, from an Upper Egyptian family who moved to the Cairo along with its customs and traditions, unyielding to urban life.

Media Watch team analysed the drama according to several variables, such as:
1. Demographic variables, which include age, marital status, profession and social class, religion and education level for each character.
2. The sequence of events, with description and dialogues, as well as stereotype sentences, which distinguish social classes.
3. Dialogue: The script, dialogue, character description, reactions, be it negative, positive, emotional, egoist or rational is studied.
4. Relationships: the relationship between characters, men and women is described
5. Character description: appearance, behaviour, for both men and women.
6. Violence:Any act of violence is noted, whether psychological, physical, or sexual, etc
7. Place of violence: street, home, workplace, etc
8. Victims reaction to violence: positive or negative
9. Family reaction: Victims family reaction, positively or negatively
10. Other people reaction: towards violence perpetrated against the victim.
11. Arguments: monitoring of excuses and arguments people use to justify rape or violence
12. Stereotype: Any stereotype sentence that reflects mainstream moulds based on sex.
13. Characteristics of female and male characters: this is done through content analysis of dialogue and what distinguishes each character.
14. Roles played by the different characters: a monitoring of the social role played by each character in the drama (reproductive, productive, political)
15. Forms of discrimination: educational, legal, social, etc

Through the above-mentioned variables, the team tried to identify certain positive and negative aspects in treating the issues of sexual harassment and rape.

Positive aspects:
1) The drama featured the phenomena from several points of view, human, legal, religious, etc
2) It showed three forms of the phenomena, in an attempt to group how it happens in society.
3) The different portrayal of Egyptian families, and their reaction to any act of violence, perpetrated against one member of the family.
4) Image of woman who is dedicated to her work regardless of any other considerations
5) The show team pictured the rape scene that indicates the brutality of the rapist, and his physical power to violate his victim.
6) The drama portrayed some problems that drive an individual to delinquency, such as household problems, economical or psychological problems, etc
7) The episodes showed the various forms of using power and authority in society, as well as the power of law, right and justice.
8) The show portrayed the image of a woman who believes in her right in society and right to live in an honest way and in societal justice
9) The show featured the point of view of religion regarding pregnancy resulting from rape, which was a question of interest of many in Egyptian society; however, it was not discussed sufficiently
10) The show presented many forms of discrimination based on sex, whether in education or in family.
11) The episodes touched implicitly upon unofficial marriage, and how it results in women losing many rights, yet, it portrayed women negatively, as being opportunist.

Negative aspects:
1) The show did not present the reaction of the people towards the issue, especially from those close to the victims, such as the colleagues and students of Dr Abla at the university. Which represents a personal attitude of Dr Abla towards her colleagues and students who think highly of her.
2) The show did not feature any protest, seminar or free opinion of society, especially in the last episodes that featured a television programme with a vague attitude; instead, it showed the opinion and the other opinion and the seminar held by Dr Abla.
3) The show portrayed the stereotype social role of men and women, which is the reproductive role for women in addition to the productive role, and for men it is the productive role and at times the political role.
4) The portrayal of women as an opportunist when it came to unofficial marriage, and who is a gold-digger and trying to approach the rich man.
5) There were no arguments from the part of people to justify rape since their reaction was unclear, as the drama basically focused on the victims' families' reaction more.

6) The religion was not mentioned enough, whereas we live in a society that needs to know the opinion of religion in every step of the way, this is due to mainstream culture of not believing in laws or authorities without the presence of religion.
7) The portrayal of police role was exaggerated and in a friendly way, contrary to the actual reality, where police forces perpetrate many violations especially against women that were victims of sexual harassment or rape.

9.2 If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

Not applicable

10. Was the project successful? (If possible, please give measurable indicators.)
The project was in fact very successful, as planned, members of the Egyptian Network for monitoring the image of men and women collected material for monitoring, performed the monitoring.
- Certain Organisations led by the Zaraby CDA in Beni Sweif monitored TV episode that evolved on the issue of rape "Kadeyat Ray 'Am"
- A number of organisations led by the Hewlan Association for Social Services (Bashayer) monitored major newspapers in Egypt, Al Ahram & El Gomhoreya, for a year, for topics on rape and sexual harassment.
- A number of organisations led by the Egyptian Family Development Association monitored and analysed the content of the internet by monitoring 5 websites, fora and blogs, for monitoring sexual harassment on the sites.

11. Project Beneficiaries
Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

Direct beneficiaries:
- Civil society organisations, members in establishing the Egyptian Network for monitoring the image of men ad women in media. Some of these organisations are rights organisations working in human rights and uses advocacy and lobbying in their work, others are women rights organisations, some work with grassroots directly through intervention programs regarding violence against women, and their education, reproductive rights, economic and political rights others work as advocacy organisations that presents ideas and seek to organise campaigns to demand women's rights.

Indirect beneficiaries:
- Target groups of the above-mentioned civil society organisations.
- Women research and study centres in mass communication faculties in Egypt, and journalists from different mass media (news writers, broadcast journalists, actors, script writers, intellects, etc)
- Decision and policy makers

12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?

