

Capture Life Final Report

December 2008

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Capture Life Project proposal summary (one page):

Project overall objective:

To raise the awareness of Egyptian TV viewers ages 16-35 of all governorates to act responsibly towards positive social change.

Specific objectives:

- 1- Research what the most pressing social needs of marginalized and vulnerable groups in Egyptian society are.
- 2- Raise awareness among the target groups and empower them with access to information.
- 3- Provide NGOs working on the topics we address with the TV series and an educational kit to use as a tool.
- 4- Empower target groups through Train the Trainer and other trainings to act responsibly and initiate positive social change.

Target audience:

1. Young adults in Egypt between the ages of 16-35.
2. Civic sector young adults.

Estimated results:

- 1- Identifying and highlighting the most pressing social needs of marginalized groups.
- 2- Provide sufficient information to target groups through a mainstream outlet such as TV in an edutainment manner (education through entertainment) and through grassroots NGOs.
- 3- Empower the target groups, through trainings provided by grassroots NGOs who have received Train the Trainer courses from MADEV. This will result in attitudinal and behavioral shifts that will allow for social change.

Main activities:

- 1- Research most pressing social needs of Egyptian society.
- 2- Producing a 13 episodes TV docu-drama series providing information on the identified needs.
- 3- Marketing the TV docu-drama to TV stations for broadcast and providing the series to NGOs with an educational kit to use as a tool to enhance their own projects.
- 4- Train the Trainer and project implementation trainings for grassroots NGOs and follow-up.

Executive Summary

“Capture Life” project was a real learning experience for Media-Arts for Development (MADEV) NGO. Discovering the need of the civil society for media programs to help enhance gender awareness was vivid and urgent. Monitoring the sophisticated formula of planting gender rights into entertaining sitcom episodes as well as trying to broadcast them in Ramadan 08 was a challenge due to the tight timeline and the enormous supply of similar episodes that -were merely fun with no content- attracted advertisers more than our program. Waiting for the permission of the Ministry of Social Solidarity for 11 months for approval to accomplish a 12-months project was shocking. The increase in market rates for TV celebrities was hindering to select the best stars for the sitcom episodes. Yet the impact of the project on the civil society was very rewarding.

MADEV conducted 2 launching events, 4 Train of Trainers Workshops, and 10 focus groups in Cairo and Alexandria. Participants in those events were mainly NGOs’ facilitators and staff members (77 NGOs), while some other governmental organizations, media practitioners, national universities, and political parties’ representatives attended the training sessions (12 Org.). The total number of the participants reached 312.

MADEV also supervised and monitored 9 follow-up visits to sister NGOs that conducted "Capture Life" training workshops on their premises and for their target groups in Cairo, Asyut, Fayoum and Alexandria. The facilitators who conducted those 9 training workshops were previously trained in MADEV’s "Capture Life" training workshops. They trained 158 of their beneficiaries.

Participants showed real interest in the themes and the issues that "Capture Life" educational kit addressed, and also appreciated the concepts, format and messaging of "Coiffure Ashwaq" sit-com. The participants' comments and feed back have been recorded and considered during the training sessions and a final impact assessment report was prepared.

The creativity of NGO facilitators to adapt the usage of the sitcom and the educational kit to serve their own programs was overwhelming. Some used the project to raise awareness among pre-married couples in villages on gender equality. Some used the information to raise awareness of mothers to treat their sons and daughters equally. Some decided to invite neighbors and friends for watching the sitcom episodes and stimulate discussions around the gender topic in a friendly and entertaining atmosphere. NGOs’ facilitators even went farther to ask MADEV to produce similar media programs to address other topics they need assistance with; like facing violence against their children in schools by school teachers. The combination of media and development helped sister NGOs in their difficult but necessary projects; and this was very ensuring to MADEV that its vision and mission are positively contributing to the Egyptian society.

"Capture Life" Project - Fact sheet

"Capture Life" Launching events

| | |
|-----------------------------------|-----------------------------|
| 2 | Events (Cairo & Alexandria) |
| 52 | Participants |
| 9 | Male |
| 43 | Female |
| Participated Organizations | |
| 21 | NGOs |
| 2 | Universities |
| 5 | Media |
| 2 | Governmental Organizations |

"Capture Life" Focus Groups

| | |
|-----------------------------------|-----------------------------------|
| 10 | Focus groups (Cairo & Alexandria) |
| 174 | Participants |
| 25 | Male (14.3%) |
| 149 | Female (85.7%) |
| Participated Organizations | |
| 46 | NGOs |
| 2 | Universities |
| 4 | Media |
| 4 | Governmental Organizations |
| 1 | Political Party |
| 1 | Company |

"Capture Life" Training Workshops

| | |
|-----------------------------------|---|
| 4 | Training Workshops (Cairo & Alexandria) |
| 86 | Participants |
| 12 | Male (14%) |
| 74 | Female (86%) |
| Participated Organizations | |
| 46 | NGOs |
| 2 | Universities |
| 4 | Media |
| 4 | Governmental Organizations |
| 1 | Political Party |
| 1 | Company |

"Capture Life" Follow-Up Visits

| | |
|-----------------------------------|--|
| 9 | Follow-up visits (Cairo, Alexandria, Fayoum & Asyut) |
| 158 | Participants |
| 18 | Male (11.39%) |
| 140 | Female (88.6%) |
| Participated Organizations | |
| 13 | NGOs |

Capture Life Final Report (Ten pages) *Based on activities*

1- Research most pressing social needs of Egyptian society

- a. The first three months of 2007 were spent in researching on-the-ground most pressing social needs with Egyptian NGOs, institutions and development organizations. As a result of those months, MADEV has decided to tackle the gender problem in Egypt through its project "Capture Life," raising awareness on gender issues through media.
- b. Appendix A contains the list of all organizations taking part of this research and the resulted 13 themes as most important issues to be tackled by the TV series.
- c. Appendix B contains the detailed themes of each of the 13 episodes addressed in the TV series.
- d. Research also found out that a TV format of situational comedy (sit-com) is the most popular form for women and families, ensuring the interest of audience to accept and like the program.

2- Producing a 13 episodes TV docu-drama series providing information on the identified needs

- a. Script-writing:
 - i. A team of writers was selected by MADEV: 4 professional writers with proven track record (have written two of the best seller TV sitcoms in the past two years) together with 3 writers representing MADEV's researched themes with the civic society.
 - ii. The marketing professionals requested a minimum of 15 episodes not 13 to be aired covering half a month. They mentioned that producing 30 episodes follows a new norm that is demanded by TV stations to cover a whole month like the month of Ramadan, but this was not feasible with the budget of project "Capture Life", so it was decided to produce 15 episodes.
 - iii. 15 scripts were written in almost 4 months, passed through editorial review and sensors' approvals and registrations of scripts were acquired.
 - iv. The TV sit-com was designed to take place in a women's hair-dresser salon, where "Ashwak" the owner of the salon who is starring the series, together with her team meet and interact with various women who share their problems in a light edutainment (education-through-entertainment) style to portray to the audience the main issues women face in Egypt.
 - v. Appendix C contains a summary of the storyline of each episode.
- b. Actors' selection and auditions:
 - i. MADEV assigned a professional TV director who selected – together with the production crew- the team of actors for the series.

- ii. Auditions and rehearsals took place after signing contracts with selected actors.
- c. Pre-production phase:
 - i. The background décor (set-design) for the hairdresser salon was built in a rented studio.
 - ii. All contracts were signed with technical crew: lighting, camera, assistant producers, hair dressers, costumes' specialists, etc.
 - iii. All accessories and props for the series were purchased, cameras rented and OB-van reserved.
- d. Production phase:
 - i. The actual production process started on May 24th, 2008 and was planned to continue for 3 weeks, while in reality, the production crew and actors worked very hard and finished this phase in 18 days.
 - ii. Scriptwriters attended all production days so that they could fill the gap of any needed lines in addition to the original script if a need was there.
 - iii. Several television stations representatives visited the studio while production and interviewed the stars of the sit-com and the producers.
- e. Post-production phase:
 - i. This phase includes the video editing of the episodes, adding music and sound effects and final layout of episodes on master tapes.
 - ii. The following focus groups watched a pilot episode and gave their opinions on the technical as well as the developmental aspects of the episode:
 1. On July 2nd at the Smart Heart Center.
 2. On July 3rd at the Smart Heart Center.
 3. On August 7th at the Smart Heart Center.
 4. On August 12th at the Freedom Center.
 5. Later in the course of events, an additional section was added to every civic society event, where a focus group became an integrated part of all events. In two project launching events (on July 8th, and 10th) and 4 "Train of Trainers" workshops (on July 16th, 20th, 30th and August 11th), the same episode was viewed and questionnaires were filled by all participants to assess the impact of the program. This resulted in holding 8 focus groups all together.
 6. A total of 10 focus group discussion and/or evaluation took place vs. the promised 9 focus groups in the proposal.

3- Marketing the TV docu-drama to TV stations for broadcast and providing the series to NGOs with an educational kit to use as a tool to enhance their own projects

- a. Marketing the TV series to TV stations:

- i. As soon as some episodes were finalized, samples of these episodes were sent to 46 television stations for review.
- ii. Appendix D contains a detailed marketing report regarding the television stations.
- iii. Two marketing trips took place to Lebanon and the Gulf exposing the series to satellite TV stations in the region.
- iv. The main findings of the marketing efforts were as follows:
 - 1. The month of Ramadan has the highest competition of airing of TV programs throughout the year. The supply of attractive programs is much higher than the demand of stations (particularly ground TV stations accessed by the majority of the population). For one example, the Egyptian TV had to select only 8 drama series to be aired on Channels 1 and 2 in Ramadan out of 45 series that were viewed by the selection committee of the TV.
 - 2. It is much preferred to air a series of 30 episodes to cover the month of Ramadan.
 - 3. The celebrities starring any TV program determine the chances of the program to be chosen.
 - 4. Because the sitcom episodes were starred by middle vs. top stars, the chances of attracting broadcasters were limited.
 - 5. Other sit-com episodes that were selected for airing during Ramadan contained merely fun –with almost no content- so this was more attractive to advertisers and hence for the TV stations to broadcast.
 - 6. To the date of this report, 17 TV channels out of 46 said they are interested to look at airing the sitcom episodes after Ramadan, 17 are still studying and did not reply yet and 7 rejected the sitcom.
 - 7. It is the marketing team's opinion that a broadcasting agreement is very likely to be signed soon.
 - 8. The partners of MADEV are currently working on producing another 15 episodes of sit-com “Coiffeur Ashwak” without the financial involvement of MADEV –due to lack of resources- to give the series a better chance of being broadcasted in a whole month interval.
- v. A promotional video was produced showing the three components of project "Capture Life;" the sit-com, the website and the educational kit for NGOs. It is 8 minutes long.
- vi. A press conference was hosted by the delegation of the EU in Cairo on June 1st where more than 20 journalists attended as well as representatives of 3 television stations. His Excellency, Dr. Klaus Iberman, ambassador of the delegation of the European Union, Mrs. Loula Zaklama –a founding member of MADEV, and Mrs. Marline Labib, MADEV board chair, were the three speakers of the conference. Appendix E contains the Electronic Capture Life newsletter

- containing the press release distributed on the press conference day.
- vii. Two banners were printed for use in all project events; one representing the sitcom and the other representing the women website.
 - viii. More than 30 news articles were in the press portraying the project's press release and the series photos. Appendix F contains the press articles that reached MADEV.
- b. Providing the series to NGOs with an educational kit:
- i. **Products produced for the civic society organizations:**
 - 1. **An educational kit** for training the trainers of NGOs and CDAs to use the media products to raise awareness on gender issues in their own community after taking the training course. The three main gender problems addressed in this kit are:
 - a. Violence against women (including sexual harassment).
 - b. Broken homes and related street-children issues.
 - c. Gender inequality
 - 2. **An accompanying DVD** for each kit is distributed to NGOs. This illustrative DVD contains short edited summaries of four episodes of the sitcom series representing the main gender problems mentioned in the point above, as well as three testimonial stories of suffering women reflecting those problems as well.
 - 3. **A specialized women website** addressing Egyptian and Arab women was designed and launched. It is named www.settatonchat.com addressing women's issues in all areas of their interest, as well as receiving requests for help and forwarding those requests to specialized NGOs providing immediate services to suffering women. For this website, 48 NGOs were researched, contacted, briefed on the possibility of networking and partnership. Nine protocols of cooperation were signed where sister NGOs are committed to provide services for women in one or more of the main areas; health, education, safe shelter, microenterprise, and financial assistance. Those NGOs are:
 - i. Smart Heart Center
 - ii. Catholic Relief Services.
 - iii. Freedom Rehabilitation Center
 - iv. Center for Egyptian Women's Legal Assistance.
 - v. Breast Cancer Foundation of Egypt
 - vi. Egyptian Aids Society
 - vii. Association for the Development of Women in Cairo
 - viii. Amwag el thakafa for creative arts
 - ix. Childhood development association

- a. A promotional flier was designed and 5000 copies were printed to advertise the website and were distributed via Al-Waseet newspaper on 15 August to the areas of Heliopolis and Maadi in Cairo.
 - b. The website was launched on a beta version, and was visited by 269 visitors in August 08, 322 in July, 144 in June, 156 in May, 165 in April and 85 in March. However the server carrying this website was infected severely in July 08 and corrective measures are still in process. The server virus affected 4 more websites for MADEV and the Internet gave automatic warning to site visitors of a vicious virus in those sites before users were infected. This is why the feedback from the website was very limited. Appendix G contains the components of the women website.
- ii. **Two launching events for the NGOs and CDAs** took place, the first was in Alexandria on July 8th and the second was in Cairo on July 10th. In both events the project was explained with all its components to NGOs supporting women on-the-ground. Civic society organizations were informed of how the "train of trainers" of NGOs' facilitators using the project educational kit, will help in raising awareness on gender issues using media. A complete power point presentation of the project was presented, and a full episode of the sitcom was viewed where the audience filled a questionnaire reflecting their opinion on the series as a focus group. The "Train of Trainers" workshops were announced and participants filled out a form if they wished to attend those workshops.
 1. The Alexandria launching event took place in cooperation with the Suzanne Mubarak Regional Center for women development. They invited NGOs in Alexandria active in gender rights and hosted the event in their center. Many of the attending NGOs expressed interest in attending the "Train of Trainers" workshops, but because it is difficult for them to do so in Cairo, MADEV decided to dedicate one of its four workshops to the NGOs in Alexandria and to present it there.
 - a. Representatives of the following organizations attended this event:
 - i. Suez Canal University
 - ii. Montaza Social Administration
 - iii. Ministry of Social Solidarity
 - iv. Democratic national council of Carmouz.
 - v. Volunteers in developmental NGOs.
 - vi. An Egyptian Television programmer

- vii. University students
- viii. Journalists
- ix. Suzanne Mubarak for Regional Center
- x. El Rowad development NGO
- xi. Egyptian Aids Society
- xii. Association for the protection of the environment.

2. The Cairo launching event took place at MADEV new premises. NGOs were invited by e-mails, telephone calls, and by connecting to already existing networks like the "Family Justice" project and the network of NGOs working with Care International NGO. As the workshops were advertised, many expressed interest and the dates of the three Cairo workshops were reserved.

a. Representatives of the following organizations attended this event:

- i. Egyptian Foundation
- ii. Care International-Egypt
- iii. National council for women
- iv. Catholic relief Services
- v. Freedom Rehabilitation Center
- vi. Family Justice program
- vii. Center for Egyptian Women's legal assistance.
- viii. Breast cancer foundation of Egypt
- ix. Future Girl's Association
- x. Social Services in Menya
- xi. Society of local community development.
- xii. Association for the Protection of the Environment

iii. **Four "Train of Trainers" workshops** were provided to facilitators of NGOs supporting women on-the-ground. A maximum of two participants of each NGO were invited on the condition that they would learn and provide the same training to a group of their own target audience in their own communities where MADEV team members can go and follow up. These four workshops were held as follows:

1. **July 16th, 2008:** A workshop was held at MADEV's premises. 17 participants representing the following NGOs attended the workshop:

- a. Social services in Menya.
- b. Egyptian Foundation
- c. Freedom Center
- d. Smart Heart Center
- e. Future Girl's association
- f. Society of local community development

g. Association for the Protection of the Environment

2. **July 20th, 2008:** A workshop was held at MADEV's premises. 19 participants of the following NGOs attended the workshop, they are part of the network of Care International's participants of project "Against violence for women":

- a. Care International Egypt.
- b. Caritas Assyout
- c. Development Egyptian Foundation in Menya.
- d. Future Eve.
- e. Social services Integrated development.
- f. Women's affairs association
- g. Childhood development association
- h. Egyptian foundation for humanity and development.

3. **July 30th, 2008:** A workshop was held in Alexandria at the premises of Suzanne Mubarak's Regional Center for Women's Development. 18 participants representing the following NGOs attended the workshop:

- a. Social solidarity middle department.
- b. Amereya social solidarity department.
- c. Ministry of Social solidarity
- d. Social affairs sector
- e. A journalist
- f. Environment friends
- g. Rowad el kheir for development
- h. Amwag el thakafa for creative arts.
- i. Social activist
- j. Orphans social care
- k. Friends of the Bible.
- l. Syndicate of pharmacists.
- m. Suzanne Mubarak regional center
- n. General manager of Corona company
- o. The American cultural center.
- p. National democratic party
- q. Alexandria NGO for home economics.
- r. The "Ghad" newspaper.

4. **August 11th, 2008:** A workshop was held at MADEV's premises. 23 participants represented the following NGOs attended the workshop, they are part of the network of Care International's participants of project "Against violence for women":

- a. Association for the development of women in Cairo.
- b. Gender union

- c. Development Environment
- d. El Mohebeen.
- e. Shakshouk
- f. Rashwan palace
- g. Charity foundation
- h. East Tamyia
- i. Women Association
- j. Care International Egypt.

iv. 8 Follow up visits for NGOs took place as follows:

1. August 11th, 08: Cairo (Garbage Area, Mokattam) Association for the protection of the environment:
 - a. One facilitator trained 20 participants on the Capture Life educational kit.
 - b. MADEV provided them with 15 educational kits.
2. August 12th, 08: Cairo - Freedom Center:
 - a. One facilitator trained 12 participants.
 - b. MADEV provided 12 educational kits for them.
3. August 14, 08: Cairo - Egyptian foundation for family development:
 - a. One facilitator trained 15 participants.
 - b. MADEV provided 15 educational kits.
4. August 17, 08: Fayoum: Shakshouk NGO:
 - a. One facilitator trained 25 participants.
 - b. MADEV provided 15 educational kits.
5. August 18, 08: Fayoum: Naowara NGO:
 - a. One facilitator trained 16 participants.
 - b. MADEV provided 15 educational kits.
6. August 17 and 18, 08: Asyout – Care International, Egypt:
 - a. The first day 17th of August was reserved for working with four facilitators representing the two main umbrella NGOs executing Care's project "Violence against women" to prepare them for a training session the following day for representatives of 10 ground NGOs' facilitators working with them in the same project.
 - b. On the second day 18th of August, the four trained facilitators trained 26 representatives of the 10 ground NGOs on the educational kit.
 - c. MADEV provided 15 educational kits.
7. August 26th, 08: Alexandria – The center for women's protection against domestic violence.
 - a. Two facilitators trained 24 participants.
 - b. MADEV provided 6 educational kits.
8. August 27th, 08: Cairo – Fatayat el Ghad NGO:
 - a. One facilitator trained 14 participants.
 - b. MADEV provided 6 educational kits.

v. Distribution of 120 educational kits for the civic society:

1. 77 educational kits were distributed to NGOs' representatives attending the 4 "Train of Trainers" workshops as described above.
2. 99 educational kits were provided for the NGOs to perform the same training to their own development projects. NGOs and CDAs expressed their need for MADEV to provide the kits needed for training because they have no resources to reproduce it, and it would have hindered their own training to be useful to their own project, so a decision was made at MADEV to provide a maximum of 15 educational kits per NGO to follow-up their training of others.
3. A total of 176 educational kits were distributed vs. the promised 120 kits in the proposal due to the need of NGOs mentioned in the point above.

vi. Ten advocacy campaign events with civil society:

1. It was the decision of MADEV to integrate advocacy with civil society in each and every element of project Capture Life. To advocate raising awareness on gender issues using media was an integral part of all activities. The sitcom advocated for women's rights through edutainment. The website advocated for women's rights through articles, songs, networking with service-providing NGOs, and finally every training for NGOs' facilitators advocated for empowering women to raise awareness on their own issues using media.
2. In addition to this decision, in every one of the following civil society gatherings, MADEV gave a summarized presentation of project Capture Life, explaining the various elements and how this project can make a big difference in starting civil conversation about women's rights in an innovative approach; drama which is highly liked by most Egyptian families. Those gatherings were:
 - a. Care Café
 - b. Suzanne Mubarak peace initiative for women
 - c. Open day for women organizations.
3. Also, in contacting the 48 NGOs supporting women's issues to find partners' who would sign a protocol of cooperation for providing women with immediate services in areas of need, MADEV team members visited every NGO and promoted project Capture Life to raise awareness on the possibility of media enhancing those NGO's gender based projects. Appendix H contains the list of NGOs visited and approached for networking and the dates of these visits or contacts.

vii. Two reflection on series/implementation sessions:

1. The first reflection seminar took place on **August 14th, 08** at MADEV's office. A professional consultant was invited to take a look at the sequence of project "Capture Life" activities and timeline in addition to findings. Mr. Mohsen Abu Seif (founder and former CEO of NGO support Center in Egypt – USAID project, now named ENGOSC) reviewed with MADEV team the main goals and objectives of the projects and in agreement with the team decided to do a thorough evaluation/reflection on the specific area of "providing the civil society with the educational kit of the project".
 - a. Mr. Mohsen worked with the team to study if indicators for each segment were achieved or not.
 - b. A document was produced by Mr. Mohsen and the MADEV team filled the information and he reviewed it.
 - c. Appendix I contains the evaluation / reflecting document of seminar one.
2. The second reflection seminar took place on **August 21st, 08**, where the key project personnel gave reports on their areas of specializations; script-writing, production, marketing and community development aspects of the project. They reflected on lessons learnt and described the advantages and challenges they met at their specialized areas.
 - a. Appendix J contains a summary of the second reflection seminar.

viii. Final impact assessment report

1. A complete evaluation of the impact of project "Capture life" on the civil society was studied, analyzed, and compiled into a final impact assessment report.
2. Please find a PDF document attached to this report containing the final impact assessment report.
3. This report is e-mailed to:
 - a. The national council of women.
 - b. Care International, Egypt.
 - c. Plan International, Egypt.
 - d. Family justice project.

End of activities report.

Appendix A- Research phase organizations & results.

GENERAL FACTS AND RESEARCH:

General facts about Egypt:

<https://www.cia.gov/cia/publications/factbook/geos/eg.html>

Other channels to get ideas from:

<http://www.discovery.com/>

Human Rights Violations NGO: WITNESS uses video and online technologies to open the eyes of the world to human rights violations. We empower people to transform personal stories of abuse into powerful tools for justice, promoting public engagement and policy change.

<http://www.witness.org/>

On behavioral change:

http://www.changeproject.org/behave_reg.htm

<https://www.cia.gov/cia/publications/factbook/geos/eg.html>http://media.socialchange.net.au/planning_comms/guides.html

<http://media.socialchange.net.au/strategy/>

The program contains 13 episodes, each is 15 minutes. Each Episode tackles a different 'human right' this should be woven into the fabric of the episodes:

- *security rights* that protect people against crimes such as [murder](#), [massacre](#), [torture](#) and [rape](#)
- *liberty rights* that protect freedoms in areas such as [belief](#) and [religion](#), [association](#), [assembling](#) and [movement](#)
- *political rights* that protect the liberty to participate in politics by [expressing themselves](#), [protesting](#), participating in a [republic](#)
- *due process rights* that protect against abuses of the legal system such as [imprisonment](#) without [trial](#), secret trials and excessive punishments
- *equality rights* that guarantee equal [citizenship](#), equality before the [law](#) and [nondiscrimination](#)
- *welfare rights* (also known as economic rights) that require the provision of [education](#) and protections against severe [poverty](#) and [starvation](#)

The following are the identified problem areas that need to be communicated and the sister NGOs providing assistance with each area:

The Right to Liberty, a Voice:

2 episodes:

1./2. Participation

- Decision making in the community, advocating power
- How to mobilize for change, create networks and groups. When you see a problem, change it!
Mobilization, local leadership

Partner NGOs:

- CARE
<http://www.care.org.eg/R4-Project/R4.HTM>
- GTZ: Dr Khalid Abdelhalim

The Right to a clean Environment:

3 episodes

1. solid waste recycling

- Solid Waste, concept of buying less vegetables, bread, rice, even if it is cheap. You save by not wasting. Follow a garbage collector for a day and see what they do how they recycle.

Resource:

- Discovery Channel: Mar 13, 2007 @11:00 PM

Network: DSC

Series: Dirty Jobs episode: Chinatown Garbage Collector

Description: Mike Rowe assumes the responsibilities of a Garbage Collector as he takes to the streets of San Francisco's Chinatown. After carrying several tons of garbage down the narrow corridors and steep staircases of Chinatown, Mike moves onto Recycle Central...

- Science and Human Rights Program:

http://shr.aaas.org/hrenv/categories.php?cat_id=65

Partner NGOs:

- **Cooperazione Italiana (project on solid waste in Minya):**

http://www.eicop.org/ambiente2/projects_2/swm.htm

- **The Association for the Protection of the Environment:**

- Technical and maybe funding input

<http://www.ape.org.eg/overview.html>

2. Global warming, what does it have to do with Egypt, how is Egypt effected?

Partner NGOs:

- Climate Change Adaptation in Africa

Guy Jobbins, Ph.D.

Senior Program Officer

IDRC, Cairo Office

<http://www.idrc.ca/ccaa>

<http://www.idrc.ca/cairo>

- Cooperazione Italiana

<http://www.eiecop.org/ambiente2/contacts.htm>

1. Conserve water, take care of the water supply

Resource:

- a. Book:

Water the international crisis: TD345.C59 1993 Robin Clarke

UN highlights of world water crisis:

http://news.nationalgeographic.com/news/2003/06/0605_030605_watercrisis.html

- b. Vital water graphics:

<http://www.unep.org/vitalwater/index.htm>

Partner NGOs:

- GTZ: Dr Khalid Abdelhalim
- Dorcas: Michel Guindi
- CARE:

<http://www.care.org/ALIVE-Project/ALIVE.HTM>

<http://www.care.org/Empowers-project/EMPOWERS.HTM>

- UNICEF:

<http://www.unicef.org/egypt/wes.html>

- Cooperazione Italiana

<http://www.eiecop.org/pdf/DSS.pdf>

http://www.eiecop.org/ambiente2/projects_2/dss_2.htm

The Right to Health:

2 episodes:

- 1./ 2. Hygiene, Nutrients, healthy eating for children, less carbohydrates (PD?)

Partner NGOs:

- Community for Healthy Living:

<http://www.hcpartnership.org/Programs/program.php?id=7>

<http://www.comminit.com/experiences/pds72004/experiences-1999.html>

http://www.healthcom-egypt.info/Contact_us/contact_us.htm

- UNICEF:

http://www.unicef.org/egypt/media_2512.html

The Right to Economic welfare:

1 episode:

1. Consumer Power

- What to buy first? Prioritizing/ budgeting/ strategic planning for money spending.
- Chose where you spend your money, serve as quality control and quality improvement. Use purchasing power to demand better services. Don't let yourself be manipulated, you have a voice that you can use to lobby.
- Long term instead of short term planning. If you save money by not buying status symbols such as mobile phones, satellite dishes, VCRs but instead invest in improving living conditions, family education and nutritious food you invest in next generation, and thereby improve status of the family.

The Right to Gender Equality:

4 episodes:

1./2. Gender

- Domestic violence

Resources:

<http://www.vday.org/contents/violence/statistics>

<http://www.feminist.com/antiviolence/pub.html#domestic>

Population Council:

<http://www.popcouncil.org/genfam/violenceRI.html>

3./4. Sexual Harassment

- Social Pressures and Norms on women, such as men inhabit public space and women are relegated to private spaces.
- Educate children on sexuality
- Address harassment that takes place in the workplace.

Partner NGOs:

- ECWR

The Right to Equality:

4 episodes:

1. Tolerance, end discrimination

- Accept difference in looks (plight of refugees in Cairo)
- Don't stifle creativity by insisting everyone be the same
- Hip-hop workshop in August, constructive activities for Sudanese youth gangs

Partner NGOs:

- Refuge Egypt
- African and Middle East Refugee Assistance: Amara

2. Tolerance, end discrimination

- Disabled people, how to become more integrated into society?

Partner NGOs:

- Lelsie Lamabidi: Book: Silent no more
- AUC: Dr Ibrahim: Adham Center
- British Council: Nairi Avedisian organizes disabilities events

Resources:

Book:

[http://0-](http://0-site.ebrary.com.lib.aucegypt.edu/lib/aucairo/Top?id=10026437&layout=document)

[site.ebrary.com.lib.aucegypt.edu/lib/aucairo/Top?id=10026437&layout=document](http://0-site.ebrary.com.lib.aucegypt.edu/lib/aucairo/Top?id=10026437&layout=document)

3./4. Street Children:

Partner NGOs:

CARITAS:

HOPE VILLAGE: Dr Abla El Badry

The Right to Travel and Free Movement:

1 episode:

1. Immigration of Egyptians to Europe and the Arab world

- Who emigrated and why? The desperate or the most highly educated?

Resources:

<http://www.emigration.gov.eg/idsite/Upload/Researches/71/Attitudes%20of%20Egyptian%20youth%20towards%20Migration%20to%20Europe%20Executive%20Summary%20English.pdf>

<http://www.emigration.gov.eg/Index.aspx>

Appendix B- Detailed themes of 15 sitcom TV episodes.

Episode One:

Developmental Themes:

1. She has the right to decide for herself and choose her own future.
 2. She is an integral part of an entity, family or community that provides her stability and security.
 3. She has the full right to live in a society that respects her values in reality and not a society that gets satisfaction by talking about empty slogans of gender equality whenever those slogans appears civilized to show off to others.
 4. The difference in socio-economic backgrounds does not mean less respect for her. She is a whole responsible person that should be treated as a person who is responsible for her own choices and herself.
 5. She has the right to live in a society that provides appropriate guidance which enables her to practice her own personal freedom within the framework of assuming one's own responsibility towards oneself and other people's freedom. Others should not force their choices especially from male figures to female sub ordinates or any other person in a weaker position.
 6. She has the right to live in a society that provides security and protection to her and should not be looked upon as a focus or source of sexual fulfillment.
 7. She should live in a society that behaves and acts in the same level to what they enforce as lawful or believe and preach.
-

Episode Two:

Developmental Themes:

1. She has the right to choose her path of life even if it is different to what was enforced on her by the family if she chose to embrace a different path in life.
1. She has the right to live in a healthy environment, and not submit to different practices of hazardous like drug abuse, smoking or alcoholics.
2. She has the right to access knowledge and full awareness to her future in work or family life.
3. She needs a warm family environment so as not to look out to marriage as a means of escape from an unhappy situation.
4. She has to recognize her own rights in life and work on her willingness to refuse violence or manipulation in addition to assume her right for education and being recognized as full workforce. She has a role against illegal practices and any acts of corruption.

Episode Three:

Developmental Themes:

1. She has the right to live in a violent free society.
2. She has the right to live without being abused or blackmailed so as to submit to male power or authority over her own life.
3. She has the right to live without any oppression over her life.
4. She has the right to live in societies that does not respond to threats.
5. She has the right to have a work and acquire a steady income exercising her freedom and independency as a human being.

6. She has the right to live in a community that allows and believe in the freedom of communication as well as rejects violence as an option for communication.
7. She has the right to live in an understanding community that enables her to take decisions as well as provides her with full protection in terms of not forcing male family figures to be in control over her life.

Episode Four:

Developmental Themes:

1. Enforcement of the concept of loyalty and belonging of each individual towards one's community and country especially when it comes to historical heritage of antiquities.
2. Advocate against all abuse or violence that is done against children either for personal welfare or as a profit income.

Episode Five:

Developmental Themes:

1. Raise awareness to the different problems of street children and advocate that we are all responsible in terms of social responsibility especially that violence, oppression, addiction and other behavioral deviations of street children may find ways to channel some corrective actions towards their lives.
2. Advocate the precious value of life especially towards children and that life should not be wasted.
3. Re-enforce the concept of positive individual participation to build our community in terms of contributing responsibly towards society.
4. Shed light on some institutions, groups, associations, that are working in the civic society and that the government should not be expected to solve problems that the civil society or charitable organizations can take a lead in.

Episode Six:

Developmental Themes:

1. She has the right to live in a society that value her as a human being and not just a female where some views are just looking upon her only form a sexual orientation.
2. Advocate the responsibility of the society to stand against all form of sexual harassment either physical or sociological.
3. Facing the social degradation of verbal communication on the street that are as well as a form of harassment especially to women and children.
4. Celebrating the use of technology like mobiles, internet, and other gadgets that are used for the welfare of people and not just abuse technology in a destructive manner in society.
5. Promote the cultural awareness among young people especially the value of life, the value of human being, family relationships, respecting others, respecting women, respect to public places and other privacy of other people.
6. Promote awareness to the rights of girls and women to denigrate her against physical and psychological abuse.
7. Advocate for legal regulations against any abusers or those who violate the security and safety to different communities taking into consideration the perspective of gender equality.
8. The awareness of every person towards the simple human rights.

9. Point out the importance of role models especially those in official authority or ranks as they represent their entities.

Episode Seven:

Developmental Themes:

1. Respect the use of water in our community as well as promote an awareness to the rationalizing our use of water in our houses and in the community.
2. Shed some light on some negative behavior of people towards consumption of clean water while it is now one of the national treasures of countries.
3. The historical and probably future struggles or unrest between nations to preserve water sources.
4. The rational use of water is a responsibility for all of us.
5. Not to litter and pollute the Nile which is the main source of water in Egypt.

Episode Eight:

Developmental Themes:

1. It is her right as a human being to assume responsibility and to make her own decisions in life.
2. We need as a community to understand that marginalized groups deserve to be included in society and this will benefit the whole community in a positive manner.
3. Every mature person, girls and boys, women and men has the right to access knowledge that affects his/her life, it is important to find effective ways to channel the information for different groups of people.
4. Celebrate life by being a positive person contributing towards society.
5. It is the right of every person to seek support in their life regardless their belief, color or gender orientation.

Episode Nine:

Developmental Themes:

1. A human being needs to live an honorable life without humiliation or verbal and psychological harassment.
2. Everyone has the right to seek their rights and receive security and protection from the governing entities.
3. Promoting different target audiences that the best way towards facing any violence is finding peaceful and constructive communication channels of negotiations. The language of dealing with different struggles is through talking, communicating, discussions, negotiations in a mindset that accepts and analysis root causes of problems and accepting different opinions to get to solve any problem.
4. Advocate for positive parenting skills and taking care of children in a constructive way.
5. Work on families especially wives those they should not overburden the family budget with unnecessary expenses and do not lead to over-consuming behaviors as it has negative consequences with family relationships.
6. Spending time with each other as families and friends is much more constructive to building up the future of the children and dealing with any problem as they appear on the surface.

7. Domestic violence leads to very negative results on children. Running away from broken homes as well as running away to addictions are some expected results of such.
8. Re-enforce the concept of perseverance and building of characters as well as honoring the value of work to reach success.

Episode 10:

Developmental Themes:

1. Enjoying safety as a person does not mean to forcing control over their lives.
2. Exercising the freedom of expression of girls and women need support and trust of boys and men as well as a healthy community.
3. It is the right to every girl and women to be respected and appreciated as well as boys and men throughout the different phases of one's life.
4. Assuming responsibility and taking decisions that affects one's life is a right for everyone in the community.
5. Aging people do have the right to find support and ample care especially as community structures are changing especially in urbanized communities.

Episode 11:

Developmental Themes:

1. Girls and Women do have the same right for elections as men provided that both parties are compared according to their competence.
2. Every girl or women has the legal right according to regulations of post/ role to participate in different elections that affect her life or future.
3. Every person has a say, you have a vote.
4. Supporting the concept of loyalty to the country by being a good citizen.
5. Respecting the other person's opinion or belief.
6. Rejecting all violence, oppression to expressing one's opinion and promote mature communication and effective promotion to public services.
7. Women are equal to men.
8. Respect and treat girls and women as human beings even if they are opponents and not look to them as a weaker being.
9. Free expression of opinion is a basic human right.
10. Promote democratic practices.
11. Analytical thinking and technology is a useful way of communication but we need to reserve the cultural orientation of respecting family and re-enforce the cultural family traditions and relationships.
12. Importance of healthy environment.
13. Promoting actions of being friendly to environment in all ways and means.

Episode 12:

Developmental Themes:

1. The importance of creating a social understanding of rejecting early marriages.
2. Education of girls is essential for the welfare of everybody.
3. Marriage is not the end for girls and be sensitive to those who did not get married for whatever reason, but treat them as whole and complete human beings that do have a role to play in society.
4. Support the right of young girls to reject marriages especially those under the age of 21.

5. Education is the key to developing the lives of oneself families, communities and the country itself. Start with your own circle and promote education.

Episode 13:

Developmental Themes:

1. Fight superstitions and negative thinking that marginalize the responsible role of each person towards choosing one's own destination.
2. To face any ignorance in any community, start with educating people and rationalizing, finding scientific ways to solve problems and seek knowledge.
3. Celebrate life, look with hope to the future and keep trying to build a good future for yourself and others too.

Episode 14:

Developmental Themes:

1. Each girl has the right to plan for her own future and to participate in decision making.
2. God has given us minds to use for the welfare of oneself and others.
3. Marriage is a structure that has to be built on the foundation of love, communication and self sacrifice.
4. Awareness against old wrong concepts concerning manhood and to re-promotes man value by being a loving person to his wife and family.
5. Awareness against the old inherited traditions that prefers bearing boys than girls.
6. Truth and honesty enforcement in social relationships especially when asking someone for marriage.

Episode 15:

Developmental Themes:

1. Promoting youth independence and the value of work to earn their living.
2. Rejecting all immoralities like commercial deception.
3. Rejecting all immoralities like consumer's theft and deceitfulness.
4. Every person should be aware of his/her right through law and rejecting all kinds of violence.
5. Enforcing truth culture and checking any information to prevent all kinds of exaggeration and rumors.
6. Women awareness on how to maintain marriage intimacy through strengthening the value of love and communication with her husband.
7. Empowering girls in facing the community when not married with braveness and confidence rather than marrying any one not appropriate for her.

Appendix C- Summary of sitcom episodes' storyline.

Characters' description of leading individuals in the sit-com series:

Ashwak: In her mid 50s. She is the owner of a hairdresser shop. She lives in the upper floor over her salon as they are linked with internal stairs. She used to work as a hairdresser before in Alexandria with Sayed then she married someone in Cairo and opens her own hairdresser with Sayed's help. She stopped hair-styling herself and moves into a managerial role for the salon, while building relationships with the customers.

Reda: Ashwak's son, who is in his mid 20s but with a child heart. He was transferred from one faculty to another as he failed many times. At the end he settled in Commerce College, both he and Waguih his friend. He loves playing with play station.

Marwa: Is Ashwak's niece. She's 19 years old. She comes back from France in order to study Egyptian Archaeology. Her personality and many of her decisions are so much formed by western culture which causes her a lot of problems and conflicts with Reda, Waguih and Ashwak.

Waguih: He is Reda's only and best friend. He almost lives with him accompanying him everywhere. He is a bit stupid and naive.

Sayed: He is in his first 60s and works at Ashwak's place. He was known to be the hairdresser of many old famous actors in national movies. He sees himself as a war champion. He was married and then divorced many years ago but no one knows anything about his past. He loves Ashwak secretly, she can feel it but she rather ignores it.

Karima: In her 20s. She works with Ashwak in the hairdresser. She looks good and is searching for someone to marry.

Mosaad El Tenin: He is Karima's brother. He is a violent tyrant in his neighborhood. He always hits his sister in order to take her money.

Bob: is working in the college coffee shop. He is greedy but has experience in many things. He tries to help Reda and Waguih to get over many problems but he has to be paid.

Storyline of sit-com episodes:

Episode One:

Theme: Personnel Freedom

Lead individuals: Marwa, Waguih and Reda.

Episode Summary:

Marwa is Reda's niece. She returns back from France where she lives. Reda doesn't know that she is his niece. So he and Waguih his friend flirt with her beside many

tricks. After discovering that she is his niece, he starts objecting because she dresses freely if compared to what he likes her to wear. She insists and exercises her personal freedom.

Episode Two:

Theme: The foundations of choosing a life partner.

Leading individuals: Marwa has strong personal values.

Karima needs to learn more about the right concept of marriage.

Episode Summary:

Karima faces emotional exploitation.

Marwa discovers through Reda that the university officer is corrupted and was asking for a bribe. So she files a complaint against him.

Episode Three:

Theme: Women oppression and extortion of her money.

Leading individuals: Marwa with strong personal values. There is a minor development in Karima's personality.

Episode Summary:

Mosaad, Karima's brother is always grafting her monthly salary and scaring people around him. She tries to stop him for the first time in her life by saying "NO".

Episode Four:

Episode Summary:

Sayed is the chief hairdresser. He gets an opportunity to appear in a TV show but it never happens as a quarrel arises between the production team and the hairdresser staff.

Marwa brings a Phaeronic statue for her assignment at home. Reda and Waguih break it but they succeed to buy another one through Bob's help. She breaks it by accident which makes them so angry because they have paid a lot of money in order to get a similar one.

Episode Five:

Theme: Street children

Leading individuals: Ashwak understands the child case.

Episode Summary:

A street girl enters the hairdresser, we find Karima treating her harshly but Ashwak wants to help her so she hires her to work in the salon.

Waguih and Reda decide to study because they want to succeed this year. They ask the help of their clever friend. He agrees but on one condition to pay them back all the

tricks they had done to him before. So he and Reda do the same tricks with Waguih. Ashwak shows compassion to street children and help them find a daily shelter.

Episode Six:

Theme: Sexual Harassment

Leading individuals: Marwa has personal strong values.

Episode Summary:

Sayed buys a cell phone and then it was stolen. He suspects another person but at the end he discovers that he gave it to Reda in order to add new ring tones.

Marwa faces sexual harassment at school from her colleague and the college guard. She goes to the university chief to raise her complaint against them; as a result he is dismissed.

Episode Seven:

Theme: Water Wars.

Episode Summary:

Water has been cut off from the hairdresser together with the whole neighborhood. We find that Reda and Waguih were keeping water bottles and playing with them. Ashwak tries to convince them to use the water so she can wash the customer's hair but they refuse. They are all engaged in many fights and tricks which end up by breaking the last bottle of water. They feel so thirsty until they hear the sound of water coming through the tap.

Episode Eight:

Theme: Love puts an end to suicidal attempts.

Leading individuals: Karima's personality develops.

Episode Summary

Mosaad decides to work as a body guard in the hairdresser against Ashwak's will. He causes many problems. He threatens his sister Karima once again in order to take her money. This time Sayed stands in his way which frightens Mosaad as he used to think that no one has the courage to stop his violence. Mosaad decides then not to treat his sister in that way once again. Ashwak offers him a new job in some other place as a security man.

Marwa returns back from holiday bringing a friend whom she met and who wants to commit suicide. Marwa together with Reda and Ashwak try to help him and convince him that this is a wrong idea. Because of the love they show him, he trusts them and decides not to think of such attempts again.

Episode Nine:

Theme: Violence and dysfunctional families.

Leading individuals: Ashwak shows understanding to the different issues of importance to children and family.

Husband and wife personality develops greatly.

Episode Summary

A new family moves recently to the neighborhood. Husband and wife are in continuous fights which ends up with their son fleeing away from home. Secretly he stays with Reda to play together with the play station. When they found him, they promise to find a new way for their communication together to live in peace.

Marwa catches cold so she couldn't go to college during the exams. Waguih offers his help. He steals the exam and gives it to her but she refuse to take it. He tries to sell it to another student who turns to be the exam class teacher!!

Episode 10:

Theme: Taking care of old people.

Episode Summary

An old woman comes to the hairdresser and stays all day long but with non stop talking in addition to interfering in their affairs. After they are fed up with her they want to kick her out by then she starts sharing with them what she went through. She felt rejected from her son and daughter in law. Ashwak talks with them so they apologize for her and take her back home with them.

Marwa decides to go to Aswan and Luxor while Reda and Waguih want to go to Sharm El Sheikh. Ashwak refuses to let Marwa travel on her own. She asks the three of them to go together. Many incidents happen which ends up by Marwa going to Sharm el Sheikh alone declaring her own freedom to do whatever she wants to as she can take good care of herself.

Episode 11:

Theme: Democracy and Elections

Leading individuals: Marwa understands what democracy and freedom means.

Episode Summary

Ashwak hires a Lebanese hairdresser who increases the salon income but he soon leaves after his immigration papers were ready. Ashwak is left alone in the salon but she can't handle the work alone. Soon Sayed returns back after leaving the salon because he couldn't tolerate the new Lebanese hairdresser.

Marwa nominates herself as a chief for the college group called "the beginning". She advocates for the importance of environment protection against Waleed who rejects all kinds of technology. Waleed succeeds and Marwa fails with the difference of 2 votes. She soon discovers that those 2 votes were for Waguih and Reda.

Episode 12:

Theme: Early marriages

Episode Summary

A teacher named Shahinda comes to the hairdresser with her young daughter to prepare her for wedding hairdo. The young girl decides to run away and asks for Sayed and Karima's help. They call her father to come and save her. Her father convinces her mother that the early marriage may ruin their daughter's life.

Bob the man working in the Coffee shop leaves while a man called Sameh takes over. Reda and Waguih make a lot of tricks in order to dismiss Sameh and bring Bob back. At the end they succeed.

Episode 13:

Summary:

It is Ashwak's birthday but they feel it is an ill fated day that's why they are afraid to celebrate with her. Marwa tries to fight back these thoughts and they celebrate but a lot of unhappy incidents happen that seems to be a bad omen but the day ends well.

Episode 14:**Theme:** Foundations of marriage**Leading individuals:** Ashwak is an understanding person. Hedyia has a bit of awareness.**Episode Summary**

Waguih and Reda burn one side of the salon wall. So Ashwak asks them to paint it again, they do so with ongoing tricks.

Aziza brings her niece over to the salon to make her marry Reda, Ashwak's son. Ashwak discusses with her the foundations for a successful marriage and that her concept for marriage is wrong. It turns that Hedyia is in love with another man and refuse to marry Reda.

Episode 15:**Theme:** Spinster-hood**Leading individuals:** Ashwak understand the different cases for women**Episode Summary**

A lot of thefts happen in the neighborhood. In the meantime someone asks Karima for marriage. Ashwak and Sayed doubt that he is the thief but he turns out to be a policeman who in return doubted them. Karima becomes very depressed because her attempt for marriage has failed. Ashwak tries to calm her discussing with her with the right foundations for marriage.

Reda and Marwa buy new and expensive clothes but Waguih buys cheap ones from the same shop. They soon discover many defects in them except for Waguih. At the beginning they believed that they were trade fraud. So they decide to return the clothes back to the shop and the owner apologizes for what happened. Waguih refuses to return his own clothes as they are all included in one receipt. He hides it from them and then discovers that it was stolen.

Appendix D- Detailed sitcom marketing report

Sitcom Marketing Activities

List of TV channels approached

| <u>List of TV channels approached</u> | <u>Status</u> |
|---|------------------|
| 1. Modern | after Ramadan |
| 2. Orbit | after Ramadan |
| 3. Al Mehwar | after Ramadan |
| 4. Al Hayat | after Ramadan |
| 5. Al Ssa'ah | waiting feedback |
| 6. Libra | no reply |
| 7. Al Baghdadeya | after Ramadan |
| 8. Deera | after Ramadan |
| 9. Promo Media (OTV-Dream-Egyptian TV) | rejected |
| 10. Rotana | no reply |
| 11. Moga Comedy | after Ramadan |
| 12. Oman TV | no reply |
| 13. OTV | rejected |
| 14. Al Aan | no reply |
| 15. Al Watan Al Araby | no reply |
| 16. Mohamed Yaghi (Kuwait-AD advertising) | rejected |
| 17. 2M | no reply |
| 18. Nile Drama | rejected |
| 19. Egyptian TV | waiting feedback |
| 20. LBC | after Ramadan |
| 21. Future TV | after Ramadan |
| 22. Al Manar | rejected |
| 23. Qatar TV | after Ramadan |
| 24. Dubai TV | after Ramadan |
| 25. Abu Dhabi TV | after Ramadan |
| 26. MBC | no reply |
| 27. Syria TV | after Ramadan |
| 28. ATV | after Ramadan |
| 29. New TV | rejected |
| 30. Jordan TV | rejected |
| 31. Bahrain TV | after Ramadan |
| 32. Showtime | no reply |
| 33. Oscar Drama | after Ramadan |
| 34. Panorama Drama | no reply |
| 35. Al Rai | no reply |
| 36. Infinity | no reply |
| 37. Ajman TV | no reply |
| 38. Gheras TV | waiting feedback |
| 39. OTV-Lebanon | no reply |
| 40. Morocco TV | after Ramadan |
| 41. Tunis TV | waiting feedback |
| 42. Nessma TV | waiting feedback |
| 43. Algeria TV | no reply |
| 44. Al Sharqa TV | rejected |
| 45. Sumaria | waiting feedback |

46. Heya TV

waiting feedback

Two visits in the Arab region to market the series:

1- Lebanon (March 9th -15th, 08)

During a business trip to Lebanon on March 9th to 15th, 08, the following TV channels were approached for either co-production potential or the first run broadcasting rights for the sitcom:

Future TV

They advised us that they are not ready in this stage (viewing samples of pilot episodes) to sign an agreement for co-production but they could revisit our approach for broadcasting the series after we finalize the production process.

LBC

They advised us that they need more time to study the project give us their feedback. All new projects were put on hold at that time, because of some changes in their structure.

OTV

They do not have financial resources for co-production and they are willing to evaluate some episodes after production process for broadcast.

Media Link International

They reviewed the script and the estimated budget. They have a positive feedback, with some comments, for the script but they suggested to decrease the total budget. They mentioned that also, it is a very short time to reach agreements for Ramadan with the TV stations. They raised another problem that we did not sign yet with the final cast in order to approach the TV stations.

2- The Gulf (April 22nd to 24th, 08)

On a business trip to attend The Gulf TV & radio festival that was held in Bahrain for the period from April 22 to April 24, several TV stations were attending the festivals to identify possible TV series broadcasting. During this festival we approached most channels with treatment of our sitcom for their consideration. Most of the channels have confirmed the demand to broadcast new sitcom series during Ramadan 08. They could not make a decision based on just treatments, they needed to see final episode sample to make a decision for Ramadan. We promised to send them such samples as soon as they were ready, which happened according to the TV channels list mentioned above.

Capture Life Newsletter



Media-Arts for Development (MADEV)

It is with great pleasure that MADEV's team announces the launch of its first gender project; "*Capture Life*" in June 2008.

Following months of research, networking with sister NGOs, script-writing, rehearsals and pre-production activities, actual filming started late May 08 at plateau 3 at Al-Ahram studios, where the TV stars and crew enjoyed the situational comedy "*Coiffeur Ashwaq*" starred by famous comedian Mimi Gamal, where they filmed 15 episodes in 3 weeks.

MADEV's team is currently preparing a specialized educational kit to train NGO facilitators on how to utilize media to strongly influence their gender-based projects; specially in the areas of violence against women, broken homes and rights-based development.

Education through entertainment (Edutainment) using media is MADEV's special contribution for the community. It is the vision of MADEV to empower people to work for positive societal change in Egypt and the Arab world through media arts; believing that media is an advocacy tool to educate, inspire, motivate and encourage positive societal development in Egypt.

For more information about MADEV, please visit our website:

www.madevegypt.org

For more information about "*Capture Life*" project and its three components (TV sit-com, website, and educational kits for NGOs) please read the attached press release that was distributed at the press conference held at the office of the Delegation of the European Commission in Egypt on June 1st, 08 and attended by His Excellency, Head of the delegation, Dr. Klaus Eberman, Mrs. Loula Zaklama, a founding member of MADEV, Mrs. Marline Labib, MADEV's board chair, 4 of the scriptwriters, 30 news reporters, and 2 TV stations

Our Partners:

In support to our strategic goal of networking with other NGOs and complimenting their on-the-ground development projects by using media, we signed protocols of cooperation with the following partners to date:

1. Centre for Egyptian Women's Legal Assistance (CEWLA).
2. The Breast Cancer Foundation of Egypt (BCFE).
3. Egyptian Society for Aids in Alexandria.
4. Catholic Relief Services (CRS).
5. Freedom from Drugs and HIV program.
6. Life Center
7. Association for the Development and advancement of the Development of Women (ADEW).

Our NGO partners' websites are advertised on our women website, www.settatonchat.com, to provide social services for women visiting the website. Accordingly, women website visitors can surf directly their websites for the services and the awareness on gender issues they provide.

Our partners provide special services for women referred by our website, www.settatonchat.com in the following crucial areas:

- Health.
- Education and Awareness.
- Legal Assistance.
- Vocational Training.
- Emergency Housing.
- Domestic Violence.
- Sexual Harassment.
- Human Rights.
- Environmental Awareness.

It is worth mentioning that The Egyptian Center for Women's Rights (ECWR) has partnered with MADEV during all of the initial phase of research for the project.

How to get involved?

- You are most welcomed to attend our launching events in Cairo and Alexandria during the first week of July 2008. During these two events, the whole project will be introduced, with its scope of networking and the services provided for gender-based NGOs.
- Your NGO is welcomed to send 2 representatives to attend one of seven "TOT" one-day sessions starting the second week of July for 4 weeks.
- You are welcomed also to share your ideas, creative articles, knowledge and experience to serve Egyptian women on the women website: **settatonchat.com**.
- Your NGO is welcomed to partner with MADEV for providing social services for the women website visitors

Please contact Ms. Jeanne Mohey, MADEV's communication specialist for any of the above options. It is a great pleasure to partner together in an endeavor to see our community enjoy a better tomorrow.

Contact person:

Ms. Jeanne Mohey
Communication Specialist
development@madevegypt.org

Pictures from our press conference with the EU Delegation on 1/ /6 /2008.



Cairo, 29 May 2008

Press Release

Solutions for Women's Issues in “Coiffeur Ashwaq”

The sitcom Series “Coiffeur Ashwaq” comes on top of the advertisement campaign launched by Media Arts for Development “MADEV”, within the framework of a project called “Capture Life”, 32% co-funded by the Delegation of the European Commission in Egypt, that tackles many social issues through TV comedies.

“Coiffeur Ashwaq” enlightens the viewers on various issues pertaining to women and their rights in the form of a short sitcom series, directed by Refaat Azmi; Arascope Company, executive producers; Michael Helmi, technical producer; and Badr Tayseer, decorations.

The main events of the sitcom evolve inside a hairdresser's shop owned by "Ashwaq", played by "Mimi Gamal" who, through her work in this shop, communicates with different social categories resulting in comic struggles and situations.

The series is written by a team of scriptwriters and editors: Mohamed Ismail, Sherif Badr Edeen, Hesham Helal, Waleed Khairi, Joy Fahmi, Manal El Motei, and Rami Rizkallah. Cast: Mohamed Abu Dawood, Olfat Amer, Hossam Dagher, Ayman Mansour, Nermeen Za'zaa. Guests of honor: Enaam Salousa, Hassan Moustafa, Alaa Morsi, in addition to a number of elite actors and actresses. The sitcom series will contain fifteen 20 minutes' long episodes, and address various problems like early marriage, freedom of choosing the life partner, family violence, divorce cases, and other issues. Currently, there are negotiations to broadcast the series in different satellite and national channels in Arab countries. It is worth mentioning that "MADEV" is considering completing the episodes with another part composed of fifteen episodes for the next season.

"MADEV", within the framework of "Capture Life Project", will establish a website: "www.settatonchat.com" for enlightening women of their problems in order to attain a positive change in the society. Visitors of this website can communicate with different active associations tackling women's issues in Egypt, and rendering various services and social projects aiming for developing and empowering women.

"MADEV" is also preparing educational kits to train NGOs, using media as a tool for raising gender awareness





Appendix F- Press articles on project “Capture Life”.

<http://www.alwafd.org/v4/News/NewsDetail.php?id=1296&type=arts>



MADEV
Capture Life

<http://www.elbashayer.com/?page=viewn&nid=3209>

MADEV

Capture Life

Life Capture

www.settatonchat.com

<http://www.egkw.com/pages.asp?id=6641>



Capture Life

MADEV

<http://al-akhbar.com/ar/node/75624>

Appendix G- Components of women website: www.settatonchat.com :

The website www.settatonchat.com contains 19 sections:

Body language that contains 12 articles:

1. Hands gestures
2. Eyes gestures
3. Your eye glasses
4. Your picture in the mirror
5. Different sitting positions
6. Smile
7. Hair language
8. Communication language
9. Arms and legs partitions
10. Saying hi and welcome
11. General gestures
12. Lowering your body

Feelings and behaviors contains 11 articles:

1. Taking it personal
2. Who is controlling your decisions?
3. Are you people pleaser
4. Do you live in guilt feelings all the time?
5. When can you say no?
6. Do you loose your concentration?
7. You are in a real danger if you did not express your true feelings
8. Are you a victim of others who are using you
9. How can you stop others from controlling your life?
10. How much percentage of your dreams did you fulfill?
11. Core beliefs and that include:
 1. Extremist way of thinking
 2. Personalizing events
 3. Generalizing
 4. Negative thinking
 5. Running to conclusion
 6. Exaggerations and minimization
 7. Catastrophic thinking
 8. Reading others mind
 9. Putting titles
 10. Faith of the necessity of the absolute

Dreams and its manifestations contain 12 articles:

1. Fear
2. Anger
3. Sadness
4. Loneliness
5. Pain
6. Worry

7. Hesitation
8. Hunger and need for food
9. Emotional deprivation
10. Betrayal
11. Regret
12. Inferiority feelings

Songs and Stories contains 9 songs with some real events included

Consult your psychiatrist includes 12 articles:

1. Having an affair through the internet is it marital treason?
2. I make love with a girl like me
3. I want to die
4. I don't want to get married
5. My father-in-law is abusing me sexually
6. My husband's family believes in superstition
7. My husband hits me
8. I hate my body
9. When I feel angry I eat
10. I am afraid from my sixth sense
11. I am afraid from cancer
12. I feel awkward

Differences between women and men.

It includes 12 articles that deal with these differences on all levels, psychologically, nature and behaviors. It aims at raising the level of consciousness for each of them.

Love and Sex.

It includes 12 different articles that concern the sexual relationship between a man and his wife and for more sexual education.

Superstitious believes:

Discussing strange and superstitious believes that is inherited in our society and comparing it with others. See how much it affects our behaviors in the time being. We will put a question at the end of each article in order to make him or her think and search for an answer.

Elegance and Fashion

It includes 12 items that will give advices, practical and quick hints that suits modern women.

Health and Beauty

Includes 15 item that gives advices, practical and quick hints for women health and beauty

How to take care of your skin

It includes short tips on how to have a good skin, with quick and practical solutions.

How to take care of your hair

It includes different solutions and ideas about how to have a healthy hair.

Satellite

Discussing issues that are related to women and how we as a society can deal with it.

Dr Phil

It helps in having a personal assessment by making a test that analyzes your attitudes and behaviors.

Funny news

Includes different and funny news from all the world

Actors and Actress news

It includes their news and interviews.

Between husband and wife

Dealing with ideas and problems that every married couples may face and giving them some advices. It contains 12 different ideas

How to succeed in your work

It deals with the issues linked with your personality. It contains 13 different kinds of personality.

Recipes:

It includes 13 different worldwide recipes

Motherhood and Childhood

It includes 12 different articles about maternity, child raising, physical and psychological health in all stages of life for child and mother.

Appendix H – NGOs providing women services in Egypt.

1. Alwan wa Awtar
2. AMIDEAST (educational)
3. Association for the Development and advancement of the Development of Women (ADEW) education/ emergency housing/ legal
4. Alliance for Arab Women (AAW) legal + domestic violence+ human rights
5. African and Middle East Refugee Assistance (AMERA) human rights
6. 13/11/07 American University of Cairo (AUC) education
7. 18/11/07 The Association for the Protection of the Environment (A.P.E)
8. Environmental awareness/ vocational training
9. 20/11/07 The Breast Cancer Foundation of Egypt (BCFE)- health
10. 19/11/07 The British Council Egypt health/ education (used with series for disability episode)
11. 18/11/07 CARE International Egypt education/ human rights/ environmental
12. 19/11/07 CARITAS health/vocational training children)
13. 21/11/07 Catholic Relief Services (CRS) vocational training/education/health
14. 25/11/07 Centre for Egyptian Women's Legal Assistance
15. 19/11/07 Communication for Healthy Living (CHL) Health / education
16. 18/11/07 Cooperazione Italiana -Development Cooperation of the Italian Embassy in Cairo
17. 26/11/07 Coptic Evangelical Organization for Social Services (CEOSS) human rights/ health/environmental /vocational training
18. 20/11/07 Coptic Orthodox Cathedral vocational training / educational / (refugees)
19. Egyptian AIDS Society - Alexandria (not contacted about CL, but they were sent BEH pack for World AIDS Day 2007) Health/
20. 26/11/07 The Egyptian Center for Housing Rights (ECHREG) legal rights/vocational training/human rights
21. 13/11/07 The Egyptian Center for Women's Rights (ECWR) human rights/legal aid/domestic violence
22. 13/11/07 Egyptian Organization for Human Rights (EOHR) human rights/ legal aid/domestic violence
- 21/11/07 The Egyptian Initiative for Personal Rights (EIPR) (refugees and Egyptians) (AUC) Legal aid/ human rights/ health
23. 27/11/07 Episcopal/Anglican Diocese of Northern Africa - Education/ health/ vocational training
24. 27/11/07 European Union (EU)
25. 03/01/08 Family Health International – Egypt - Health/
26. 13/11/07 Family Justice human rights/legal aid/education
27. 25/11/07 Federation for Economic and Development Association (FEDA) 06/12/07 The Freedom Centre health/education
28. 27/11/07 Goethe Institute
29. 18/11/07 German Agency for Technical Cooperation – Egypt (GTZ)
30. 19/11/07 Health Communication Partnership (HCP)
31. 21/11/07 El Hedaya Charity Centre
32. 21/11/07 Hope Village

33. 18/11/07 The International Development and Research Center – Egypt (IDRC)
 34. 13/11/07 The Legal Research and Resource Center for Human Rights
 35. 26/11/07 Ministry of Manpower and Emigration (Emigration and Egyptians Abroad Sector)
 36. 24/12/07 El Nadeem Centre for Psychological Therapy and Rehabilitation for the Victims of Torture/Violence
 37. 13/11/07 The National Council for Women
 38. 13/11/07 The National Council for the Childhood and Motherhood (Arabic translation only)
 39. 18/11/07 National Council of YWCAs (Young Women’s Christian Association) of the Arab Republic of Egypt (YWCA)
 - 13/11/07 New Horizon for Social Development Program:
 40. 13/11/07 New Woman Research Center (NWRC)
 41. 27/11/07 PLAN Egypt
 42. 27/11/07 Population Council
 43. 19/11/07 Refuge Egypt
 44. 27/11/07 Save the Children Egypt
 45. 13/11/07 Terre Des Hommes:
 46. 25/11/07 United Nations Development Programme (UNDP)
 47. 18/11/07 UNICEF –Cairo office
 48. 09/12/07 United Nations Development Fund for Women (UNIFEM)
- Arab States

Appendix I – First Reflection seminar report

| <u>Example of Area of Improvement:</u> | <u>Example of Measurement Units</u> | <u>Example of Effective Actions Status</u> | <u>Example of Verification Records:</u> | <u>Comments:</u> |
|--|--|---|--|--|
| TOT provided to NGOs | TOT curriculum is developed | Done | Curriculums are developed | |
| | Stand-alone TOT package to be used as a self-learning tool is available to NGOs | Done | Documented field visit | |
| | Web site is up to provide participants with updated information on gender issues and themes | Upon the full functioning of the website | Web visits count and feedback of web visitors | Website was badly infected and visits were limited |
| | TOT evaluation system is in place to assess the registered participants' progress and calculate their grades | Done | Final impact analysis report | Quantitative & qualitative evaluations took place |
| | Follow up of graduated participants takes place according to rules of the TOT evaluation system | Done | Follow up visits took place were graduating participants were assisted to pass the training on to others | The follow up visits were the real test of the usefulness of the educational kit to the civic society |
| NGOs training: If MADEV's gender training made a difference in the gender-awareness arena compared to other means of training | If NGOs were exposed to a similar techniques in training | Evaluated | Training evaluations/rating | NGOs expressed that this training is a unique approach and asked to be repeated and cover other areas of their development projects. |
| | Personnel providing training are warm and wise | Evaluated | Evaluation forms & video recording of training sessions. | Instructor was highly rated by participants |
| | Personnel providing training are able to both gain credibility and make people feel comfortable | Evaluated | Evaluation forms & video recording of training sessions. | |
| | Personnel providing training are able to be challenging and also guide people to finding creative solutions | Evaluated | Evaluation forms & video recording of training sessions. | Because gender issues are sensitive to the culture, debates and discussions were sometimes very strong, but participants |

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| | | | | were encouraged to express their opinions to the maximum |
| | Expression of NGOs for a special demand for this type of training technique | Documented | Evaluation forms | |
| | Trainers providing training are able to play different roles: models for others, teacher, adviser, coach, counsellor, and leader. | Documented | Evaluation forms & video recording of training sessions as well as follow-up visits. | |
| | NGOs providing training had reasonable time for preparation and providing the training for others | No they did not. NGOs were rushed due to project deadline to finish their own training in two months time. | Evaluation forms | This was one of the drawbacks because NGOs were requested to prepare and provide the training in a shorter time than they would have preferred |
| | NGOs providing training mobilize at least 2 volunteers who will work for the campaign follow -up | They attend TOT sessions to be empowered to teach others | Their ability to train others – proven by video recorded follow up visits. | |
| | NGOs providing training could set clear written and/or verbal outputs (depending on their literacy level). What is the message they are trying to convey? Make sure their outputs are simple and to the point | The ability of NGOs to articulate the output and the message of training to what their own NGO's beneficiaries' needs. | Evaluations, white board reflections. | |
| | NGOs providing training could set a clear written target group. | The ability of the NGO to identify their beneficiaries | Each NGO provided the training to its already existing projects, so their beneficiaries have been identified before. | |
| | NGOs providing training could set Adult Education training methods for communicating the message to adults as in their manuals | Trainers used adult learning techniques, even with illiterate beneficiaries; as media helped them | With illiterate beneficiaries, a documentation support was provided where they would express their answers verbally and another person would | |

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| | | visually | document their words | |
| | NGOs providing training could integrate visits to their own beneficiaries with community meetings | | It was a condition to conduct TOT is that trainers would go back and conduct the same training to their own groups | |
| Awareness impact: What NGOs gained because of the awareness on violence against women in the project | At last 13 NGOs are aware that violence against women is illegal | Training took place to 77 NGOs facilitators, representatives of 6 national bodies and representatives of 2 newspapers | Attendants of TOT-Pre sessions surveys. | |
| | 10% of the trained NGOs participants understand the necessity to break the silence for any gender based violence. | 100% of trained NGOs agree to break the silence, but they need support as this is a taboo issue | One evidence is that in Asuit, trainers previously trained by MADEV chose to train beneficiaries of pre-marital. This selection was done as a prevention method against gender based violence | |
| | 10% of women who have been physically abused by their partners and have never contacted NGOs, shelters or police for help are now able to report this abuse | Very limited impact and not reported within the Capture Life project framework | Working with a taboo issue is still very hard. | One of the findings in upper Egyptian governorates is that very limited services are provided to women facing gender based violence and awareness projects are just starting (for example the Violence against women project of Care International Egypt) |
| | NGOs who have received TOT are taking initiatives of cooperating with civic and national bodies to collaborate efforts | Very slow initiatives taken as this area is very new in the governorates this project worked in. | | |
| | % of NGOs received training are | Very slow | | |

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| | now working in collection of data and research on violence against women | initiatives taken as this area is very new in the governorates this project worked in. | | |
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Lessons Learned:

- Pay more attention to selection of NGOs and target audience.
- Participant NGOs should have more active role during the TOT program implementation.
- Assess the participant NGOs to develop training functions within the NGO structure in order to ensure the sustainability of the TOT program effect.
- Participants should be assigned to develop training materials and manage training sessions at the TOT program's early stage in order to give them an opportunity exercise the training.
- Give NGOs more time to absorb, prepare and conduct the training themselves to their own beneficiaries.
- Give more attention to the selection of the website designers/developers. Their lack of experience can hinder the project very much.
- Produce 30 episodes and not 15 if aim to broadcast in a month like Ramadan.

Appendix J – Second reflection seminar report

This seminar took place on August 21st, 2008, where the key project personnel gave reports on their areas of specializations; script-writing, production, marketing and community development aspects of the project. They reflected on lessons learnt and described the advantages and challenges they met at their specialized areas as follows:

Script-writing phase reflection:

It was an effective and productive practical experience for the following reasons:

- Working with professional sit-com writers from the market on daily basis for 2-3 months.
- Having enough time to write, re-edit and insert the developmental messages.
- Learning how to create marketable scripts with sense of humor, side to side with developmental messages.
- Transferring the human & developmental sides to the writers which positively helped them to see how their scripts can be used for the positive change of the society which gave –somehow- some flexibility –from their side- to do some changes in the scripts to serve different developmental issues.
- Keeping eyes on this difficult equation (marketable funny scripts – developmental issues) helped in that scripts were accepted by director, actors, production staff with minor changes, and that helped to have the developmental issues in most of the scripts.

Challenges:

- Trying to finish script-writing so that the series would be produced early enough to be available for broadcast during Ramadan, put a lot of pressure on the writing phase and affected the rate of productivity.
- Pioneering the equation of (marketable funny scripts so that TV channels would request airing them, while inserting developmental themes in edutainment format) took some time in the beginning to have the writers understand and practice it.
- The market sit-com writers weren't totally aware with the developmental way of thinking, maybe they knew only the topics but not actually it's deep content, so, it was important to have writers from MADEV team join them all the time to clarify such issues.
- Finding the best fit for actors/actresses matching sit-com characters' descriptions was a tough but needed step.

- Sharing of two female writers from MADEV, side to side, to the professional writers, helped in clarifying the real struggles that women face in the Arabic culture which added a human realistic side to the developmental issues.

Production phase reflection:

- The production budget was very limited if compared to other sit-com series produced to attract TV channels' airing in Ramadan. The limited budget resulted in not being able to hire first line TV celebrities to star the show, which in turn affected the series' ability to compete for Ramadan airing.
- The TV production crew was not familiar to shows that communicated developmental themes through entertainment.
- Over all it was a positive experience working with the crew and actors.
- Producing comedy scripts was enjoyed by the working team. There were many times of laughter and enjoyment because of the humorous scripts.

Community development phase reflection:

- "Capture Life" Educational Kit was developed by "MADEV Research Office (MRO)" in order to promote three main women and family poignant social problems in Egypt that are identified through research (prior to sit-com episodes production).
- The most important challenge that faced (MRO) was how to develop and build the educational kit, based on three episodes of "Coiffure Ashwaq" sit-com, while the shooting of the episodes and the other stages of the production process are still ongoing!
- Theoretically, one can develop course materials for lecturing if this kit was for use in academic institutions; but the challenge was how to develop interactive educational kit, that is based on media product, to be used for awareness and advocacy purposes, while not having the audiovisual product.
- However, having a summary of the main developmental themes in hand, and reading parts of the script of the some selected episodes, gave the kit developer some insight concerning the issues, but of course he was missing the insight and the creative part of the "Director" of the audiovisual product.
- Research done for developing this educational kit covered many areas that are related to the addressed issues, either in a direct, or in indirect way. Reading many resources, published researches and journal articles, helped a lot in gathering data and statistics from Egypt and other Arab countries concerning the addressed issues.
- The kit includes 53 A4 pages, and it was developed in three parts, each is focusing on one of the three selected issues, where each part can be used as a separate kit, or together they can be used as one "3 folded kit". Each part included course materials, practical exercises, quizzes and questionnaires, case studies texts and reports, and finally an evaluation form that participant can use for assessing the entire training process. Each participant receives two copies of the practical exercises documents, as he/she keeps a blank copy in

his kit, while writes his answers of the questions on the other copy, and submit it back to MADEV staff, in order to be checked and analyzed for research and evaluation purposes.

- NGOs received the "Capture Life" training, have expressed their appreciation for the quality and the content of the educational kit, and they consider it as precious tool for their NGOs training activities.