The beneficiaries applied what they had learned in the workshop on their own work, by monitoring the different kinds of media (TV, internet, press). The majority of organisations created a Media Watch Unit of their own.

It is very hard to measure the impact of the project on the short term, as this can be best measured on the long term.

13. Outcome and Outputs of the project: What has your project achieved and what has changed?

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

The outputs of the project:

1. Carrying out the 4-day workshop for members of the Egyptian Network on how to monitor media in general and to focus on monitoring one specific issue such as violence against women, especially sexual harassment in press, television and magazines
2. Collecting material to be monitored, and partner organisations did the monitoring as planned.
3. Preparing a complete report (Introduction, methodology, sample, findings, recommendations, etc)
4. Implementing the press conference to present the report to journalists for review.
5. Organising a seminar and invite journalists, CSOs, human rights activists, feminists, and policy makers to discuss the report.
6. Distributing the report and sending it to journalists, CSOs and decision makers and follow up its diffusion or review in media and have people behind it as guests in programme shows.
7. Holding a 1-day workshop to monitor the reactions to the report, lessons learned and to set a plan for following year report.
8. Now there are ten organisations highly trained in Media Watch process.

14. Evaluation

14.1 What were the results of evaluating the project?

There was a 3-day evaluation for the project, 2 days spent with all parties that participated in the project for evaluation, we also sought an outer evaluator, and depended mainly on group discussions, work groups and focus group discussions. Furthermore, we conducted interviews with actors from outside the projects, before and after the workshop, to learn about the impact of the project on their programs and activities.

The most important results of the evaluation are:

1. The project represents a real need of actor organisations that effectively work in the area of women's rights and human rights.
2. For the first time, a number of organisations received training in monitoring the image of women and men in media, and form an Egyptian network, which gave a weight to these organisations, as a result to the joint efforts, and the meticulous task division.
3. The idea of monitoring began to spread to other organisations and its importance is highlighted.
4. through the Monitoring project with the Egyptian network, the organisations managed to set a common work plan to work on other relevant issues, such as violence perpetrated against women and how to implement a campaign on these issues.
5. The project made us a reference to other semi-official bodies, such as the National Council for Women, which suggests a solid form of cooperation in the future.
6. The collecting of data to create an accurate archive on monitoring mass media and issues related to the image of men and women in media

Weaknesses
1. The short duration of the project, which threatens its sustainability.
2. The small amount of funding available to further the monitoring process.
3. despite the development of methodology, yet we are in desperate need to upgrade and develop our mechanisms more.
4. Until now, there has been no harmony between the needs of the Egyptian Network for monitoring and the needs of each organisation.
5. Certain trained cadres left to other organisations, which weakens the conveying of monitoring techniques to other individuals in the organisation.

The significance of the project
1. It is based in a real experience or events.
2. These events caused or raised awareness and interest from different groups and organisations towards leaving on hour to monitor the portrayal of men and women in media
3. Started an initiative towards organizing ourselves an Egyptian networking for gender and media monitoring.
4. Equipping other groups through training and capacity building to the "know-how" of monitoring gender issue, and focus on sexual harassment.

The project is new, different and creative because:
1) For the first time local community NGOs want to get involved in monitoring the local media
2) Also several local media professionals were attracted and contributed to the monitoring process; as they identified us as pioneers with media monitoring.
3) Local organizers/ groups learned the real practical process of advocacy through accessing:

- Information available
- Critique skills to assess information and different stakeholders.
- Enabling them with necessary tools to reach the decision makers.
4) For the first time, there was a focus on a specific issue

Lessons Learned
1. Instant outcome from any event so as to disseminate a new concept and further develop it.
2. Self improvement towards our capacity building to all partner organisations working in media monitoring.
3. One of our findings was the great enthusiasm of small-size organisations towards embracing such initiatives and working towards achieving the required objectives.
4. The need to continuous follow-up to the monitoring process, especially after the training takes place, so as to identify the challenges and ways to overcome any of them
5. Continuous support to the local teams and show appreciation and respect to all the team spirit, with supervision to the "ways" that monitoring tools are used.
6. Involving decision-makers of local organisations with the different stages of the monitoring process, thus; raising the need of monitoring to be part of their strategy planning and on their agenda.

14.2 What were the challenges, difficulties, and/or failures in carrying out the project? Please explain how you addressed these issues.

Problematic issues:
1) Educating potential donors to adopt media monitoring because of the lack of awareness to the vital importance of this issue.
2) The existing fear of some member groups of the network to seek their own interest and spin off from the network.
3) The trained groups may move on to other organisations that do not necessarily have media monitoring on their priority list thus putting all the investment of training to waste.
4) Need to find specific budgets for monitoring to those groups in the network to sustain the process and provide continuity to this initiative

15. Other comments, if any.
None

16. Name of the person submitting the report: Azza Kamel

Position: Executive Manager   Date: 28 October 2008

Signature: