

Demonstration calling for the adoption of a quota for women in the electoral law, Beirut, Lebanon. "We are all citizens (female) - support women's quota"
January, 2017 - Photo by Haytham Moussawi.

Gender Sensitive Public Communication project

BASELINE ASSESSMENT

November 2017 - January 2018

Research Team:
Melike Karlidag, Team Leader
Bérangère Pineau Soukkarieh, M&E Consultant

Elisa Dari
Country Director
Search for Common Ground
edari@sfcg.org

Morgane Ortmans
Design, Monitoring & Evaluation and Learning Manager
Search for Common Ground
mortmans@sfcg.org

Table of Contents

Executive Summary 4
1. Background Information 7
2. Methodology 10
3. Findings 15
4. Conclusions 44
5. Recommendations 46
Annex 1: Documents Consulted 47
Annex 2: Data Collection Tools 48
Annex 3: List of Key Informants 60
Annex 4: TV Drama Characters Admired by the Respondents 61
Annex 5: Short Bios of the Consultants 62

Acknowledgements

The consultant team would like to thank Search for Common Ground's staff for their valuable feedback on the design of the study and the report's content. The authors of this report would also like to thank all key informants who took the time to inform this assessment. Special thanks are owed to all the women, men and youth across Lebanon, who agreed to participate in the survey and to inform the study with their insights.

Abbreviations

CSO	Civil Society Organization
FGD	Focus Group Discussion
FM	Future Movement
FPM	Free Patriotic Movement
INGO	International Non-Governmental Organization
IPW	Institute of Progressive Women
KII	Key Informant Interview
LADE	Lebanese Association for Democratic Elections
LEAP	Lebanese Elections Assistance Project
M&E	Monitoring & Evaluation
MP	Member of Parliament
NCLW	National Commission for Lebanese Women
NDI	National Democratic Institute
NGO	Non-Governmental Organization
PSP	Progressive Socialist Party
RDFL	Lebanese Women's Democratic Gathering
Search	Search for Common Ground
TV	Television
UN	United Nations
UNDP	United Nations Development Program

Executive Summary

The civil society and international organizations in Lebanon are strong advocates for a higher representation of women in decision-making positions in the political arena. Lebanon's political system is hampered by a patriarchal hierarchy, which limits women's role and ability to meaningfully participate in the political sphere. In Lebanon, the proportion of women holding political office remains exceptionally low with only one female cabinet member and four female deputies in parliament.

The present report covers the findings of the baseline study, commissioned to inform the *Gender Sensitive Public Communication Project*, which Search for Common Ground (Search), together with its partner Abaad Resource Center for Gender Equality, is implementing with the financial support of the British Embassy in Lebanon. The project, which is planned to end right ahead of the Lebanese parliamentary elections in May 2018, aims to promote women's participation in politics through television drama series, based on the notion that television series play a unique role in the creation and transformation of social norms at the national level. Specifically, the project aims to achieve the following two key objectives:

- To strengthen the capacity of television professionals to produce gender sensitive programs that promote women's participation in politics; and
- To increase belief of television audiences in women's political leadership capacity.

Methodology

The baseline study was designed with the objectives to form an initial understanding of the project's context in Lebanon and to establish benchmarks in which progress against targets can be traced over time. The study also seeked to inform the design of the planned television series, the selection of characters and the shaping of events in order to ensure maximum resonance with the Lebanese audience.

The study used a mixed method approach, including both qualitative and quantitative data collection methodologies. Interviews were conducted with 24 key informants such as television professionals, women's rights activists and civil society actors. In addition, four focus group discussions with the audiences of two of Lebanon's most viewed TV channels: LBC and Al Jadeed. The research was also informed by a population survey with 1.026 Lebanese men and women from the different segments of the Lebanese society. The data collection process faced some minor limitations which did not affect the reliability of the findings.

Key Findings

Attributes of the female lead characters in Lebanese TV dramas: Women are often portrayed as superficial and emotionally "weak" characters in Lebanese TV dramas, which contributes towards the reinforcement of existing gender stereotypes regarding the views and attitudes towards women's ability to take on leadership roles and take part at the decision-making level in politics. Even so, there seems to be a general awareness of the inaccuracy of how women are portrayed on television, especially among women at the community level, who feel that most female lead characters in Lebanese TV dramas are not depicted as "real" Lebanese women, and do not reflect the concerns that ordinary women have in their everyday lives. Instead, there is a demand for "strong," "persistent" and "influential" female

characters in leadership roles, who are able to overcome and find solutions to challenges that concern the wider society. This demand was expressed by both men and women who participated in the study's population survey and focus groups.

The need for capacity development among Lebanese TV professionals: Awareness of gender (in)equality issues is considerably limited in the Lebanese TV industry. The study found that writing gender sensitive scripts is key to ensuring the success of drama series and to reaching the project's targets. In particular, the need to building the technical capacity of scriptwriters and other TV professionals on gender equality was one of the key findings of the study.

Willingness to vote for female political leaders among the Lebanese public: The study concluded that the Lebanese population is generally willing to vote for women, as long as they agree with her ideas. However, several interviewed research participants emphasized that the problem with women's inclusion in politics lies with the political system itself, which is controlled by "the ruling families," and that it is difficult to enter politics in Lebanon unless you are a member of a certain family, regardless of your gender.

Barriers to women's participation in politics: The most common barriers to women's participation in politics, according to the Lebanese population, is the "patriarchal system" which dominates the Lebanese society, followed by "social norms and expectations about women's role in society." Another barrier, which was identified by the research, is related to the fact that many educated Lebanese women work in international organizations and UN agencies, and do not wish to give up their professional careers to enter politics, especially since the impartiality requirements of such entities would not allow them to continue their professions while engaging in politics. Further, the under-representation of female leaders in the media and their limited visibility in politics is another impediment to their empowerment. Though, according to TV professionals, the limited visibility of women active in politics is related to the lack of female politicians, rather than the indifference of the media towards them.

The project has an innovative approach: No similar initiatives, which use TV drama productions to promote women's participation in politics specifically were identified in Lebanon. Most research participants, such as women active in politics, TV professionals and survey respondents, welcomed the idea of promoting women's inclusion in politics through TV dramas and considered the initiative an innovative approach, which could have a significant impact on the Lebanese audience. Further, close to 70% of the surveyed population believe that TV dramas have an ability to influence social norms and public opinion in Lebanon, which supports the relevance of the assumptions and idea behind the project.

Key Recommendations

1. **The storyline of the forthcoming TV drama should be developed in a way that attracts both men and women**. It should address difficulties which Lebanese women and men face today in the Lebanese society, but also stress the capacity of women as effective decision-makers and political leaders who are able to resolve the challenges they face.

2. **Consider conducting capacity development workshops with media professionals beyond the scriptwriters** on how to produce gender sensitive TV dramas, as an effort to mainstream gender into the Lebanese TV sector as a whole.

3. **Consider selecting one of the most popular and loved actresses**, to play the part of the lead character in the planned TV drama series, and be the ambassador of the Gender Sensitive Public Communication project during the media campaign.

4. **Promote the project's mini-series/drama program as a story about the real life challenges** and concerns that people are experiencing in their everyday lives, at the individual, community and societal levels, instead of a program about women's empowerment alone.

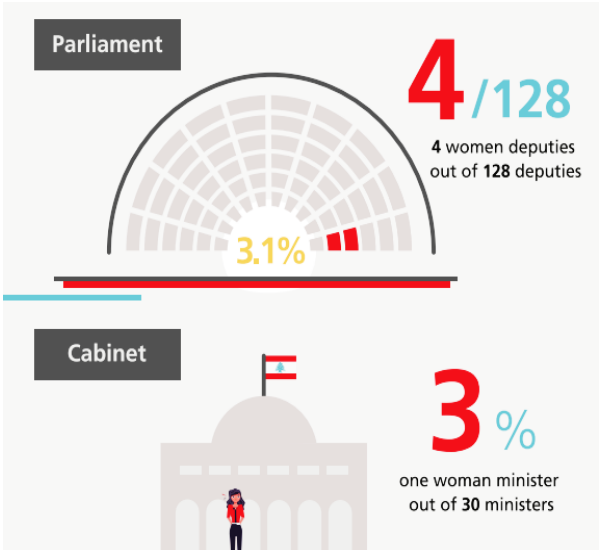
5. **Coordinate with key women's rights activists and other relevant stakeholders to draft a joint media strategy** to promote the *Gender Sensitive Public Communication* Project and the forthcoming mini-series on women's political participation.

1. Background Information

Introduction

On June 16 2017, the Lebanese parliament ratified a new electoral law, eight years after the last parliamentary elections in 2009, averting a political crisis and paving the way for the long delayed national elections, now scheduled for May 2018.

The new electoral law, which adopts a proportional representation system, is replacing the old law, which was based on a majoritarian system. The new law will allow parties to win seats in parliament according to the number of votes they win in the districts. It is hoped that through this change, Lebanon's parliament will be more representative. However, critics claim that the new electoral law has several shortcomings, including the absence of key reforms, such as a female quota to ensure women's representation in parliament, and the absence of lowering of the voting age from 21 to 18. Further, it is also criticized for reinforcing sectarianism through a redistricting, which has made the districts religiously more uniform. In other words, the new electoral law has redrawn districts by confessional lines, which encourages voting and political representation along religious identities.[1]



Source: UNDP 2017

On the gender equity side, Lebanon's political system is hampered by a patriarchal hierarchy, in which social norms restrict the space for women to be active in political life. Lebanese women were given the right to vote and compete for seats in the parliament in the early 50's. Yet, the proportion of women holding political office remains exceptionally low. Presently, one out of 30 ministers is a woman and only 4 out of 128 members of parliament (MPs) are women, making Lebanon rank 185 out of 193 countries in the world, with regard to women's representation in the parliament.[2] At the local level, 5.4% of Lebanon's municipal seats are held by women and 1.9% of the makhatir[3] are female.

The Lebanese civil society and international organizations are strong advocates for a higher representation of women in decision-making positions in the political arena. Among the Lebanese political parties, the Kataeb Party and the Future Movement[4] appear to be two parties that have been

[1] See for example: Carnegie Endowment for International Peace (July 11, 2017), *One step Forward for Lebanon's Elections*, available at: http://carnegieendowment.org/sada/71496 and Al-Monitor (June 19, 2017), Lebanon's civil society groups gear up for 2018 elections, available at: https://www.al-monitor.com/pulse/originals/2017/06/lebanon-civil-society-non-partisans-prepare-for-elections.html

[2] Inter-Parliamentary Union, *World classification - Women in national parliaments (as of 1st October 2017)*, available at: http://archive.ipu.org/wmn-e/classif.htm

[3] Mukhtar (s.)/Makhatir (pl.): a community elected representative acting as a community liaison authority.

[4] According to one of the women's rights activists who were interviewed for this assessment, the Future Movement was the only political party which agreed to have a 20% quota among their candidates for the parliamentary elections of 2018.

supportive and responsive towards the civil society's efforts to increase women's representation in politics. For instance, the leader of the Kataeb Party, Samy Gemayel, submitted two draft laws to parliament in March 2017.

The first of these draft laws proposed to exempt women from paying binding fees required from candidates to run for parliamentary and municipal elections. It was assumed that the exemption of female candidates from binding/nomination fees, which currently stands at 8 million Lebanese Pounds (approximately $5.300), would encourage women to run for political office. The cost of binding fees is considered a significant barrier which deters women from signing up as candidates, since their families tend to discourage women from spending money on their candidacy, as it is presumed that women have small chances of winning an election when competing against men.

The second draft law proposed to include a 30% quota for women in the electoral law for the parliamentary and municipal elections.[5] However, both these laws, which were proposed by the Kataeb party in March 2017, were rejected by the parliament, and were not included in the draft electoral law which was ratified in June 2017.[6]

Project Overview

Together with its partner Abaad Resource Center for Gender Equality, Search for Common Ground (Search) is implementing the Gender Sensitive Public Communication project, funded by the British Embassy in Lebanon, which is planned to end right ahead of the Lebanese parliamentary elections in May 2018, with the aim to promote women's participation in politics through television drama. The approach is based on the fact that media plays a unique and important role in the creation and transformation of social norms. Television, in particular, appears to be one of the most pervasive forms of media, which can influence people's knowledge, attitudes and behavior at the societal level. For example, popular television programs, such as drama series, can be used as a tool to convey key positive messages and raise awareness through educational entertainment on issues around maternal health and gender equality.[7]

The project foresees a range of activities that are designed to strengthen the capacity of young and professional television professionals, such as scriptwriters and other drama stakeholders, to produce gender sensitive programmes that will promote women's leadership in the political sphere. Planned key activities include:

- Workshops on the use of drama for social change and gender concepts;
- A competition for university students and fresh graduates to submit scripts for short films; and
- The production of mini-series to be aired on Lebanese TV.

[5] Kataeb (March 10, 2017), *Kataeb Chief Pays Tribute to Successful Women, Says Female Pioneers Must Assume High-Ranking Political Posts*, available at: http://www.kataeb.org/local/2017/03/10/kataeb-chief-pays-tribute-to-successful-women-says-female

[6] KII, Policy advisor to the Kataeb party leader Samy Gemayel

[7] See for example: Drexel University (January 17, 2017), *Must-see-TV: Educational shows that entertain have greater impact on faithful viewers*, Science Daily, available at: www.sciencedaily.com/releases/2017/01/170117135935.htm and OECD (February 8, 2017), *Changing social norms through entertainment education: the case of a soap opera in India*, available at: https://oecd-development-matters.org/2017/02/08/changing-social-norms-through-entertainment-education-the-case-of-a-soap-opera-in-india/

Project Objectives

The overall goal of *the Gender Sensitive Public Communication Project* is to promote women's participation in politics through television drama. The project has the following two objectives:

- To strengthen the capacity of television professionals to produce gender sensitive programs that promote women's participation in politics; and
- To increase belief of television audiences in women's political leadership capacity.

2. Methodology

Objectives of the Baseline Assessment

The baseline study seeks to form an initial understanding of the project's context in Lebanon and to establish meaningful benchmarks in which progress against targets can be traced over time. In addition, the study will seek to inform the design of the television series, the selection of characters and the shaping of events in order to ensure maximum resonance with the Lebanese audience.

The study also aims to help tailor activities to be context specific, by improving the understanding around the dynamics within the local communities and the perceptions of target populations. More specifically, the assessment also seeks to answer specific lines of inquiry as detailed below.

Drama industry level:

- What are the current perceptions and attitudes of TV professionals towards women's empowerment and women's participation in politics and around using TV drama to promote women's participation in politics?
- What are the capacities and limitations of TV professionals towards producing gender sensitive programs especially those promoting women's participation in politics?
- What are the current typical portrayals of women on the most popular TV series in Lebanon?
- What are the opportunities and challenges for scriptwriters to portray women differently in TV drama?

Lebanese population level:

- What is the impact of TV drama, and related media campaigns, on public opinion in Lebanon, and on social norms in particular?
- What are the current TV drama consumption patterns across the different segments of the Lebanese population?
- What are the current voting patterns in Lebanon in general and in line with the population TV drama consumption patterns?
- In line with the above, what are the current perceptions, attitudes and behaviours of the Lebanese population/audience towards women empowerment, especially women participation in politics?
- From the perspectives of the Lebanese population/audience what are the barriers preventing women from participating in politics and assuming leadership roles?
- What is the current level of interest of the Lebanese audiences in gender sensitive programs disaggregated by age, gender and level of education?

Women in politics:

- What are the current perceptions, attitudes and behaviours of women participating in politics in Lebanon, across different profiles and different political levels (local and national)?
- What are the perceptions and recommendations of women active in the political sphere towards current portrayals of women in Lebanese TV drama and its impact on the audience?

General:

- What are the other similar initiatives running in parallel in Lebanon and recommendations for collaboration?
- Suggest additional project specific indicators and provide feedback regarding the quality and the set targets.
- Provide practical recommendations for the selection of characters and shaping of events so that the TV series is realistic and resonates well with the target Lebanese audience.
- Provide baseline data on identified indicators to inform the final evaluation due towards the end of the project.
- Provide recommendations to inform the project's overall logic and activities for an effective implementation.

Data Collection and Analysis

The data collection phase took place between November 28, 2017 and December 15, 2017, and consisted of 1.026 population surveys, 4 focus group discussions (FGDs) with the Lebanese population/audience of specific Lebanese TV channels[8], as well as 24 semi-structured key informant interviews (KIIs). All data collection tools were developed by the consultants and reviewed and approved by Search prior to the data collection phase.[9]

Participatory mixed method approach: The baseline study applied a participatory mixed method approach, which engaged people from various backgrounds, and included both qualitative and quantitative data collection methodologies. This approach allowed the study to gain a depth of understanding about the key research questions, and more specifically, the combination of qualitative and quantitative methodologies achieved the following:

- Collect quantitative data on project indicators while providing depth to survey findings by answering why and how questions, which the quantitative survey data is normally not able to explain by itself; and
- Increase the validity and reliability of data through verification of findings obtained through multiple sources.

Population surveys: The 1.026 surveys were conducted face-to-face based on a stratified sampling method and with randomly selected Lebanese individuals representing the different confessions of the Lebanese population. This sample size yields a margin of error of ±3% at a confidence level of 95% (See Table 1 for details on sample size and target population per location).

The population survey questionnaire consisted of mainly closed questions to obtain statistical/quantifiable data (See Annex 2). The population surveys were administered using a mobile data collection app (KoBoToolbox), through which the answers of the survey participants were tapped into a mobile phone and uploaded to a server on a daily basis. The locations were selected to ensure a fair representation of the different Lebanese confessions as well as the political affiliations present in the Lebanese society today. In the North, for example, the districts of Tripoli and Zgharta were included in the sampling plan since roughly 80% of the registered voters in these areas are identified as Sunni

[8] The two TV channels which were selected for this project are LBC and Al Jadeed. These TV channels were selected by Search due to their interest in participating in the project and their popularity among the Lebanese audience.
[9] The data collection tools can be found in Annex 1 of this report.

and Maronites respectively. Similarly, Tyr in the South was selected since a clear majority of the registered voters there are Shia. Together, the locations included in the sample have elected members of parliament (MPs) from most of the key political parties, including: Future Movement, Free Patriotic Movement, Amal Movement, Hezbollah, Lebanese Forces, Progressive Socialist Party, Kataeb, El Marada, Lebanese Democratic Party and Armenian Revolutionary Federation (Tashnag).

Table 1: Survey sample and estimated target population per location

Location	Estimated Population (N) - registered voters of target confessions in each district[10]	Sample Size (n)
Tripoli, North Lebanon *(Confessions surveyed: Sunni, Alawite and Greek Orthodox)*	218.700	303
Kobayat, Akkar, North Lebanon *(Confessions surveyed: Maronite and Greek Orthodox)*	68.100	116
Koura, North Lebanon *(Confessions surveyed: Greek Orthodox)*	35.300	67
Zgharta, North Lebanon *(Confessions surveyed: Maronite and Greek Orthodox)*	65.400	59
Zahle, Beqaa *(Confessions surveyed: Greek Catholic and Armenian Catholic)*	31.800	64
Metn, Mount Lebanon *(Confessions surveyed: Maronite, Druze, Armenian Orthodox, Armenian Catholic, other minorities, Greek Orthodox, Shia and Sunni)*	159.200	125
Aley, Mount Lebanon *(Confessions surveyed: Druze)*	67.200	35
Keserwan, Mount Lebanon *(Confessions surveyed: Greek Orthodox and Other minorities)*	6.600	4
Tyr, South Lebanon *(Confession surveyed: Shia)*	157.800	156
Nabatieh, South Lebanon *(Confession surveyed: Shia)*	135.300	46
Saida, South Lebanon *(Confession surveyed: Shia)*	87.600	44
Other locations *(Confessions surveyed: Shia and other minorities)*	-	7
TOTAL	1.033.000	1.026

Further, the sampling strategy also considers the representation of each confession/religious belief among the total Lebanese voters and the urban/rural divide of the population in general. The urban population in the survey sample represents 88% of the total sample, which is in line with the actual ratio of urban population in Lebanon.[11]

In addition, the sample was also broken down to reach a balanced representation of men and women across the following age groups: 18-20, 21-29, 30-45, 45 and above (Table 2). It was decided to include the age group 18-20 years old despite the fact the vote age in Lebanon is 21, since the project seeks also to target the future voting generation and because this information could be used to inform current and future programming on political participation. Together, the four specified age groups ensure a representative sampling across all age groups.

Table 2: Survey sample by confession, gender and age group

Confession	Women (45+)	Men (45+)	Women (30-45)	Men (30-45)	Women (21-29)	Men (21-29)	Women (18-20)	Men (18-20)	Total
Sunni	39	36	35	35	32	42	36	36	**291**
Shia	43	29	44	40	35	26	35	23	**275**
Druze	8	7	6	7	7	9	7	7	**58**

[10] The Lebanese Elections Data Analysis (LEDA) browser, available at: http://lebanonelectiondata.org/

[11] Please see World Bank data, available at: https://data.worldbank.org/indicator/SP.URB.TOTL.IN.ZS?locations=LB

Alawite	1	1	1	1	1	2	1	1	**9**
Maronite	26	23	33	20	27	23	25	25	**202**
Greek Orthodox	9	10	11	12	9	10	11	12	**84**
Greek Catholic	5	6	9	4	9	6	5	6	**50**
Armenian Orthodox	3	2	4	1	4	3	2	4	**23**
Armenian Catholic	1	1	0	2	1	0	1	0	**6**
Other minorities	3	4	3	4	4	5	2	2	**27**
Prefer not to answer	0	0	0	1	0	0	0	0	**1**
TOTAL	138	119	146	127	129	126	125	116	**1.026**

With regard to the educational backgrounds of the survey respondents, close to 40% have a university level education, and 25% have secondary school education. Few respondents have no education or only preparatory education levels. The sample suggests that university education is more common among men than among women (See Table 3 for details). This findings also indicates that, in Lebanon, men and boys have greater access to university education than women and girls.

Table 3: Education level of survey participants - by gender

Educational level	Female	Male	Total
No education	6.1%	5.5%	5.8%
Preparatory education	5.2%	6.4%	5.8%
Primary education	18.8%	14.1%	16.6%
Secondary education	25.7%	24.4%	25.0%
Technical/vocational education	8.7%	6.1%	7.5%
University education	35.5%	43.4%	39.3%
TOTAL	100%	100%	100%

Focus group discussions (FGDs): Four FGDs were facilitated with the Lebanese audiences of two TV channels: LBC and Al Jadeed, which agreed to participate in the implementation of the project. The FGDs were facilitated in gender-segregated groups across both urban and rural areas to collect disaggregated data. Each group consisted of 5-8 individuals (See Table 4). During the group discussions, the participants were encouraged to share their individual and collective perceptions, opinions and experiences regarding for example women's political participation in Lebanon, their TV drama consumption patterns and interest in gender sensitive TV programs, views and perceptions on social norms related to women's empowerment and perceived barriers that prevent women from participating in politics.

Table 4: FGD sample by audience group, gender and location

Ref.	TV Channels	Date	Locations	Gender	Number of participants
1	LBC	December 09, 2017	Metn	Women	6
2	LBC	December 12, 2017	Tripoli	Men	6
3	Al Jadeed	December 12, 2017	Metn	Men	5
4	Al Jadeed	December 08, 2017	Tripoli	Women	9
TOTAL					26

Key informant interviews (KIIs)**:** Twenty-four KIIs were conducted following an interview guide with a list of mainly open-ended questions to give the respondents room for elaboration. A request was sent to 35 key informants to invite them for an interview to inform the study, however, some of the invited interviewees were not able to participate due to their unavailability. Key informants who participated in the study include TV professionals, women active in politics and civil society activists / organizations, which are active in the field of women's empowerment and participation in the political field. The key informants were selected based on a pre-agreed profiling of respondents needed to inform the research and based on their professional backgrounds and knowledge level regarding the research topic and the study's lines of inquiry (See Annex 3 for a detailed list of key informants who were interviewed).

Limitations

- In all of the areas that were covered by the study, survey participants often felt uncomfortable answering questions related to politics and voting patterns. Respondents were more comfortable and more willing to participate in the survey if the topic was introduced as a study with a focus on TV drama/series viewership.

- Due to the tight deadlines to schedule the meetings, and unavailability of key informants during this limited timeframe, it was not possible to conduct interviews with LBC representatives, producers and hosts, as initially planned during the inception phase of the study.

- Field researchers faced some challenges in identifying individuals willing to take part in the focus group discussions, more specifically with men who showed a lack of interest in discussing the participation of women in politics, and TV drama. This limited the number of participants in the focus group discussions; out of 8-10 confirmed participants for each focus group, some participants cancelled at the last minute, or did not attend the focus groups.

3. Findings

Drama Industry Level

Current perceptions and attitudes of TV professionals towards women's empowerment and women's participation in politics and around using TV drama to promote women's participation

The majority of the interviewed TV professionals agree that not enough women are engaged in politics, and that an initiative such as the *Gender Sensitive Public Communication Project* is relevant and currently needed to address the issue. Out of all the TV professionals who were contacted, only one TV host declined the interview explaining he had no interest in issues around women's participation in politics.

Using TV drama to promote women's participation in politics is considered by TV professionals as an innovative approach, which could potentially have a significant impact on the Lebanese audience. In the series currently being produced: *There are some women characters in leadership positions but not specifically in politics; nothing like that has been done before.*[12]

Capacities and limitations of TV professionals towards producing gender sensitive programs especially those promoting women's participation in politics

Various TV professionals expressed the will and showed an interest in producing gender sensitive programs. Several interviewed TV professionals stressed the importance of the script to ensure the success of drama series, and the need to building the technical capacity of scriptwriters on gender equality, considering that awareness of gender equality is very limited in the industry. Also, it was suggested that the scriptwriting process should be done with great care, taking into account the diversity and sensitivities that are present in today's Lebanese society, in order to reach a wide audience: *I think using drama and TV as a form of advocacy, lobbying and outreach [tool] should be done with great caution in Lebanon. The Lebanese community is vibrant and diverse, the scenario and presentation of the information is critical!*[13][14]

Furthermore, keeping in mind that the drama industry is a business, the focus remains on producing stories that sell and which keeps the audience rates high. Interviewed scriptwriters stated that production companies may be hesitant towards producing gender sensitive programs for fear of low ratings, which could be another limitation towards producing gender sensitive programs. It was also suggested that although the audience in Lebanon may express the will to watch different characters on TV series, once it is aired, the audience might not appreciate it: *They don't like it that much especially the men. They talk about it, they say they want it but once it happens it scares them.*[15]

Current typical portrayals of women on the most popular TV series in Lebanon

TV professionals and focus group participants at the community level share similar views about how women are being portrayed in Lebanese TV dramas: *The way women are portrayed in series is the same*

[12] KII, Head of production, Al Jadeed TV
[13] KII, TV professional, Imad Bazzi
[14] This finding is also confirmed by KIIs with women active in politics, as highlighted by Nada Zarour, the President of the Green party: *[using TV drama]* is risky because it depends on the profile of the character and the script, we should be cautious with that.
[15] KII, Head of production, Al Jadeed TV

way as the majority of the Lebanese communities see them, [as] a bit superficial women that are emotionally weak, and who seek rich heroes. This type of drama does not reflect the reality, whereas the critical issues and true challenges that Lebanese women face are rarely being touched.[16] The perception that the Lebanese TV dramas do not reflect reality, and only focus on superficial topics was also reflected in the focus group discussions with the audiences of the TV channels Al Jadeed and LBC. Both male and female FGD participants repeatedly suggested that they would like to watch Lebanese TV dramas which show the everyday challenges and realities faced by people in today's Lebanese society.

Further, the study found that the Lebanese audience appears to be deeply unsatisfied with the way women are portrayed in Lebanese TV dramas today. Both men and women mentioned on numerous occasions that they would like to see "real Lebanese women," in Lebanese TV dramas, instead of artificial women who are portrayed as "material, "weak" and only focus on their appearance: *I see the woman as being portrayed as a person who only cares about her appearance...She [the lead actress] takes on a role that is just about beautification and her appearance...and it is only used to seduce men...she [the lead character] could be a leader, or a head of a police station or in the parliament or the president. Let them show what would happen in Lebanon if a woman reached [the position of] and became a president.*[17]

Interviewed TV professionals also highlighted the current stereotypes of women shown on Lebanese TV series, which are depicted as "sexy women" and "women who are just focused on shopping and their love life."[18] The characters of independent women in TV series usually have a very minor role in the program, and the focus of the main character portrayal is about reinforcing stereotypes to market an image of women as non-threatening, excessively feminine and with a focus on their physical appearance. It is worth to mention that the Turkish drama also plays an important role in the Arab World.[19] One TV professional suggested that, in Lebanon, the way women are currently being portrayed in Lebanese TV series is influenced by the Turkish series: *In the Turkish series the women are always very well dressed with good makeup and hair and this is what we are doing right now and this is not what we want. What we want is to have a real Lebanese woman...who says what she wants and [who is involved] in the political side of things.*[20]

The findings of the study suggest that the drama industry would benefit from stories from the real life and the portrayal of real Lebanese women. Key informants also emphasized the need to depict the everyday challenges and hopes that women have in the Lebanese society to ensure that TV dramas resonate with the audience.[21]

Opportunities and challenges for scriptwriters to portray women differently in TV drama

According to the findings, the main opportunity for scriptwriters to portray women differently in the TV drama industry is related to the innovative approach of the project, and the topic itself. It is also possible that the shorter duration of the planned series (as described below), could be another potential

[16] KII,TV professional, Imad Bazzi
[17] FGD with female LBC viewers in Metn, December 9, 2017
[18] Ibid
[19] Zayed, M. (September 2013), *Turkish Drama in the Arab World: Social Impacts*, *Religious Reaction and Dramatic Void in the Arab World*, Research Tukey, available at: http://researchturkey.org/turkish-drama-in-the-arab-world-social-impacts-religious-reaction-and-dramatic-void-in-the-arab-world/
[20] KII, Head of production at Al Jadeed TV
[21] This was suggested by two scriptwriters, the president of Lebanon's Green Party and Al Jadeed's head of production

opportunity for the project. Nevertheless, several challenges were also identified by the study. The following are the main opportunities and challenges, which emerged from the study:

- **The newness/freshness of the topic:** Since a TV drama such as the planned series, with a focus on women's empowerment and political participation, is a new concept which has not been produced before in Lebanon, there is a strong likelihood that the series will spark the curiosity of the audience.[22] However, this opportunity could also be perceived as a challenge, as highlighted by a scriptwriter: *I think the main challenge will be that such an activity has not been done in our society but I do believe that drama has the capability to change people's minds and patterns of thoughts.*
- **Interest in strong female characters**: The baseline findings suggest that the topic of the planned TV drama would be well appreciated by the audience, which represents an opportunity for the scriptwriters. Close to 56% of female and 77% of male survey respondents declared being interested in watching TV dramas with strong female characters, such as women politicians and leaders.
- **The short duration of the project's planned TV drama series:** The short duration of the planned drama series, which will include 3 episodes per story, was identified as both a possible challenge and/or opportunity.[23] If written in a way that resonates with and captures the attention of the audience, a TV drama consisting of a few episodes could turn out to be popular, since people will not have to follow the show for a prolonged time to see the ending. However, the attention of the audience will have to be caught early, since there will be no time to build an audience over a longer period. According to TV professionals, one way to ensure a wide audience from the start is to cast well-known and popular actresses as the lead characters of the two drama series, which will be produced through Search's project.
- **Lack of technical knowledge among TV professionals about how to produce gender sensitive programs:** This challenge was identified by a couple of the interviewed scriptwriters, who referred to the lack of experience and inability of TV professionals to systematically integrate gender dimensions in their productions: *There are no limitations…the problem is if it will be accepted by the producers or not and it will depend on the level of excitement and entertainment the story is able to build.*[24] This challenge was also stressed by the younger generation of scriptwriters interviewed during the baseline study: *If you go to a production house and you don't deliver the [expected] quality, standards and format of the eastern mentality, where [the] man is always the hero, it becomes an issue.*[25] This finding confirms the needs identified by the project, and the relevance of the project objective to strengthen the capacity of television professionals to produce gender sensitive programs that promote women's participation in politics.
- **Lack of gender awareness among scriptwriters:** Several TV professionals interviewed during the study identified the lack of gender awareness among scriptwriters who are currently working on the writing of TV dramas as a crucial challenge, which could hinder the achievement of the project's objective to increase belief in women's political leadership capacity among

[22] See Baseline indicator BI 6.1: Out of the 11 interviews conducted with TV professionals during the study, none could provide examples of Lebanese TV drama series and characters promoting women's participation in politics in the last 12 months.
[23] The project will produce two short drama series, each consisting of three 45 minutes long episodes.
[24] KII, Scriptwriter
[25] KII, Scriptwriter, Students

television audiences: *I think the greatest challenge is the lack of knowledge among the scriptwriters themselves, they are most probably unaware of the current situation and challenges that Lebanese women face, so they tend to write scenarios that "sell" rather than [producing a] story that educates.*[26]

- **Lack of an example of leadership by women in politics in Lebanon**. According to the study's findings, scripts of the TV dramas should be inspired by positive examples of women leaders, which are presently missing in Lebanon. The lack of female role models among political leaders could pose a challenge for the scriptwriters: *We should go back to international figures to give an example of a woman leader, not only international but even Arab, because in Lebanon, examples are missing*.[27]
- **Priority given to good ratings and financial profit:** Another challenge, which was identified by the TV professionals and scriptwriters, is the fact that viewer ratings and profit are two main priorities of TV channels: *If I go independently to a production house and give them a script which is not a typical Lebanese story this may affect the ratings so they wouldn't stream it. I think this is one of the biggest challenges as the media chooses profit first.*[28] As a result, the producers and directors favor TV dramas with comedy or love story plots, since these are the type of storylines which are assumed to be most popular among the viewers. According to one of the interviewed scriptwriters, although it is possible to write stories with strong female characters in TV series, it is difficult to portray women as political leaders, mainly due to the lack of interest among the producers and directors: *Every script I have written I have [produced] because I was the one who chose the story, no one chose it for me...not the producer nor the director...but the main problem [with portraying women as political leaders] is that producers are more interested in social and love stories*.[29] Nevertheless, the production of a new type of TV drama, with a focus on women's empowerment, and which captivates a wide audience, could pave the way for more similar and innovative drama series.

[26] KII, TV professional
[27] KII, TV professional, journalist
[28] KII, Scriptwriter
[29] KII, Scriptwriter

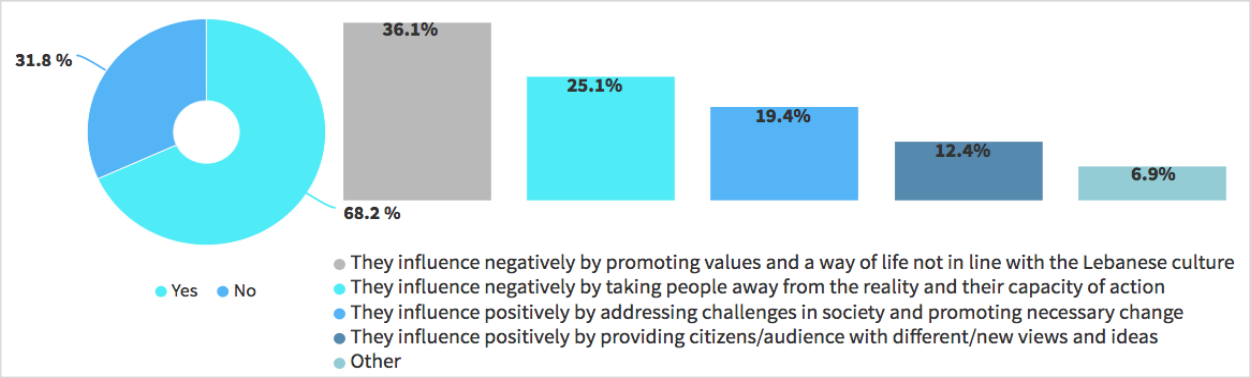
Lebanese Population Level

Impact of TV drama, and related media campaigns, on public opinion in Lebanon, and on social norms in particular

Close to 70% of the survey participants think that Lebanese TV drama series influence social norms and public opinion in Lebanon. About 32% feel that drama series have a positive impact, whereas **61% think that the Lebanese series have a negative impact on the society**.

Figure 1: The perceived effect of Lebanese TV dramas/series on social norms and public opinion

Question: Do you see the Lebanese TV dramas/series, and related media campaigns, influence the social norms and public opinion in Lebanon? If, so how?

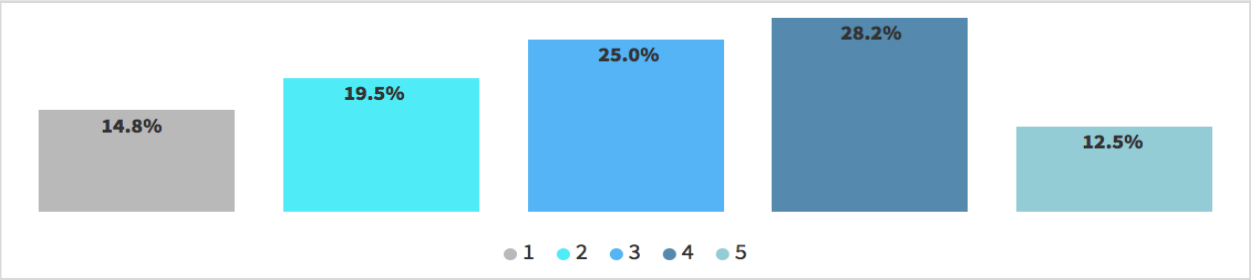


For example, 36.1% of the survey participants stated that the TV drama "influence [the society] negatively by promoting values and a way of life not in line with the Lebanese culture," while another 25.1% think that the drama series "take people away from reality and their capacity for action" (Figure 1).

On a scale from 1 to 5, five being a lot, more than 40% of the Lebanese population selected 4 and 5, when estimating the impact of TV dramas on the social norms in Lebanon (Figure 2). There is no noticeable difference in the perceptions of male and female survey participants. Likewise, both youth and adults seem to have similar views. These findings suggest that the Lebanese population in general tend to agree that TV dramas have a significant influence on the way social norms are shaped or changed.

Figure 2: Effect of Lebanese drama series on people - perceptions of total sample

On a scale from 1- 5, to what extent do you think TV drama series can influence people's perceptions, attitudes and behaviors?



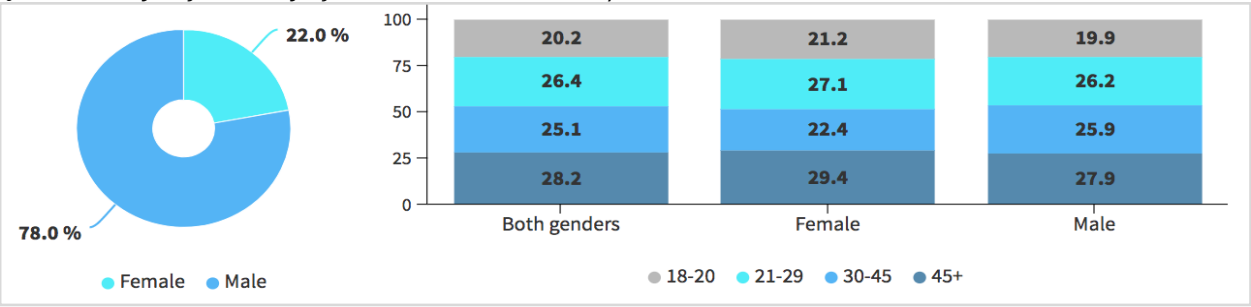
The vast majority of key informants, including TV professionals, civil society organization (CSO) representatives and women active in politics, stressed the high impact of TV on society and its ability to shape public opinion. With approximately 90% of the Lebanese population watching TV at least once per week,[30] media is used as one of the main advocacy tools by the CSOs to promote women's empowerment and women's rights. For instance, the CSO Women in Front's first line of work focuses on the use of TV: *[The] public will not know [about these issues] if we don't promote women, if we don't talk about the problem, and don't create this awareness through the media*.[31]

One of the interviewed TV professionals, with prior experience in producing TV series on women's empowerment, recommended not to tell the audience about the goal of the TV series before it is aired, in order to: *Let people analyze rather than being told what to expect, this helps them perceive the idea in a better way, without building any kind of assumptions or prejudgments*…[Speaking of a past experience] *when told prior to the show that it was about a certain subject, the audience didn't like it and was negative towards it, when the whole show was renamed and moved to another channel without revealing the cause behind it, statistics showed a noticeable change in how people received it, and dealt with it.*[32] This assertion suggests that promoting the project's planned mini-series as a women's empowerment program could potentially lead to preconceived opinions, some of which could be negative among viewers who are less open to the idea of gender equality. Presenting the mini-series as a story addressing common concerns and challenges in the Lebanese society could be a more efficient promotion strategy.

Current TV drama consumption patterns across the different segments of the Lebanese population

Close to 38% of the sample population confirmed that they watch Lebanese TV dramas. About 18% stated that they watch international dramas, though some of these respondents follow both Lebanese and international series. Disaggregated findings show that it is more common for adults above the age of 21 to follow Lebanese TV dramas, than youth between 18 and 20 years of age. Further, a comparison by gender suggests that the majority of the survey respondents who confirmed watching Lebanese TV dramas are men (Figure 3).

Figure 3: Viewership of Lebanese TV dramas by gender and age group - in % of total viewers
Question: Do you follow any of the Lebanese TV dramas/series on television?



[30] Media use in the Middle East, 2016, Frequency of media activity, available at: http://www.mideastmedia.org/survey/2016/

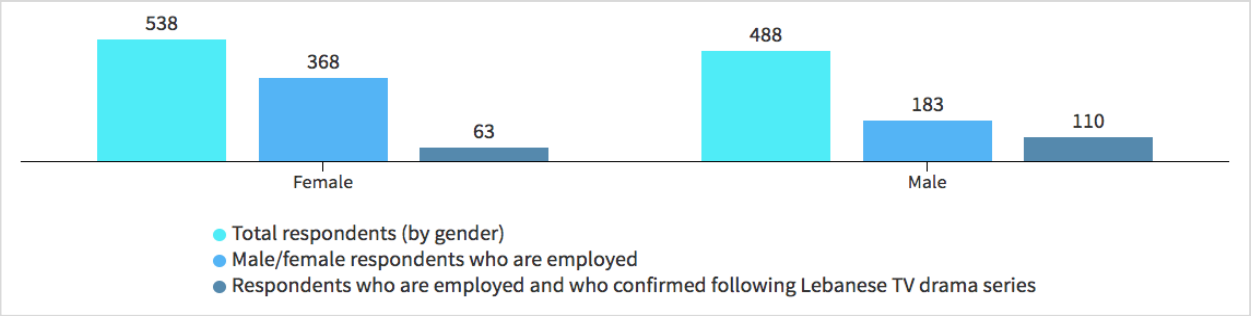
[31] KII, Women in Front representative

[32] This TV drama series consisted of 15 episodes with a focus on different subjects which were chosen based on the findings of a research study. Regarding the name of the drama series, the interviewee stated that he is not authorized to disclose it.

Within the female respondent group, which represents a little more than half the sample, only about 16% confirmed following Lebanese TV dramas (85 out of a 538 female respondents). Within the male respondent group, the ratio of drama series viewers was 62% (301 out of 488). Approximately 85% (257 out of 301) of the male drama viewers were able to mention the names of the drama series that they follow, when asked: "Which drama series is your favorite?" One possible explanation behind the high representation of men among Lebanese drama viewers in the sample could be that close to 70% of all female survey participants (368 out of 538) are employed either full-time or part-time. Out of these employed women, 17% stated that they watch TV dramas.

In the male respondent group, however, the ratio of men who are currently employed is 37.5% (183 out of 488 total surveyed men). Among these men in full or part-time work, roughly 60% (110 out of 183) stated that they follow TV dramas aired on Lebanese television (See Figure 4 for a detailed illustration). This finding suggests that, in comparison to men,there is a considerably high representation of women who work in the survey sample,[33] which could explain, to some extent, why these women would be less inclined to watch TV dramas, as they would have less time available for this type of activity, especially since more than half of these women are also married and are likely to have household responsibilities in addition to working outside their homes.

Figure 4: Employment status in relation to viewership of TV dramas by gender - in absolute values
Related survey questions: Do you follow any Lebanese TV dramas/series on television? and What is your current employment status? (Select one option)



Some of the more popular Lebanese series, most frequently mentioned by the survey participants, include "Al Hayba," "Bilahza" and "Al Hob El Hakiki." Both male and female FGD participants emphasized the importance of the female lead character, in their choice of series. Qualities that they admire in the lead female characters of drama series include "strong," "influential," "persistent," "someone who stands her ground" when others try to put her in her place, and someone "real": *You have to create a subject where the female character is winning in the end...or maybe she acts in a way that women never do in drama... so not act like a spoiled girl...where she's real and respectful and strong at the same time.*[34]

Approximately 55% of the Lebanese TV drama viewers watch shows on LBC, while 53% mentioned that they follow series on Al Jadeed. Roughy 18% follow Lebanese TV series on both of these channels. Across the different locations included in the survey sample, Aley in Mount Lebanon, Qubayat (town) and Koura (district) in North Lebanon are the three areas where Lebanese TV dramas seem most

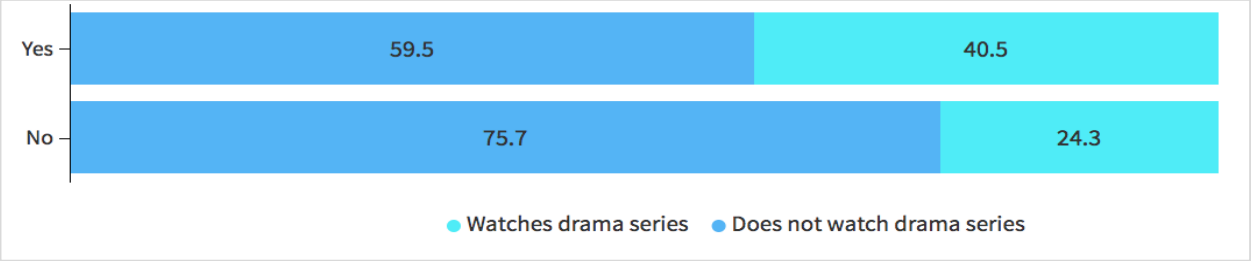
[33] The male and female survey participants were mainly interviewed in public spaces, such as the streets, shopping malls, smaller shops and cafes. It is unclear why the sample has a high proportion of women who work, since all respondents were selected randomly.
[34] FGD with male Al Jadeed viewers in Metn, December 12, 2017

watched, with more than 43% of the survey participants in these areas confirming following such shows. Further, a comparison between the urban and rural TV viewers suggest that Lebanese TV dramas are somewhat more popular in rural areas (44%) than in urban areas (37%).

Current voting patterns in Lebanon in general and in line with the population TV drama consumption patterns

Regarding voting patterns, the findings of the study show that the Lebanese population is generally willing to vote for women, with 82% of the survey respondents stating that they would vote for female candidates in future elections. Roughly 40% of the sample population who would vote for female candidates also confirmed that they watch Lebanese TV dramas, whereas the majority of the respondents who would not vote for women stated that they do not follow any Lebanese drama series (Figure 6). In addition, gender segregated data shows that, among female voters, between 8-9% watch TV dramas, whereas the proportion of male voters who also watch TV dramas is considerably higher with 36-37%. These figures are in line with the findings in the section on *Current TV drama consumption patterns* above.

Figure 6: Survey participants who watch Lebanese TV dramas and who say they would vote for female political candidates in future elections - in % of "yes sayers"
Question: Would you vote for female political candidates in future elections?



Focus group findings confirm that both men and women are inclined to vote for female political candidates. Indeed, most stated that they would gladly vote for a female candidate, if they agreed with her ideas. Though, they also stated that the problem with women's inclusion in politics lies with the political system itself, which is controlled by "the ruling families," and that it is difficult to enter politics in Lebanon unless you are a member of a certain family, regardless of your gender. This finding is also supported by a recent public opinion research published by NDI and which was conducted following the 2016 municipal elections. According to this research, when asked: *If two candidates, one man and one woman, with the same qualifications were running for public office, whom are you more likely to support, regardless of gender?,* 17% of the respondents declared they would vote for the woman, and 15% for the man, while the remaining 68% stated that they had no preference.[35]

However, only 13.5% of the survey respondents, who voted in the past, confirmed voting for female political candidates during the previous municipal or parliamentary elections, which took place in 2016 and 2009 respectively. Among these more than half are female voters (54%). FPM is the political party with highest ratio of voters (35%) who voted for a female candidate. There is no notable difference between the urban and rural areas with regard to voter tendency to vote for female politicians. A comparison between the respondents with different levels of education shows that Lebanese women

[35] NDI, *Public opinion research*, May 2017. This survey was conducted between April 07 and April 25, 2017

and men with primary school education or no education are somewhat less willing to vote for female candidates, compared to individuals with secondary or university level education (See page 38 for details on disaggregation by education level).

As stressed by a woman active in politics who was interviewed during the study, the low representation of women in the Lebanese parliament, and in politics in general, cannot be explained by the voting patterns of the population, but rather by the lack of women running for politics: *If you look at the (NDI) study, you see that people voted for the women who ran for elections, [and] 52% of them won, so the problem is with the number of women who run for elections.*[36] Moreover, if political parties nominate a woman on their list, the voters (partisans) would consider her as a candidate of the party rather than a "woman" running for politics.

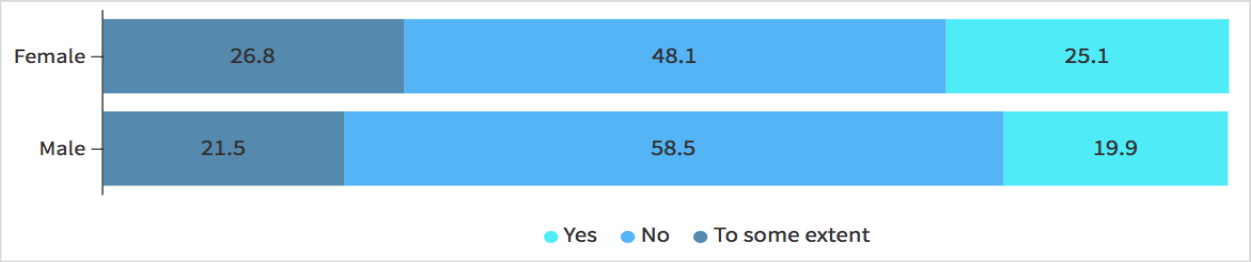
The high proportion of survey participants who confirmed their willingness to vote for female political candidates in future elections, as well as the qualitative findings obtained from key informants suggest that the cause behind the low representation of women in politics is more related to the lack of women in the candidate lists of the political parties rather than the willingness of the public to vote for women politicians. This finding indicates that there may be a need to revisit the baseline indicator related to the project's target to: *increase the proportion of LBC and Al Jadeed drama series viewers' willingness to vote for female candidates* (See Baseline Indicator 3.2 on page 32) and to consider developing a more specific targeting strategy for the project's related media campaign by identifying and targeting groups that may be more reluctant to vote for women, such as voters with a lower level of education or no education. Others, who appear to be somewhat more reluctant to vote for women, include adults who are 45 years or older. The survey findings suggest that the proportion of voters who are unwilling to vote for women is 4-5% higher among adults in the 45+ age group than in the other groups above the age of 21 (the voting age in Lebanon).

Current perceptions, attitudes and behaviours of the Lebanese population/audience towards women's empowerment, especially women's participation in politics

When asked about the number of female MPs currently holding seats in the Lebanese parliament, roughly 60% of the sample population provided estimations ranging between 2 and 6. About 26% of the population provided the correct number, namely 4 female MPs in the parliament which holds 128 seats. Further, close to half the respondents were aware that Lebanon has only one female cabinet member, out of 30. When asked whether they were satisfied with women's representation in the parliament and cabinet, only 23% of the total respondents replied "yes," while another 24% replied "to some extent." The remaining survey participants (53%) stated that they were not satisfied with the current representation of women in political offices. The dissatisfaction with women's current representation in Lebanese politics is higher among men than among women (See Figure 7). In addition, roughly 80% of male and 60% of female survey participants think that women should hold at least 30% of the seats in parliament, which indicates that men are more in favor of a higher representation of women in politics than the women themselves.

[36] KII, Policy Adviser to MP

Figure 7: Satisfaction with women's representation in parliament and cabinet - in %
Question: Are you satisfied with the current representation of women in parliament and in the cabinet?



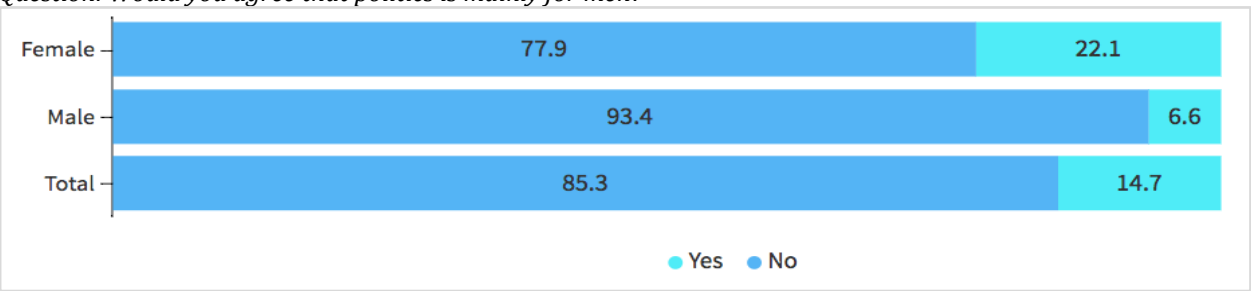
Among the various confessions, respondents from the Shia, Sunni and Greek Orthodox communities were the most satisfied with the current representation of women in the Lebanese parliaments and cabinet, as between 44-70% of the respondents in these groups stated "yes" or "to some extent" when asked: *Are you satisfied with the current representation of women in parliament and in the cabinet?* The confessional groups that were least satisfied with women's current representation include the Maronites, the Druzes and other minorities, with roughly 63-85% of these three groups stating "no" when asked the same question. No significant difference was noted between the various age groups concerning their approval of the current representation of women in politics.

Female focus group participants, among both LBC and Al Jadeed viewers, mentioned that they would like to see about 30 to 50% representation of women in the parliament, though it was also suggested that they were not very hopeful about this happening in the near future. Women highlighted that they would be supportive of other women running for politics because women in politics would be in a position to voice other women's needs and concerns.

Among male LBC and Al Jadeed viewers who participated in the FGDs, several respondents stressed that the gender of the political candidates does not matter to them, as long as they approve of their ideas and political position. Male FGD participants also stressed that the problem with Lebanese politics is that politicians inherit their positions as members of the ruling families, instead of earning their seats based on personal merit. Hence, it was suggested by male focus group respondents that they would vote for female candidates, especially if they were unrelated to the "ruling families" of Lebanon.

Most Lebanese survey participants think that politics is both for women and men. Only about 15% of the respondents think that politics is mainly for men (Figure 8). Out of these, 97% stated that they had never voted for a female political candidate. According to survey findings, female respondents are somewhat more likely to agree with the notion that "politics is mainly for men" than male.

Figure 8: Openness towards women's participation in politics - in % of "yes/no" sayers
Question: Would you agree that politics is mainly for men?



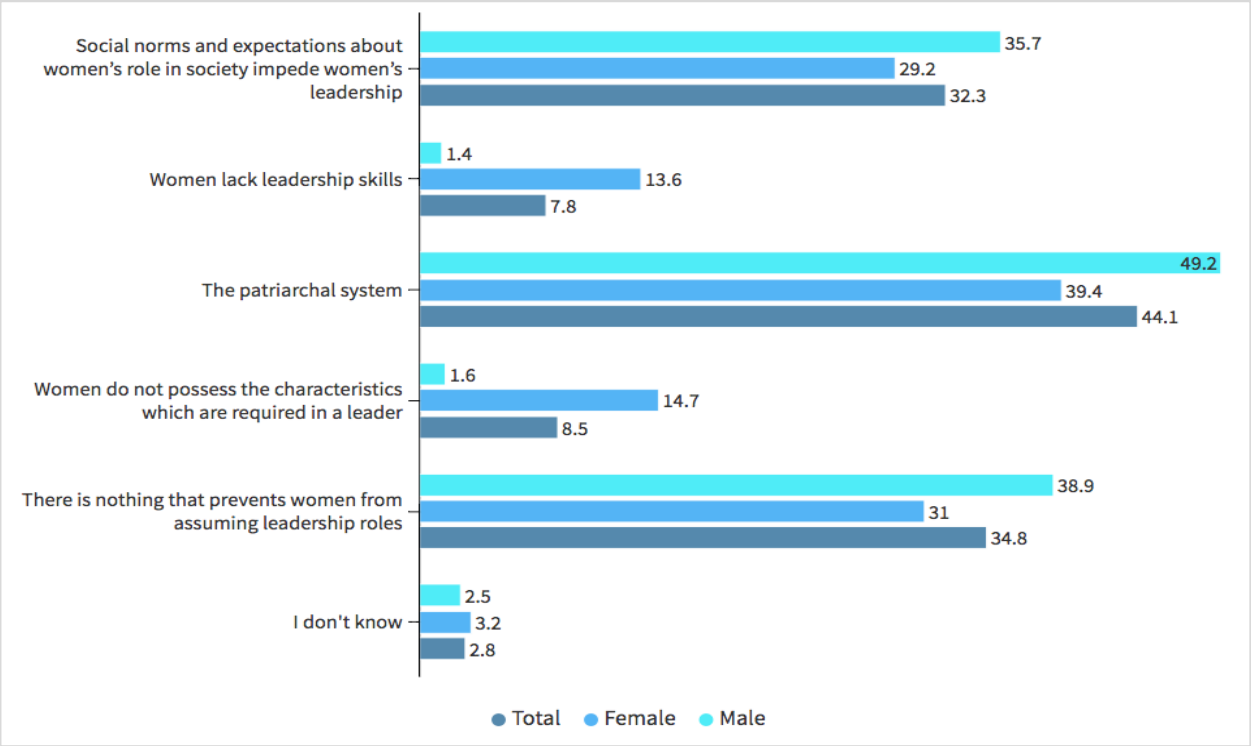
Barriers preventing women from participating in politics and assuming leadership roles

The most common barriers to women's participation in politics, as identified by the Lebanese population, is the "patriarchal system" which dominates the Lebanese society and the "social norms and expectations about women's role in society."

On a multiple choices question, approximately 44% of the survey participants mentioned the patriarchal system as a barrier, and a little more than half of these respondents were male. Social norms were identified as a barrier by 32% of the sample population. Similarly, a little more than half of the respondents who identified social norms were also male. Other barriers, which were identified and confirmed by survey participants, include lack of leadership skills and other characteristics needed in a political leader, lack of interest among women and pressure by family and community to stay out of the political sphere. On the other hand, about 35% of the respondents stated that there were no barriers to prevent women's participation, the majority of which were also male.

As seen in Figure 9, while only about 8% of the sample population agree that women lack leadership skills, which prevent them from participating in politics, the majority of those who perceive this to be true are women and girls. Similarly, considerably more female respondents agree that "women do not possess the characteristics which are required in a leader" than male respondents. This finding suggests that women and girls have low level of self-confidence and would benefit from positive role models to inspire them.

Figure 9: Perceived barriers to women's political participation - in % (multiple choice)
Question: In your opinion, what prevents women from participating in politics and assuming leadership roles?



When disaggregated by education level, the findings suggest that the education level may be a factor in how the population perceives the barriers to women's political participation. Interestingly, the barriers

"women lack leadership skills" and "women do not possess the characteristics which are required in a leader" are two possible limitations which were detected mainly by respondents with "no education," and "primary education" levels. Few survey participants with university and secondary school edications selected these two options when asked to identify potential barriers to women's participation.

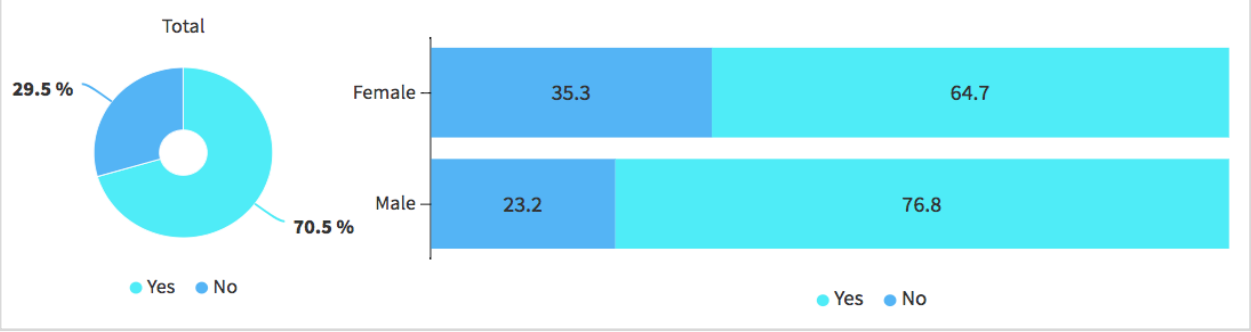
Current level of interest of the Lebanese audiences in gender sensitive programs disaggregated by, gender, age and level of education

The following definition of "gender sensitive TV drama series" was read to the survey respondents and focus group discussions participants: *With gender sensitive TV series and characters, it is referred to dramas and drama characters that address and deal with issues around societal and cultural factors which cause / result in gender-based discrimination of women in public or private spheres.*

Female focus group participants expressed a strong interest towards watching TV series with woman political leaders as the main character. They mentioned that they would like to see women depicted as the head of police, an MP or as the president and that they would like TV dramas to show how things would change in the country when a woman is the president. A dislike for the way women are portrayed in Lebanese TV dramas was also conveyed by the women, who thought that Lebanese dramas mainly focus on the appearance of women, instead of other qualities.

The interest in watching TV drama series with strong female characters was also confirmed by the survey data with more than 70% of the sample population indicating that they would be interested in watching gender sensitive TV programs. Approximately 65% of female and 77% of male respondents confirmed their interest in such programs (Figure 10).

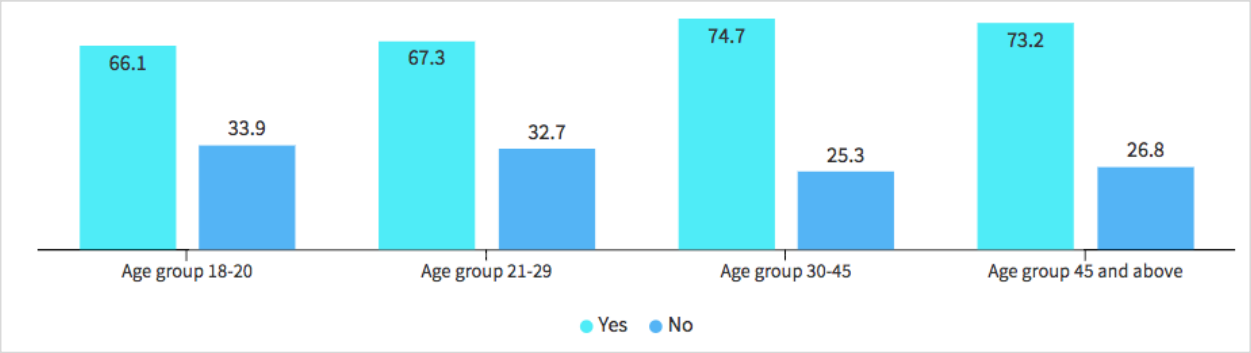
Figure 10: Interest in gender sensitive programs about women's empowerment - by gender - in %
Question: Would you be interested in watching TV drama series about women's empowerment in politics?



Age disaggregated data shows that 66-67% of the younger age groups of 18-20 and 21-29 confirm their interest in watching gender sensitive TV programs. Among the older age groups, 73-75% of the respondents between 30-45 years and above the age of 45 also confirmed their interest (Figure 11). This finding suggests that Lebanese audiences in the age group 30 and above is the group with highest level of interest in following gender sensitive TV dramas. One possible reason for the lack of interest in the younger groups could be their general indifference towards politics, since many of the younger respondents stated "I do not like politics" as an explanation for why they would not watch such a program. Further, disinterest in TV drama series about women's empowerment is highest among the Shia and Sunni populations. The two most common reasons for not having an interest in such shows

was stated as "I am not interested in politics in general" and "It is not appropriate for women to take part in politics."

Figure 11: Interest in gender sensitive programs about women's empowerment - by age group - in %
Question: Would you be interested in watching TV drama series about women's empowerment / involvement in politics?



There appears to be a relationship between interest in gender sensitive TV programs and having a higher level of education. For example, among survey participants with "no education," only 35% stated that they would be interested in watching such programs, whereas among audiences with university and secondary school education, 72 and 80%, respectively, confirmed their interest.

According to one of the interviewed scriptwriters, who has prior experience of writing a 33 episodes TV series, "Lawla el Hob" (If it weren't for love) still receives feedback and praise from the audience on social media, on the female main character Maça Karam, which confirms the interest of the audience in watching TV series on topics related to women's empowerment.[37]

Women in Politics

Eight women, who are active in the political sphere, were interviewed in this assessment. Three of them are ministry/MP advisers, 1 president of a political party, 1 activist, 2 heads of women's committees in political parties, 2 of them ran for municipal elections in the past, and 1 of them will run for the parliamentary elections. These Lebanese women who are active in politics shared their perceptions, views and concerns on the participation of women in politics in Lebanon, and provided some concrete recommendations for the Gender Sensitive Public Communication project, based on their personal experience.

Current perceptions, attitudes and behaviours of women participating in politics in Lebanon, across different profiles and different political level

Interviewees shared their concerns about the barriers that presently prevent Lebanese women from participating in elections; most of them focused on the challenges described as "the hidden challenges," which are mainly related to practical factors.

Economical and professional barriers: The women active in politics, who participated in the study, highlighted that not all women have the financial capacity to run for politics. Even though some of the costs of political campaigns can be covered by the political parties, the nomination fee is 8 million

[37] KII, Scriptwriter

Lebanese Pounds (approximately $5.300),[38] a cost that limits the ability of any woman to participate. Moreover, it could also be considered inappropriate for a woman to be spending money for political purpose instead of investing the money for her family: *For women with a family, their family would say 'why are we spending this money on elections, instead of spending it on a business, on the family? You're most probably going to lose, so instead of spending this money on family issues, you're spending and wasting this money'. So, the women will be discouraged to spend this money on politics.*[39] This finding is in line with Search's prior research on Women's Movements and Feminism in Lebanon, which highlights the significance of access to financial resources to ensure women's participation in the political and economic spheres: *The family hierarchy controls the distribution of resources, which in turn controls women's opportunities in economic and political participation. In this context the parental perceptions of gender-based roles… hinder women's political participation, where they face difficulties in securing campaign funds, the expenses candidature, as opposed to their male counterparts.*[40]

Further, having to put aside their professional career also seems to represent a barrier to the involvement of women in politics. One interviewee stressed, for example, that many of the successful Lebanese women who would like to run for politics, are currently working in international organizations or in UN agencies, and these professions are not compatible with political engagement, due to the internal policies and neutrality/impartiality requirements from INGOs and the UN: *They (women) are in a good position in their career and they want to stay there, not do something else. We don't have a lot of women who are willing to be in politics, and leave their professions.*[41]

Lack of women in decision making positions in political parties: The underrepresentation of women in the Lebanese political arena is also reflected at the level of political parties. Women in political parties are mostly active in women's committees which are commonly invested in organizing outreach and political events; only few women hold decision making positions in political parties. By electing Nada Zaarour as its president in 2011, the Green Party became the first political party in Lebanon with a female leader, and the Lebanese Forces, is the only political party, out of the seven major Lebanese parties,[42] that appointed a woman as a Secretary General:[43] *In order to have more women run, you have to convince the parties and the people who are doing the alliances, the political leaders, that it's in their benefit to have more women on the lists, if they do that, you will have women, if they don't do that, you will not have women in the parliament.*[44] Nonetheless, out of the 30% of the women who are members of that same political party, only about 10% are working in leadership positions[45], while the other women of the Lebanese Front party are active in times of elections to participate in outreach events. This is an example of why one of the main objectives of the National Commission for Lebanese Women (NCLW) is

[38] Lebanese electoral law 2017, Article 45: Candidacy applications
[39] KII, Policy Adviser to MP
[40] Search for Common Ground (2016), *Women's Movements and Feminism in Lebanon,* The research was part of the initiative launched with the support of UN Women for the purpose of promoting women's rights through innovative and comprehensive dialogue between women's or feminist civil society organizations from different intellectual, economic, and social backgrounds.
[41] KII, Head of Lebanese Forces women's committee
[42] These seven parties, with highest number of seats in parliament, include: Future Movement, Free Patriotic Movement, Amal Movement, Hezbollah, Lebanese Forces, Progressive Socialist Party and Kataeb Party.
[43] *Sarkis, first female secretary-general*, https://www.lebanese-forces.com/2016/10/21/chantal-sarkis-2/
[44] KII, Policy Advisor to MP
[45] According to interviewees, this percentage is slightly higher for men although further research would be needed to allow for comparison.

to empower women within the political parties, for them to be responsible not only through their women committees, but also to play more major roles in the political arena and at the decision making level of their party.

Lack of visibility of the women active in politics in the media: Women active in politics also identified their under representation in the media as a challenge: *If the media present women, that is one thing, but if the media does not present her at all, it is also working on stereotyping women... [the media should show] that they [the women] are not part of the political life…[and not part of] topics that are discussed at the national levels.*[46] Civil society organizations, such as Women in front and the SMART Center are actively implementing awareness raising activities, technical support, and TV hosting shows to counteract this challenge. However, the baseline study findings also suggest that, according to TV professionals, the lack of visibility of women active in politics in the media would be explained, in part, by the lack of women active in politics to be interviewed rather than a choice of the media productions: *during my career in journalism and whenever I have interviews, it was very rare to interview a woman. 99% of the time I was interviewing men...it was not the decision of the channel, if it was the case they would have contacted women, but they don't have a choice, they are very rare*.[47]

Patriarchy and masculinity: The current four women elected in Parliament are related to former or current political leaders - spouse, sister, daughter and granddaughter.[48] The patriarchal society in Lebanon is perceived by the women active in politics as another major obstacle. *We live in a patriarchal society that is not yet used to the idea that women work in the political field and sadly the men of the political parties also are not used to the idea. They have the impression that it's a masculine matter and that women can't talk about these subjects*.[49] Masculinity is also considered for some interviewees as a mentality that is also present in women perceptions: *If a woman has a boy and a girl, she will tell the boy to go to the elections. She will not tell her daughter. This is a mentality in all the country; it is not just the mentality of men, but also of the women*.[50] Even though mentalities and perceptions need to change to enable a wider participation of women in politics, a recent survey conducted by the National Democratic Institute (NDI) following the 2016 municipal elections clearly shows that people voted for women when they were on the lists. *What needs to be amended is not just the perception and the mentalities. It is as simple as getting more women on the lists*.[51]

Quota within political parties: Following the failure in reaching the quota in the electoral law, civil society is now focusing its lobbying efforts on having quotas within political parties: *We lost one of the biggest struggles...we wanted a quota in the electoral law to ensure at least a 30 % representation [of women].*[52] Examples of such lobbying initiatives include the work done by Women in Front, the Coalition of Women in Politics, as well as the NCLW, which liaise with political parties through meetings to discuss the inclusion of a voluntary quota in their lists. At the time of conducting this study, only two

[46] KII, Woman active in politics
[47] KII, TV professional, journalist
[48] Sethrida Geagea: spouse of Lebanese Forces (LF) leader Samir Geagea; Bahia Hariri: sister of former Prime Minister Rafik Hariri; Gilberte Zwein: daughter and granddaughter of former MPs; Nayla Tueni: daughter and granddaughter of former MPs
[49] KII, Head of Lebanese Forces Women's Committee
[50] KII, Head of Lebanese Forces Women's Committee
[51] KII, Activist in women's rights and gender issues
[52] KII, Activist in women's rights and gender issues

political parties[53] were in favor of having a party quota for women , while others promised to have women on their lists without a quota: *The civil society is trying hard, [though] they failed in reaching the quota in the law, but hopefully they will work on the political parties to have at least one woman on the lists.*[54] In parallel, some women active in political parties, such as the *Institute of Progressive Women* (IPW)[55] of the Progressive Socialist Party (PSP), gather in associations with the aim to address gender issues internally.



Balance between political engagement and family/personal life: Some interviewees stressed the fact that political parties usually have more women of young age active in the party, and less women between 30-40 years old, mainly due to the fact that a lot of women, when having children, face difficulties in finding the balance between their political duties/engagement and their family life. For instance, most political meetings take place late afternoon, or evenings, at a time usually dedicated to taking care of the children: *After that age [35], they [women] start to disappear from the political parties, because they either get married, have children, they cannot have a balance between work, family activities and political parties, they show up a few times a year in the political party, for very big events or very specific activities related to their career, if there is an event for engineers, doctors, lawyers, because the majority of the activities that happen in a party and in the political life in general start at 7pm*.[56] Moreover, the lifestyle and schedule inherent to political activism is not accepted by the society for women : *if a man goes out every night for political activities or meetings, it's not the same thing, the people in the building will not say the same thing about the woman who is going and coming late from work.*[57]

Undermining of women active in politics: Several interviewed women active in politics touched upon the lack of recognition, and undermining from their male peers regarding their capacity as politicians: *When I entered the parliament, this is when I became aware of the women's issues in Lebanon, because everyone there perceived me or were treating me as if I was the assistant or the secretary, not the Legal Advisor… they were not used to having women in the parliament except for those with secretary jobs for example.*[58]

Another example of discriminatory attitude stressed during the interviews include how the media for example tend to comment on the clothes designer, or hairstyle of the women politicians instead of their work as a politician. Interviewees insisted upon the need for women active in politics to speak out more, and have a full understanding on various political topics (not only on women's rights and gender equality which is a cross cutting issue) to counteract such discriminatory and undermining attitude of men in politics: *when you talk and show you are competent, they cannot say anything about you, and all the negative perceptions are erased, but women need to show their competences, but [they] have the*

[53] Kataeb Party and the Future Movement
[54] KII, NDI representative
[55] The Institute of Progressive Women (IPW) is a Lebanese NGO initiated in 1975 and registered in 1987. Since its inception IPW has stood for a constant basic belief: "A secular democratic Lebanon where all citizens –men and women– have equal rights and opportunities." The network groups today are 73 subsidiaries in 13 Lebanese districts spread over the Lebanese regions. IPW has 600 members and thousands of volunteers.
[56] KII, Policy Advisor to MP
[57] Ibid
[58] Ibid

tendency not to show it.[59] Sexual harassment was also mentioned by one interviewee as a challenge for women active in politics. This issue, which is still not being considered as a serious matter in Lebanon despite a number of recent initiatives and campaigns by civil society and national entities,[60] could be addressed in the forthcoming TV series.

Perceptions and recommendations of women active in the political sphere towards current portrayal of women in Lebanese TV drama and its impact on the audience

Perceptions towards current portrayal of women in Lebanese TV drama: The way women are portrayed on Lebanese TV drama, and on TV in general was criticized by all respondents: *They are currently presented as pretty women, always the hero of the series, and she has to be tall and beautiful.*[61] Further, several respondents mentioned the LBC program *Take me out - Na2ashit,*[62] as an example, which in the opinion of women's rights activists, portrays Lebanese women in a way that undermines the gender equality cause: *The show promotes women as an advertisement…only [promoting] her body and features,*[63]

…such programs are showing an unbalanced image which does not reflect the reality and is not helping the gender cause at all.[64]

Recommendations provided by women in politics to address the current stereotypes of women in Lebanese TV dramas: The women active in the political sphere provided during the study the following recommendations regarding the shaping of events, as well as the portraying of the female character that will be featured in the TV drama/series produced as part of the *Gender Sensitive Public Communication* project:

1. **A woman active in politics, but who is able to live a normal life:** There is a tendency to perceive women successful in politics as strong, independent and unfeminine characters, which makes "normal" Lebanese women appear unsuitable for politics: *One day, we had a sit-in and I had my children with me, and young girls were looking at me and were surprised, because according to them once you have a family you should stop being an activist, or stop working in politics.*[65] One key informant suggested that if one of the characters in the planned TV series is an unmarried woman, it should be highlighted that her reasons for being single is not always related to her political engagement, as it is usually stereotyped.
2. **Women from different socioeconomic and educational backgrounds:** the selected characters of the TV series should be women with various socioeconomic background, to highlight for example the economic barriers and challenges faced by women with limited financial resources to run for elections.

[59] Ibid

[60] For example, the KIP (Knowledge is Power) Project on Gender and Sexuality at the Olayan School of Business, American University of Beirut, and in partnership with the Office of the Minister of State for Women's Affairs, launched in 2017 "Mesh Basita," a national campaign that aims at highlighting the need for legislation around sexual harassment within the Lebanese landscape and mobilizing the general public's opinion towards pushing for legal reform, available at: http://thekipproject.info/mesh-basita/

[61] KII, Head of PSP women's committee

[62] *Take me out* is an entertainment dating show that features a group of men, who, in each episode, must score a date with a young lady out of the 30 women present in the studio, available at: https://www.lbcgroup.tv/takemeout-en

[63] KII, Head of Lebanese forces women's committee

[64] KII, Women in Front representative

[65] KII, Head of PSP women committee

3. **Men supporting the participation of women in politics:** "*Men should speak about women, it can actually be better than having a woman speaking about herself, if only women publicly support the cause of women, we will not reach anywhere.*"[66] The TV drama/series should apply a gender perspective and emphasize the equality between men and women. This could be done by also showing the difference between how men and women are being treated in politics. For example, several women recommended to include, as a male character, a supportive husband if the character is married.
4. **Different women in different characters and situations** to highlight the "hidden challenges". Characters should resemble all kind of Lebanese women, from all categories, such as wearing Hijab, not wearing Hijab, coming from Ashrafieh or from Koura, etc. The idea of using *real stories that can touch the audience more than writing a script and talking outside the case*[67] was also suggested by an interviewee.
5. **Stress the economic barriers and obstacles** the candidate would face, regarding the fees of the campaigns, the participation fees to run for elections.
6. **Selection of a well-known actress, engaged/active in women rights/women empowerment issues**, to play the role of a woman who runs for politics would allow the creation of a role model, while attracting a wide audience. Names of actresses that were suggested by key informants include Carine Rizkallah, Rita Hayek, Lara Abou Haidar and Nada Abou Farhat.

Women active in politics provided some additional recommendation about traits, which could inform the scriptwriters when building the lead character in the planned TV drama. Useful features that were mentioned by women active in politics include:

- Being self-confident
- Being well-informed/knowledgeable
- Demonstrating perseverance
- Defending a cause
- Femininity (to break the stereotype of the masculinity of women engaged in politics)
- Having the support of a wide network, and from men in particular
- Being talkative/vocal/expressive (women are less talkative in an environment where they need to talk in public)

Other similar initiatives running in parallel in Lebanon

Similar initiatives: No similar initiatives, which use TV dramas specifically, to promote the participation of women in politics were identified by the assessment. All respondents welcomed the idea of promoting the participation of women through TV dramas and considered the initiative an innovative approach, with a likely impact on women's empowerment: *This is something new and I think it's different from all the work that has been done lately, and it will have an impact because a lot of people watch TV, and they will like the idea and get more motivated*.[68] However, it was also suggested by one of the key informants that it is unlikely that the project will have an effect on the internal decision-making processes of political parties, especially regarding the inclusion of women in the candidate lists to increase their chances of getting elected to political office.

[66] KII, Head of Lebanese Forces Women's Committee
[67] KII, Head of Green Party
[68] KII, NDI representative

Other ongoing initiatives, identified by the baseline assessment, and which are close to Search's project, aim to promote women's rights in general through media. Campaigns are mostly initiated by civil society, ministries and (I)NGOs. There are also three relevant TV programs, one of which is an initiative launched by the NCLW, which is currently running on MTV. Following the weather forecast, the presenter of this program highlights discrimination faced by women in Lebanon on a daily basis. The second TV program is a debate show aired on LBCI called *Women Do Politics,* as well a socio-political program on MTV with women and men debating about political and social topics. In addition, several other campaigns were organized and launched in the past year, with an aim to promote the 30% quota for women's political representation in the Lebanese electoral law, notably through TV spots.

Other identified initiatives to promote the participation of women in politics, not through media, include capacity building programmes, such as the organization of workshops and trainings for candidates.

Project Indicators

The following table summarizes the project and baseline indicators (BIs) that will be measured and recorded throughout the life of the project.

Table 1: Table Showing Project Outcomes by Indicator

	Project Baseline	Disaggregation/Elaboration
Objective 1: Strengthen the capacity of television professionals to produce gender sensitive programs that promote women's participation in politics.		
Objective 2: Increase belief of television audiences in women's political leadership capacity.		
Project Indicator 1: % of sample population have watched the show		
BI 1.1: % of sample population who watch LBC and Al Jadeed. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	LBC: 53.3% Al Jadeed: 57.7 %	- 30.5% of the sample population confirmed watching both channels. *Disaggregation:* - Gender: 48.4% of LBC's and 47.8% of Al Jadeed's viewers are female. - Age: Close to 60% of LBC's and Al Jadeed's viewers are in the age groups 30-45 or 45+. The younger age groups of 18-20 and 21-30 each represent roughly 20% of the viewers of both channels. - Political affiliation: Close to 47% of both LBC's and Al Jadeed's viewers stated that they do not have a political affiliation. The Amal Movement, FPM and FM were three most frequently mentioned political parties by the viewers of Al Jadeed, when asked about their political affiliation. In the case of LBC, the three main viewer groups include the supporters of FPM, FM and LF. - Education level: Between 27-31% of the viewers of the of these two channels have no education or have an education below secondary level. Roughly 25% of the viewers have a secondary education and between 36 and 39% of obtained a university education. - Urban/rural comparison: Among rural survey participants, 50% confirmed watching Al Jadeed and 67% confirmed watching LBC. In the urban areas, 59% watch Al Jadeed and 52% watch LBC.
BI 1.2: % of sample population who watch (Lebanese)[69] TV series aired on LBC and Al Jadeed. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	LBC: 20.6 % Al Jadeed: 19.9%	- 37.6% of the total sample population watch Lebanese TV dramas. *Disaggregation:* - Gender: Only about 16% of the female respondents stated that they were following Lebanese TV dramas, whereas among male respondents 62% confirmed the same. Disaggregated by gender and channel, the findings show that male viewers represent 81% of LBC's and 77.5% of Al Jadeed's Lebanese TV drama viewers. - Age: Out of total LBC drama viewers, more than half (55%) are in the age groups 30-45 and 45+. The age groups 21-29 and 18-

[69] Added "Lebanese" to this indicator since the survey question was asking specifically about series produced in Lebanon.

		20 represent 24 and 21% of LBC's Lebanese TV drama viewers respectively. Among Al Jadeed's TV drama viewers, the findings show that 58% are in the age groups 30-45 and 45+, 27% are in the age group 21-29 and 15% are youth between 18-20 years of age. - Political affiliation: 67% of LBC's and 60% of Al Jadeed's Lebanese TV drama viewers stated that they had no affiliation or that they preferred not to answer. Among LBC viewers, FPM, FM and the Amal Movement were three of the more commonly supported political parties. In the case of Al Jadeed, the Amal Movement, PSP, FM and Hezbollah were most frequently mentioned as supported political parties. - Education level: Among LBC TV drama viewers, close to 40% have a university education and 24% have secondary school education. The the majority of the remaining viewers (27%) have primary/preparatory education levels or they have no education. Al Jadeed's viewer on the other hand, 35% confirmed having a university education. 25% have secondary education and 32% have either primary/preparatory level or no education. Further about 9% of LBC's and 8% of Al Jadeed's viewers stated that they had obtained technical/vocational education. - Urban/rural comparison: Out of the total rural sample population who confirmed watching Lebanese TV dramas, 70% confirmed following dramas aired on LBC and 42% on Al Jadeed. Among the urban Lebanese TV drama followers, 52% watch series on LBC and 55% on Al Jadeed.
BI 1.3: % of sample population who are interested in watching TV series around women's empowerment/ involvement in politics. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	70.5%	*Disaggregation:* - Gender: 65% of female and 77% of male respondents would be interested. - Age: In the two younger age groups (18-20 and 21-29), between 66 and 67% of the respondents indicated an interest in watching TV series around women's empowerment. Further, 75% of respondents between 30-45 and 73% who are above 45 years of age stated that they would be interested in watching such TV series. - Political affiliation: More than 60% of the interested respondents have no political affiliation or they prefer not to mention it. FPM, FM and the Amal Movement supporters are the three largest groups who would be interested in watching such programs. - Education level: 3% of the sample who are interested and 13% who are not interested were identified as individuals with no education. This finding suggests that individuals with some level of education are more likely to show an interest in TV series around women's empowerment. Similarly, it appears it is more common for interested viewers to have a secondary and university level education than among individuals who

		stated that they would not be interested. - Urban/rural comparison: 79% of the rural and 69% of the urban population stated that they would be interested in watching TV dramas on women's empowerment.
Project Indicator 2: % of eligible voters among the sample population who have watched the TV series.		
BI 2.1: % of eligible voters among the sample population who watch (Lebanese)[70] TV series aired on LBC and Al Jadeed. *(Disaggregated by age, gender, political affiliation, level of education and urban/rural population)*	LBC: 21.3% Al Jadeed: 22.2%	*Disaggregation:* - Gender: 8% of female eligible voters watch Lebanese TV dramas on LBC and 9% watch them on Al Jadeed. Among male eligible voters the ratio is considerably higher, with 37% confirming watching Lebanese TV dramas aired on LBC and 36% on Al Jadeed. - Age: LBC has more young viewers in the age group 21-29 than Al Jadeed. 20% of the eligible voters between the ages 21-29 confirm viewing Lebanese TV drama on LBC and 11% confirm watching them on Al Jadeed. Further, it appears the ratio of viewers are slightly higher in the older age group of 45+ with 23-25% of the viewers in this age group stating that they follow Lebanese TV dramas aired on these two channels. - Political affiliation: Roughly 60% of the LBC and Al Jadeed's viewers claimed that they did not have a political affiliation or that they preferred not to mention their affiliation. FPM and FM are two affiliations most mentioned by the LBC viewers. In the case of Al Jadeed's viewers, in the eligible voters category, supported political parties include the Amal Movement, FPM and FM. - Education level: Close to 60% of both LBC's and Al Jadeed's Lebanese TV drama viewers, in the eligible voter group, have a secondary or university level education. - Urban/rural comparison: Among rural eligible voters, 33% view Lebanese TV dramas on LBC and 23% view them on Al Jadeed. In urban areas, 20% view them on LBC and 22% follow such series on Al Jadeed.
BI 2.2: % of eligible voters among the sample population, who are interested in watching TV series around women's empowerment/involvement in politics. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	71.8%	*Disaggregation:* - Gender: 67% of the female and 77% of the male eligible voters indicated an interest in watching TV series around women's empowerment. - Age: Among the total of eligible voters who are interested in watching TV drama series around women's empowerment, 30% are in the age group 21-29, 36% are between the ages 30 and 45 and another 33% are above the age of 45. - Political affiliation: Among eligible voters, FPM (97%) and the Amal Movement supporters (79%) are among those who show most interest in watching TV dramas around women's empowerment. - Education level: There is a notable correlation between

[70] Added "Lebanese" to this indicator since the survey question was asking specifically about series produced in Lebanon.

		education level and interest in such TV series. The findings show that the proportion of eligible voters with no interest in watching mentioned TV series is lower among individuals with university (28%) and secondary school educations (20%), than among voters with primary level education or no education (35%). - Urban/rural comparison: 77% of rural and 71% urban eligible voters confirmed their interest to watch TV dramas around women's empowerment.
Project Indicator 3: % increase of female and male viewers who express a willingness to vote for female political candidates after watching the full TV series.		
BI 3.1: % of sample population willing to vote for female political candidates. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	82.4%	*Disaggregation:* - Gender: 75% of female and 91% of male respondents confirmed their willingness to vote for female political candidates. - Age: Willingness to vote for female candidates is slightly higher among the age group 21-29 and 30-45 (84-85%), than among youth between 18-20 and adults above the age of 45 (80-81%). - Political affiliation: The data shows that willingness to vote for female candidates is highest among the supporters of Lebanese Forces (98%), FPM (97%) and the Amal Movement (83%). - Education level: Support for female candidates is stronger among survey respondents who have higher education levels, such as university (89%) or secondary (88%) level education. Fewer individuals with primary level and no education indicated their willingness to vote for female candidates (76 and 48% respectively). - Urban/rural comparison: 87% of the rural and 82% of the urban survey participants stated that they would vote for female political candidates.
BI 3.2: % of LBC and Al Jadeed viewers willing to vote for female political candidates. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	LBC: 85.0% Al Jadeed: 86.5 %	*Disaggregation:* - Gender: 79% of female and 90% of male LBC viewers confirmed willingness. Among Al Jadeed's viewers, 83% of female and 90% of male viewers confirmed the same. - Age: Willingness to vote for female political candidates is relatively high among all age groups (above 80%). This is the case for the viewers of both TV channels (LBC and Al Jadeed). - Political affiliation: Willingness to vote for female candidates was highest among Lebanese Forces (100%), FPM (95%) and the Amal Movement (82%) among Al Jadeed's viewers and Lebanese Forces (97%), FPM (96%) and the Amal Movement (95%) among LBC's viewers. - Education level: Among the viewers of both channels, the willingness to vote for female candidates is higher among individuals with university and secondary level education (roughly 90%), than among individuals with primary level (79-80%) or no education (55-56%).

		- Urban/rural comparison: 84% of rural and 85% of urban LBC viewers are willing to vote for female candidates. Among Al Jadeed's viewers, 87% of the rural and 86% of the urban viewers confirmed the same.
Project Indicator 4: % increase in female viewers who are motivated to run for political office after watching the full series.		
BI 4.1: % of female respondents who are motivated to run for political office. *(Disaggregated by age, political affiliation, level of education and urban/rural population)*	30.1%	*Disaggregation:* - Age: The younger generations are slightly more motivated to run for a political office than the older. Among female youth between 18-20 years, 34% stated that they were motivated. Roughly 33-35% of women in the age groups 21-29 and 30-45 also confirmed that they were motivated. Women above 45 years were least motivated with 23% confirming their willingness to run as a candidate in the upcoming parliamentary elections, if the opportunity presented itself. - Political affiliation: The proportion of female respondents motivated to run for a political office is highest among the supporters of the Amal Movement, FPM and FM (between 40-49%). - Education level: Among female respondents, the education level does not seem to have an influence on the motivation to run for office, since an equal proportion of respondents were interested in the groups with *no education* and a *university level education*. Specifically, 30% of female respondents with no education and 33% of the respondents with a university level education expressed their motivation. - Urban/rural comparison: 41% rural and 29% urban female respondents mentioned that, given the opportunity, they would run as a candidate in the upcoming parliamentary elections of 2018. More than 60% - the majority - of both rural and urban women who would run for elections are women who are currently employed. In addition, in the urban areas, some 20% are students.
BI 4.2: % of LBC and Al Jadeed viewers who are motivated to run for political office. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	LBC: 34.6% Al Jadeed: 33.3%	*Disaggregation:* - Gender: Among LBC's viewers, 36% of the female and 33% of the male respondents stated that they would run for a political office, if they had an opportunity. The political motivation among female and male viewers is reversed in the case of Al Jadeed, with 29% of the female, and 37% of the male viewers confirming their motivation. - Age: Roughly 36-40% of the viewers in the age groups 18-20 and 21-30 are motivated. Roughly 35-38% of the viewers in the age group 30-45 are also motivated. The older age group of 45+ seems least motivated (21-26% of the viewers). - Political affiliation: *LBC viewers:* supporters of FPM, Lebanese forces, and FM appear to be most motivated to run for office, if presented with an opportunity. *Al Jadeed viewers:* supporters of the Amal Movement and FPM are more motivated.

		- Education level: *LBC viewers:* 23% of viewers with primary education, 35% of viewers with secondary education and 38% of viewers with university education confirmed that they would run for office if they had the opportunity. *Al Jadeed viewers:* 25% of viewers with primary education, 29% with secondary education and 41% with a university education confirmed the same. - Urban/rural comparison: *LBC viewers:* 36% of the rural and 34% of the urban viewers confirmed that they would run for office if given an opportunity. *Al Jadeed viewers:* 47% of the rural and 32% of the urban viewers confirmed the same. .
Project Indicator 5: % increase of female and male viewers who express support for females running for political office.		
BI 5.1: % of sample population who are willing to support females running for political office. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	87.9%	*Disaggregation:* - Gender: 80% of female respondents and 97% of male respondents confirmed their willingness to support females running for political office. - Age: 88% of age group 18-20, 90% of age group 21-29, 89% of age group 30-45 and 85% of age group 45+ confirmed that they would support female candidates running for office. - Political affiliation: 99% of the FPM, 90% of the Lebanese Forces, and 80% of the Amal Movement supporters confirmed that they would support female candidates. Findings suggest that support for females is more common among the supporters of these three parties. - Education level: 53% of of people with no education, 79% of respondents with primary education, 93% of respondents with secondary education and 96% of persons with a university education confirmed the same. - Urban/rural comparison: 96% of the rural and 87% of the urban sample population are willing to support female political candidates.
BI 5.2: % of LBC and Al Jadeed viewers who are willing to support females running for political office. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	LBC: 91.4% Al Jadeed: 90.7%	*Disaggregation:* - Gender: *LBC viewers:* 86% of the female and 96% of the male viewers support female candidates. *Al Jadeed:* 84% of the female and 96% of the male viewers are willing to support females running for office. - Age: *LBC viewers:* 94% of age group 18-20, 93% of age group 21-29, 93% of age group 21-29 and 87% of age group 45+ confirmed their support for females running for political office. *Al Jadeed viewers:* 94% of age group 18-20, 92% of age group 21-29, 92% of age group 30-45 and 87% of age group 45+ support female candidates. - Political affiliation: *LBC and Al Jadeed viewers:* supporters of FPM (more than 90%), Lebanese Forces (more than 90%) and the Amal Movement (82-84%) seem most in favor of backing female candidates. - Education level: *LBC viewers:* 96-97% of persons with

		secondary and university education, 79% of persons with primary school education and 61% of individuals with no education confirmed their support among the LBC viewers. *Al Jadeed viewers:* 97% of viewers with university education, 94% of viewers with a secondary school education, 84% of respondents with a primary school education and 67% of viewers with no education confirmed their support. - Urban/rural comparison: *LBC viewers:* 94% of rural and 91% of urban viewers support female candidates. *Al Jadeed viewers:* 97% of rural and 90% of urban viewers confirmed the same.
Project Indicator 6: % of scriptwriters engaged in the project state that they will incorporate new characters and storylines promoting women's participation in politics in their future work.		
BI 6.1: # of interviewed TV professionals who can provide examples of Lebanese TV drama series and characters promoting women's participation in politics in the last 12 months.	0/11	Out of the 11 interviews conducted with TV professionals during the study, none could provide examples of Lebanese TV drama series and characters promoting women's participation in politics in the last 12 months.
BI 6.2: % of the sample population who can identify gender sensitive TV series and characters. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	4.3%	*Disaggregation:* - Gender: 3% of female and 6% of male respondents could identify gender sensitive TV series and characters. - Age: In each age group, between 3-5% of the respondents confirm being able to identify gender sensitive TV series and characters. - Political affiliation: The only group which claimed to be able to identify such characters / series was the one that identified itself as "no political affiliation." 7% of the respondents in this category stated that they were able to identify gender sensitive TV series and characters. - Education level: No significant variance between groups with different education levels was seen in the findings. - Urban/rural comparison: 8% of rural and 4% of urban respondents confirmed this ability.
Project Indicator 7: # examples of behavior-change outcomes as a result of the project.		
BI 7.1: % of sample population who agree that women and men are equally capable as political leaders. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	78.1%	*Disaggregation:* - Gender: 72% of female and 85% of male respondents agree with the statement. - Age: 77-80% of all age groups agree that women and men are equally capable as political leaders. - Political affiliation: Similarly, the majority of all political affiliations also agree with the statement. However, agreement is more common among supporters of parties such as the Amal Movement (71%), FPM (97%) and FM (62%).

		- Education level: There seems to be a correlation between the agreement with the notion that women and men are equally capable as political leaders and the level of education. Among people with university and secondary school education 83% and 88% agree with this statement respectively. While, among respondents with a primary school education or no education 68 and 42% of the respondents, respectively, agree. - Urban/rural comparison: 85% of rural and 77% of urban respondents agree with this statement.
BI 7.2: % of women who are active in politics.[71] *(Disaggregated by age, political affiliation, level of education and urban/rural population)*	7.2%	*Disaggregation:* - Age: 4% of women between 18-20, 7% of women between 21-29, 10% of women between 30-45 and 7% of women above the age of 45 confirmed being active in politics. - Political affiliation: 44% of the women who confirmed being active are affiliated with the FPM. The remaining 55% are distributed relatively evenly across the other parties. - Education level: The majority of the women have either a university education (44%) or a secondary school education (33%). - Urban/rural comparison: 74% of the women live in urban and 26% in rural area.
BI 7.3: # of TV professionals applying a gender sensitive approach in their work.[72]	NA	All TV/media and drama professionals interviewed during the baseline study acknowledged the obstacles to women's participation in politics, such as the societal norms and stereotypes regarding women's role. The views expressed by the interviewed scriptwriters was nuanced since interviewed scriptwriters had participated in or were aware of Search's project and related workshops. Some of the TV professionals highlighted the lack of gender awareness among the challenges faced by scriptwriters today, which impedes their ability to portray women in leadership positions. They also mentioned the lack of interest from TV channels in supporting such drama.
(BI 7.4: % of eligible voters who have voted for female candidates in past elections. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population))*	18.2%	*Disaggregation:* - Gender: 19% of the female and 17% of the male eligible voters confirmed having voted for female candidates in past elections. - Age: 13% of age group 22-29, 20% of age group 30-45 and 21% of age group 45+ have voted for female candidates. - Political affiliation: Eligible voters in the FPM and FM, in particular, have voted for female candidates. - Education level: 19% of voters with university education, 21% of voters with secondary education, 16% of voters with

[71] Women who are active in politics include women who are engaged in political parties and women who have participated as candidates in elections.

[72] A gender sensitive approach is understood in this context as the acknowledgement by TV professionals of the obstacles to women's participation in politics, such as the societal norms and stereotypes regarding women's role and the integration of mechanisms in their work for lifting such obstacles.

<table>
<tr><td>To be kept as baseline information but NOT as a project's indicator for final evaluation comparison.</td><td></td><td>primary education and 17% of voters with no education confirmed voting for female candidates in past elections.
- Urban/rural comparison: The proportion of voters who voted for female candidates remain same across urban and rural (18%).</td></tr>
<tr><td>BI 7.5: % of parliamentary seats that should be held by women, according to sample population. (Disaggregated by gender, age, political affiliation, level of education and urban/rural population)</td><td>See details/explanation in the next cell.</td><td>The responses vary significantly among survey participants. The following table depicts the opinion of the sample population:
<table><tr><th>% of seats that should be held by women in the parliament</th><th>% of sample population who agree with the stated representation of women in the parliament</th></tr><tr><td>0-10%</td><td>9.7%</td></tr><tr><td>10-20%</td><td>7.4%</td></tr><tr><td>20-30%</td><td>13.5%</td></tr><tr><td>30-40%</td><td>18.7%</td></tr><tr><td>40-50%</td><td>20.4%</td></tr><tr><td>50-60%</td><td>12.9%</td></tr><tr><td>60-70%</td><td>6.2%</td></tr><tr><td>70-80%</td><td>3.1%</td></tr><tr><td>80-90%</td><td>3.5%</td></tr><tr><td>90-100%</td><td>4.6%</td></tr></table>
Disaggregation:
- Gender: Close to 47% of female and 57% of male respondents think that women should hold between 30 and 60% of the seats in parliaments.
- Age: There is no noticeable variance in the perception of the different age groups. Roughly half of the respondents in each age group selected one of the options between 30 and 60%, as an appropriate representation of women in parliament.
- Political affiliation: More than 50% of supporters of the Amal Movement and the FPM think it is appropriate for women to have between 30 and 60% representation in the parliament. Close to 30% of FM's supporters, however, think that 0-10% is sufficient.
- Education level: 40% of the respondents with no education think that it is enough with a 0-10% representation of women in the parliament. Among persons with university and secondary level education, the % of people who agree with this notion are 3 and 5% respectively. Most people with a higher level of education (51-61%) seem to agree that women should hold at least 30% of the seats in parliament.
- Urban/rural comparison: About 42% of the rural and 53% of the urban survey participants confirm that they think women should hold at least 30% of the seats in parliament.</td></tr>
<tr><td colspan="3">Project Indicator 8: # of female character of a main TV drama who decide to run for political office.</td></tr>
<tr><td>BI 8.1: # of female characters in Lebanese TV drama series who are/were</td><td>0</td><td>Out of the 23 interviews conducted with key informants during the study, none of the interviewees could mention a character in Lebanese TV drama series active in politics, or who is planning to run for political office in the last 12 months prior the study.</td></tr>
</table>

active in politics or who are planning to run for political office - as aired in the last 12 months.		Respondents referred to TV series aired in other countries, such as the TV series "Madam President" aired on Egyptian TV with actress Somaya Al Khashab, and "Ingovernable", a Mexican TV series with actress Del Castillo playing the First Lady of Mexico.
BI 8.2: # of female characters in Lebanese TV drama series identified as role models for women's empowerment by the surveyed population. *(Disaggregated by gender, age, political affiliation, level of education and urban/rural population)*	22	Out of the total sample, 386 survey participants confirmed following Lebanese TV drama series. Out of these, 170 respondents were able to mention the names of one or more female actors/characters, which they identify as role models for women's empowerment. A total of 22 different actors/characters were named by the survey respondents. *Disaggregation:* - Gender: Out of 170 respondents who could identify role models, 126 (74%) were male respondents, mainly because, in the sample population, a considerably higher number of male respondents confirmed watching Lebanese TV dramas, compared to female respondents. - Age: 13% of the age group 18-20, 18% of the age group 21-29, 16% of the age group 30-45 and 19% of the age group 45+ were able to mention at least one female character as a role model for women's empowerment. - Political affiliation: The majority (62%) of the survey participants who identified role models stated that they do not have a political affiliation or that they prefer not to make it known. The Amal Movement, FPM and FM supporters, each represent about 8% of respondents who could identify role models. - Education level: No significant difference was noted between the groups with different levels of education. Education does not seem to influence ability to recognize role models. - Urban/rural comparison: 20% of the rural and 16% of the urban sample were able to identify female characters in Lebanese TV dramas as role models for women's empowerment.
Project Indicator 9: # of media professionals who show increased knowledge on how to produce gender sensitive programs.		
BI 9.1: Current level of knowledge among media professionals on how to produce gender sensitive programs.	See explanation to the right.	Interviewed TV professionals expressed a need to develop their capacity with regard to practical and technical knowledge on how to produce gender sensitive programs. They suggested that the lack of such knowledge was one of the limitations that needed to be addressed to increase the production of such programs.

4. Conclusions

Drama Industry Level: Lebanese TV professionals generally have a positive attitude towards the idea of promoting women's empowerment and political participation through through TV drama series. The use of TV dramas to influence public opinion and encourage support for and the confidence of women interested in engaging in politics is generally considered as relevant, needed and innovative by the TV professionals who informed the assessment. There seems to be a genuine interest to produce gender sensitive programs among TV professionals.

However, the findings also suggest that some TV professionals are under the impression that unconventional and different TV characters, which the audiences are not used to, may not be liked by the viewers, especially the male, because they would get intimidated. Further, the study found that TV professionals acknowledge that certain stereotypes, which depict women as shallow and uninterested in the world around them, are reinforced by the drama industry, to market a certain image of women which is commercially profitable.

Nevertheless, focus group discussions with male and female audiences suggest that there is demand for a change in the way women are portrayed on television today. The study found that Lebanese women and men are interested in watching TV dramas where women are portrayed as *authentic, strong, independent* and depict the "real Lebanese women."

With regard to the capacities and limitations of TV professionals, the study concludes that awareness on gender equality, experience as well as technical knowledge of how to produce gender sensitive programs is limited in the Lebanese TV drama industry. Furthermore, the TV industry's focus on producing stories that sell and which keeps the audience rates high, could make production companies hesitant towards producing gender sensitive programs, for fear of low ratings, which could be another limitation towards producing gender sensitive programs in Lebanon.

The shorter duration of the planned mini-drama series, which will include three 45 minute long episodes, was identified as both a possible challenge and/or opportunity. Depending on the scripts, and if written in a way that resonates with the audience, a TV drama consisting of a few episodes could turn out to be popular, The importance of selecting the right scriptwriter, with an awareness of gender issues in Lebanon, was also highlighted by the research participants. In addition, it was suggested that one way to ensure a wide audience from the start is to cast one of the well-known and more popular actresses as the lead character of the show and ensure a professional and strong media campaign around the series.

Lebanese population level: The study found that the influence of TV drama series on social norms and and public opinion in general is widely acknowledged by almost 70% of the people across different segments of the Lebanese society. Although the influence of TV dramas is admitted, most perceive the influence as negative, by promoting values and a way of life which is not in line with the Lebanese culture or by distancing people from the reality and capacity of action.

About 38% of the Lebanese population watch Lebanese TV dramas, most of which are adults who are above the age 21. Further, the findings suggest that Lebanese TV dramas may be somewhat more popular among the audiences residing in rural areas than in urban areas. The TV dramas on LBC and Al Jadeed appear to be among the more popular, since some of the most popular drama shows among the research participants are aired on these two channels. Politically, the survey findings indicate that

Lebanese TV drama is more popular among the supporters of the Amal Movement and FPM, when compared to the supporters of other major parties such as Hezbollah. Nevertheless, more than 70% of the sample population confirmed their interest in watching gender sensitive programs, which include strong and independent female characters. The findings also show that Lebanese men and women would be interested in watching TV dramas in which the lead female character is a political leader or holds a decision making position. Nevertheless, as a more efficient promotion strategy, to target a wider audience - including people who are prejudiced against topics around women's empowerment - presenting the mini-series as addressing common concerns and challenges in the Lebanese society could prove to be a more efficient media campaign strategy, as opposed to focus on women's issues.

In line with the very low level of women running for elections, it is relatively uncommon for voters to vote for female candidates in Lebanese politics, though more that 80% of the population claimed that they would be willing to vote for female political candidates. Further, support for women's empowerment and interest in gender sensitive programs appears to be influenced by the level of education as people with university or secondary level education are more inclined to vote for women and are more interested in watching gender sensitive programs. Moreover, around half of the population (about 53%) feel that the current representation of women in politics is inadequate and that the proportion of women in political offices should reach at least 30%.

Social norms, stereotypes and the patriarchal order of the Lebanese society are identified as the main barriers to women's meaningful participation in politics. The findings suggest that women often face social pressure by family and friends to avoid unconventional behavior, such as running for political office. Other barriers that were identified include the lack of leadership skills among women and, according to women active in politics, financial limitations and inability to cover campaign costs, which impede women's participation in the political sphere.

Women in Politics: Politically active women identified several obstacles which impede women's meaningful participation in politics. One key obstacle was mentioned as the underrepresentation of women in key decision making positions within political parties and the lack of women in the candidates lists of political parties during parliamentary elections, both of which are dominated by men. Women are often assigned more marginal roles and responsibilities within their political parties, such as the organization of political events and outreach activities among the electorates. Further, women's rights activities and women active in politics agree that Lebanese TV dramas reinforce negative stereotypes of women. In their view, women are depicted as shallow characters who only focus on their looks, and such stereotypes in Lebanese drama series undermines the efforts to increase gender equality. Women's rights activists and women in politics also stressed the importance of creating a lead character who is not only strong, intelligent and independent woman, but that is also feminine. The importance of women being portrayed as both feminine and strong character was highlighted, to break the stereotype of only masculine women being involved in politics.

On similar initiatives/projects running in Lebanon: No similar initiatives, which use TV dramas specifically, to promote the participation of women in politics were identified in Lebanon by the assessment. However, although the project's approach is unique and has not been attempted before in Lebanon, civil society actors have relied on tools which could be complementing the project's TV drama, such as campaigns, and TV spots and talk shows to promote women's political participation and inclusion.

5. Recommendations

1. **The storyline of the forthcoming TV drama should be developed in a way that attracts both men and women**. It should **address real life challenges** which Lebanese women and men face today in the Lebanese society, but also stress the capacity of women as effective decision makers / political leaders who are able to resolve such challenges.

2. **Select scriptwriters who have a strong awareness of gender (in)equality and women's rights issues in Lebanon.** The selected scriptwriters should also show an awareness of the problems which are posed by the stereotyping of women in the TV industry as well as a good understanding of key socio-economic and political challenges which are seen in the Lebanese society today. This will contribute towards creating a drama series which resonates with the audience.

3. **Consider conducting a capacity development workshop with media professionals beyond the scriptwriters** on how to produce gender sensitive TV dramas, as an effort to mainstream gender into the Lebanese TV sector as a whole. This activity would be beneficial, especially since it was identified as one of the limitations which impede the production of gender sensitive programs.

4. **Consider selecting one of the most popular and loved actresses**, to play the part of the lead character in the planned TV drama. The findings suggest that this would increase the viewer rates early on, as the popularity of certain actresses would spark the attention of the Lebanese audience and she could become the ambassador of the project's specific messages as part of the media campaign.

5. **Include male characters in the TV drama**, such as fathers, husbands, brother and friends, who are actively supporting the lead female character. The need to highlight the support of men to empower women was stressed by both TV professionals and female focus group participants.

6. **Consider promoting the project's mini-series/drama program as a story about the real life challenges and concerns that people are experiencing in their everyday lives**, at the individual, community and societal levels, as opposed to a story that "only deals with women's rights." This could help attracting a wider audience, including those individual who might be predisposed to dislike topics around women's rights.

7. **Consider designing a media campaign which targets the more "reluctant" segments of the society who are less inclined to vote for female politicians**, such as people with no or low level of education, since the survey findings suggest that the vast majority of the Lebanese population is already willing to vote for female candidates, as long as they agree with their political views.

8. **Coordinate with key women's rights activists and other relevant stakeholders**, such as: the National Commission for Lebanese Women, UNDP, the Ministry of Interior, the Ministry of women's affairs, Women in Front, RDFL, LADE, the Coalition of Women in Politics, **to draft a joint media strategy to promote the *Gender Sensitive Public Communication* Project and the forthcoming mini-series** on women's political participation.

9. **Consider extending the timeline of the project**, especially to allow for a comprehensive and informative end of project evaluation, which is able to detect and document progress as well as lessons learned.

Annex 1: Documents Consulted

Search Projects documents

- Search for common ground, Final Project evaluation, *Madam President TV series and related outreach initiatives in Lebanon and Tunisia*, October 2016
- Search for common ground, Everyone Gains, *Promoting Women's Socio-Economic Empowerment in Lebanon Successes and Achievements*
- Search for common ground, *Baseline study, Everyone Gains:Promoting Women's Socio Economic Empowerment in Lebanon*, March 2014
- Search for common ground, *Multi country Baseline study report, Madam President*, 2015
- Search for common ground, Draft report, *Women's Movements and Feminism in Lebanon*

Reports, Brochures, Articles

- UNDP Leap Brochure, *Women's quota - Parliamentary elections 2017*, available at: http://www.lebanon-elections.org/Modules/Document/UploadFile/6571_02,03,YYUNDP-Quota_Brochure-EN-WEB.pdf
- NDI, *Public opinion research in Lebanon*, May 2017
- Hivos, *A baseline study of women in Lebanese politics*, September 2017, available at: https://www.hivos.org/news/baseline-study-women-lebanese-politics
- Unified comprehensive study of national studies relating to the project of: Strengthening the role of political parties and trade unions in promoting women political participation, December 2014, available at: http://www.rdflwomen.org/eng/wp-content/uploads/2015/03/ENGLISH-FINAL-for-press.pdf

Legislation

- Lebanese electoral law, 2017, available at: http://www.mfa.gov.lb/Library/Files/Uploaded%20Files/Lebanese%20electoral%20law%202017.pdf

Websites

- The Lebanese Elections Data Analysis (LEDA): http://lebanonelectiondata.org/
- Media use in the Middle East, 2016: http://www.mideastmedia.org/survey/2016/
- UNDP Lebanese elections Assistance Project (LEAP): http://lebanon-elections.org/about-us/
- Inter-Parliamentary Union, World classification - Women in national parliaments: http://archive.ipu.org/wmn-e/classif.htm

Annex 2: Data Collection Tools

Population Survey

General

1. Date:
2. District:
    - Tripoli, North Lebanon
    - Zgharta, North Lebanon
    - Koura, North Lebanon
    - Aley, Mount Lebanon
    - Metn, Mount Lebanon
    - Zahle, Beqaa
    - Tyr, South Lebanon
    - Saida, South Lebanon

3. Location where the respondent is registered to vote:
4. Name of municipality where the respondent resides:
5. Gender of respondent:
    - Female
    - Male

6. Confession of respondents:
    - Sunni
    - Shia
    - Druze
    - Alawite
    - Maronite
    - Greek Orthodox
    - Greek Catholic
    - Armenian Orthodox
    - Armenian Catholic
    - Secular
    - Prefer not to answer
    - Other minority, please specify:

7. Political affiliations/views of respondent:
    - Free Patriotic Movement (FPM)
    - Amal Movement
    - Hezbollah
    - Future Movement
    - Lebanese Forces
    - Kataeb
    - Marada
    - Progressive Socialist Party
    - National Liberal Party
    - SSNP
    - Tashnag
    - Majd movement

- Lebanese Democratic Party
- Ba'ath
- Tadamon
- Prefer not to answer
- None
- Other, please specify:

8. Are you active in politics at the moment?
   - Yes
   - No
   - If yes, how? Check all that apply:

The respondent:

- Is engaged in/have a membership in a political party
- Has participated as candidate in past elections
- Is an elected official
- If elected official, please state your position:

Demographics

9. What is your age?
10. What is your marital status? Please select one option.
    - Married
    - Single
    - Divorced
    - Widow(er)

11. What is the gender of the head of your household?
    - Male
    - Female

12. What is your educational level?
    - Preparatory education
    - Primary education
    - Secondary education
    - University education
    - Technical / vocational education
    - No education

13. What is your current employment status? (Select one option)
    - Employed full time
    - Employed part time
    - Unemployed and looking for work
    - Unemployed and not looking for work
    - Student
    - Homemaker
    - Retired
    - Unable to work because of disability

14. What is your household's average monthly income in Lebanese Pounds (LBP)? Please select a range:
    - Less than 100,000 LBP
    - Between 100,000 and 300,000 LBP
    - Between 300,000 and 500,000 LBP
    - Between 500,000 and 700,000 LBP

- Between 700,000 and 900,000 LBP
- Between 900,000 and 1,100,000 LBP
- Between 1,100,000 and 1,300,000 LBP
- Between 1,300,000 and 1,500,000 LBP
- Between 1,500,000 and 1,700,000 LBP
- Between 1,700,000 and 1,900,000 LBP
- Between 1,900,000 and 2,100,000 LBP
- Between 2,100,000 and 2,300,000 LBP
- Between 2,300,000 and 2,500,000 LBP
- More than 2,500,000 LBP

Questions on TV Drama Consumption Patterns

15. Which 3 media do you use most frequently? Please rank them 1 to 3, 1 being the media you use the most.
    - TV
    - Radio
    - DVDs
    - Online streaming
    - Social media
    - Newspapers
    - Magazines
    - Other, please specify:

16. Do you watch Al Jadeed and/or LBC? Please check the channels you watch:
    - LBC
    - Al Jadeed

17. Which 3 TV channels do you watch most? Please select 3 channels and rank them 1 to 3, 1 being the the channel you watch the most.
    - LBC
    - AL JADEED
    - MTV
    - LB2
    - OTV
    - MANAR
    - TELE LIBAN
    - FUTURE
    - NBN
    - Télé Lumière
    - Other, please specify:

18. How many days per week do you watch television?
    - Never
    - Once per week
    - 2-3 times per week
    - Every day of the week

19. What time of the day do you watch TV normally?
    - In the mornings (before noon)
    - In the afternoons
    - In the evenings (between 6 and 9pm)
    - At night (after 9pm)

20. What type of TV programs do you normally watch?
    - News
    - Movies
    - Documentaries
    - Talk shows
    - Reality shows
    - Lebanese TV dramas (series)
    - International TV dramas (series)
    - Other, please specify:

21. What is the name of your favorite TV program?
22. Do you follow any Lebanese TV dramas/series on television?
    - Yes
    - No

If yes:

- Which one is your favorite?
- Do you watch TV dramas on the following two TV channels specifically? Check the channels you watch drama series on:
    - LBC
    - Al Jadeed
    - I don't watch drama on any of these two channels

- Can you identify any female characters in Lebanese TV drama series, which you see as role models for women's empowerment?
    - Yes
    - No

If yes:

- How many female TV drama characters are there, which you consider as role models?
- What are the names of these female characters and in which drama series are they shown?

- Do you discuss the stories in the TV dramas with others?
    - Yes
    - No
- If yes, how?
    - By talking about it when I get together with friends and family
    - By sharing comments via phone messages or during phone calls
    - By sharing it on social media
    - Other, please specify:

23. Do you think that Lebanese TV dramas/series, and related media campaigns, influence the social norms and public opinion in Lebanon?
    - Yes
    - No
- If yes, how do you see their influence? Please select one option:
    - They influence positively by addressing challenges in society and promoting necessary change
    - They influence negatively by promoting values and a way of life not in line with the Lebanese culture
    - They influence positively by providing citizens/audience with different/new views and ideas

- They influence negatively by taking people away from the reality and their capacity of action
- Other, please specify:

24. On a scale from 1- 5, to what extent do you think TV drama series can influence people's perceptions, attitudes and behaviors?

25. Would you be interested in watching TV drama series about women's empowerment/involvement in politics?

- Yes
- No

- If no, can you explain why not?

26. Would you be interested in watching TV dramas with strong female characters, such as women politicians and leaders?

- Yes
- No

- If yes, please mention three characteristics that you think women leaders and politicians in TV drama series should possess:
  - 1: ___
  - 2: ___
  - 3: ___

(Note to enumerators: Please mention/read the below characteristics to the respondents if they have difficulties with thinking of characteristics women leaders/politicians on TV drama series should have.)

Possible characteristics:

- Independent
- Fearless
- Self-confident
- Heroic
- Energetic
- Ambitious
- Persuasive
- Persistent
- Accountable
- Honest
- Clever/intelligent
- Charismatic
- With strong negotiation skills
- Socially skilled
- Inspirational
- Ethical
- Empathetic
- Sympathetic
- Humble
- Other, please specify:

- If no, why would you not be interested in watching TV dramas with strong women characters? Select one option.
  - It would not feel realistic
  - It would not feel appropriate
  - It would be boring
  - Other, please specify:

27. Which of the following family status do you think a female leader should have?

- Married

- Single
- Mother
- No children
- It does not matter
- Other, please specify:

28. Can you identify any gender sensitive TV series and characters?
(To be read to respondent: With gender sensitive TV series and characters, it is referred to dramas and drama characters that address and deal with issues around societal and cultural factors which cause / result in gender-based discrimination of women in public or private spheres.)
- Yes
- No

If yes, please specify:
- Which TV drama series do you see as gender sensitive?
- Which characters do you see as gender sensitive?

Questions on Voting Patterns

29. Did you vote in the 2016 municipal elections?
- Yes
- No

If yes:
- For which political party?
  - Free Patriotic Movement (FPM)
  - Amal movement
  - Hezbollah
  - Future Movement
  - Lebanese forces
  - Kataeb
  - Marada
  - Progressive Socialist Party
  - National Liberal Party
  - SSNP
  - Tashnag
  - Majd movement
  - Lebanese Democratic Party
  - Ba'ath
  - Tadamon
  - White vote
  - Other, please specify:

- What was your main motivation for voting?

I voted because:
- It is my right
- It is a duty
- To make a change
- Other, please specify:

- Did you vote for the candidates of your choosing?
  - Yes
  - No
    - If no, who influenced your vote?

- Father
- Husband
- Brother
- Other male relative
- Mother
- Sister
- Other female relative
- Colleagues
- Friends
- Other, please specify:

- If you did not vote, can you explain why you didn't vote?
  - I was not eligible to vote since I had not turned 21 years at the time
  - I am not interested in politics
  - The poll station was too far away
  - I didn't have the time
  - I didn't feel anyone represented my opinions and interests
  - Was not allowed by family, please specify:
  - Other, please specify:

30. To the best of your knowledge, how many women are now in the parliament?
31. To the best of your knowledge, how many female ministers are there in the cabinet?
32. Are you satisfied with the current representation of females in the parliament and in the cabinet?
    - Yes
    - No
    - To some extent

33. What do you think should be the representation of women in the parliament in %?
    - 0-10%
    - 10-20%
    - 20-30%
    - 30-40%
    - 40-50%
    - 50-60%
    - 60-70%
    - 70-80%
    - 80-90%
    - 90-100%

34. Do you think more women should participate in politics?
    - Yes
    - No
- If no, can you explain why not? Please provide details in your answer.

35. Have you ever voted for female political candidates in past elections?
    - Yes
    - No

If yes:

- When/during which elections?
  - Municipal elections of 2016
  - Parliamentary elections of 2009
  - Other, please specify:

- Was it the first time you voted for female candidate(s)?
    - Yes
    - No
- Who was/were the female candidate(s)? Please mention their names.
- What political seat/position was she competing for?
    - Deputy
    - Mayor
    - Mukhtara
- Why did you vote for this/these specific female politician(s)? Please provide examples for your decision to vote for her/them.

36. Would you vote for female political candidates in future elections?
    - Yes
    - No
- If no, can you explain why you would not vote for female candidates? Please provide details in your answer.

37. Would you agree that politics is mainly for men?
    - Yes
    - No
- Please explain your answer. Why should politics be/not be only for men?

38. Do you agree with the following statement: "women and men are equally capable as political leaders."
    - Yes
    - No
- Please explain your answer. Why do you think women and men are / are not equally capable?

39. Do you think women should vote?
    - Yes
    - No
- Please explain your answer. Why should women vote / not vote?

40. If a female acquaintance starts expressing her social and/or political views publicly, would you support her?
    - Yes
    - No
- Please explain your answer. Why would/wouldn't you support her?

41. Would you encourage/support women to run for elections?
    - Yes
    - No
- Please explain your answer. Why would/wouldn't you encourage / support women to run for elections?

42. If you had an opportunity, would you run as a candidate in the upcoming parliamentary elections?
    - Yes
    - No
- Why? Please explain why you would be/not be a candidate?

43. In your opinion, what prevents women from participating in politics and assuming leadership roles? Check all that applies.

- Social norms and expectations about women's role in society impede women's leadership
- Women lack leadership skills
- Women do not possess the characteristics which are required in a leader
- The patriarchal system
- There is nothing that prevents women from assuming leadership roles
- I don't know
- Other, please specify:

44. If you were an elected politician, in what sector would you firstly try to bring change in the country?
    - Employment
    - Public services (examples: education, health, social, etc.)
    - Infrastructure/housing sector (access to affordable housing)
    - Human rights
    - Gender equality
    - Foreign affairs
    - Trade/national economy
    - Other, please specify:

45. What are the characteristics you look for in a political leader? Please mention three characteristics that you look for in a political leader:
    - 1: ___
    - 2: ___
    - 3: ___

(Note to enumerators: Please mention/read the below characteristics to the respondents if they have difficulties with thinking of characteristics women leaders/politicians on TV drama series should have.)
Possible characteristics:
- Independent
- Fearless
- Self-confident
- Heroic
- Energetic
- Ambitious
- Persuasive
- Persistent
- Accountable
- Honest
- Clever/intelligent
- Charismatic
- With strong negotiation skills
- Socially skilled
- Inspirational
- Ethical
- Empathetic
- Sympathetic
- Humble

Key Informant Interview Guides

CSOs, Search and Abaad

CSOs with focus on women's empowerment and/or similar programming objectives

1. Can you please introduce your organization and role in the organization.
2. Who are the main actors working on women empowerment and / or working on promoting women participation in Lebanon politics?
3. How would you describe the collaboration / cooperation between these actors?
4. What challenges did you face / are you facing during the design and implementation phases of such initiatives / women empowerment related projects?
5. In your opinion, what prevents Lebanese women today from participating in politics and assuming leadership roles?
6. Can you describe a successful initiative, in your opinion, towards changing perceptions and attitudes regarding women in leadership position?
7. What do you think about using TV drama to promote women participation in politics?
8. Are there any gender sensitive TV programming / campaigning initiatives with the aim to promote women participation in politics and leadership that are being implemented in Lebanon by CSOs and / or any other stakeholders? If so, what did these initiatives do? Who are the organizations that implemented them? What were the successes and challenges of such initiatives in your opinion?
9. Do you have any recommendations on the selection of specific characters and shaping events so that the TV series have an impact on the Lebanese audience?

Search and Abaad

1. Can you please introduce your organization and role in the organization.
2. Could you describe the idea behind the project, and what motivated your organization to design and implement this project?
3. Could you please describe the assessment process that informed the need to design the project?
4. Who are the main actors working on women's empowerment and / or working on promoting women participation in Lebanon?
5. How would you describe the collaboration / cooperation between these actors?
6. What challenges did you face / are you facing at the design and starting implementation phase of the project?
7. In your opinion, what prevents Lebanese women today from participating in politics and assuming leadership roles?
8. In your opinion, what are the success story(ies) behind having previous/current women candidates?
9. In your opinion, what is currently the role of Lebanese TV in shaping public opinion?

TV professionals (directors, producers, scriptwriters, actors)

1. Can you please introduce yourself, your profession and position.
2. How do you perceive women empowerment and women participation in politics in Lebanon?
3. What do you think about using TV drama to promote women participation in politics (probe for risks and opportunities)?
4. Did your TV channel/you produce/participate in this type of TV drama in the past? What was the TV drama about? Could you describe it? Did you face any specific challenges? What type of feedback did you receive from the audience?
5. In the past 12 months, have you worked on any gender sensitive programmes promoting women's participation in politics/leadership positions? Are you willing to work on gender sensitive programmes related to this topic? Why?
6. What are the current typical portrayals of women on the most popular TV series in Lebanon? What could the drama industry do to portray women differently?
7. Are there any female characters in TV dramas who are active in politics or who are planning to run for political office? If so, in which TV dramas, and which characters?
8. What are the capacities and limitations for the television sector towards producing gender sensitive programs especially those promoting women participation in politics/leadership positions? (knowledge on how to produce gender sensitive programmes)
9. What could the TV programs and drama series do differently to promote women's participation in politics/leadership positions? Do you have any suggestions?
10. What are the opportunities and challenges for scriptwriters today to portray women in leadership positions in TV drama?

Women participating in politics, and active in the political sphere

1. Can you please introduce yourself, your political career and how you got involved in politics?
2. As a woman active in the political sphere, what are your main motivations? And what are the specific challenges you faced/are facing?
3. In your opinion, what barriers do Lebanese women face, which prevent them from participating in politics and assuming leadership roles?
4. What could be the best way to advocate for gender equality in politics?
5. What do you think about using TV drama to promote women participation in politics? Are you aware of any past/ongoing similar initiatives or media campaigns?
6. How do you perceive the current typical portrayals of women in the Lebanese society, and in Lebanese TV drama? How do you think this impacts the audience?
7. In your opinion, what is the impact of TV drama, and related media campaigns, on public opinion in Lebanon, and on social norms in particular?
8. Do you have any recommendations on the selection of specific characters and shaping of events so that the TV series resonate with and have an impact on the Lebanese audience?
9. What would be your 3 main advices for women who are willing to participate in politics?

Focus Group Discussion Guide

Consent request and Introduction

The facilitator will start with introducing himself/herself, the note taker, the purpose of the FGD and what the information will be used for. This information will be provided by reading a pre-written script to obtain informed consent from each individual in the group. The facilitator will then distribute a consent form to be signed by the participants. A second sheet to collect quick anonymous demographic information (age, profession, marital status) will also be shared with the participants.

General rules/instructions will be shared with the participants:

- Everyone should participate
- There is no right or wrong answer and everyone should share their own thoughts and opinion freely
- Information provided in the focus group must be kept confidential
- Participants should focus on the group discussion and not have separate discussions on the side
- The discussion will last between 1 hour and 1,5 hour
- Cell phones should be switched off - if possible

The facilitator will ask the group if they have any questions before getting started, and do a round to allow each participant to introduce themselves to the group.

Discussion

1. What programs do you watch the most on LBC/AlJadeed TV? How frequently do you watch these programs? What do you like the most about the program? Why?

2. Which international/Lebanese TV dramas do you follow on LBC/Al Jadeed TV? Who is your favorite woman character in the dramas and why?

3. In the past 12 months, have you seen any TV programs that portray strong women in leadership positions? Can you describe these programs? How are the women characters portrayed? What do you think about such programs? What did you like and dislike about them?

4. In the past 12 months, have you seen any TV programs that promote equality between men and women? If so, can you describe these programs? What do you like/dislike about such programs?

5. How would you describe the way women are pictured in Lebanese TV drama series in general? Is there any drama you think is different but still popular? Why?

6. What comes to your mind when we say women's empowerment, women's participation in politics, in the context of Lebanon?
    a. What is your opinion about women's participation in politics? Why?
    b. What are the barriers and challenges preventing women from participating in politics and assuming leadership roles?
    c. Do you agree with the following statement: "women and men are equally capable as political leaders", why/Why not ?
    d. In %, what do you think should be the representation of women in parliament? Why?

7. If a female acquaintance, a daughter, a sister, a mother, a close friend, starts expressing her social and/or political views publicly, would you support her? Why/ Why not ? How?

8. (FGDs with women participants) Would you be motivated to run for political office? Why/Why not ?

9. Have you ever voted for female political candidates? Would you vote for female political candidates? Why/Why not ?

10. Could you name one media campaign that took place in the last 12 months? What was it about? How did it impact your views and attitudes?

11. How can we make a series around promoting women participation in politics more attractive to the general audience?

Annex 3: List of Key Informants

Ref	Respondent Title/Category	Name	Position	Date of the interview
1	Producer Al Jadeed	Nada Halawi	Head of Production	December 12, 2017
2	Director Al Jadeed	Dimitri Khodr	General Manager	December 06, 2017
3	TV presenter/host	Imad Bazzi		December 12, 2017
4	Scriptwriter	Diana Chmait	LIU Student Undergraduate - Major radio and TV	December 05, 2017
5	Scriptwriter	Dolly Ahmadieh	LIU Student Undergraduate - Major radio and TV	December 14, 2017
6	Scriptwriter	Ibrahim Fadi Harmoush	LIU Student Undergraduate - Major radio and TV	December 14, 2017
7	Scriptwriter	Chikri Fakhoury	Scriptwriter	December 14, 2017
8	Scriptwriter	Claude Saliba	Scriptwriter	December 14, 2017
9	Other communication/ drama professional	Lina Khoury		December 16, 2017
10	Other TV professional	Christine Habib	Journalist	December 04, 2017
11	Actor	Nada Abou Farhat	Actress	December 19,2017
12	Project team member - Abaad	Roula Masri	Abaad Director of Programs	November 29, 2017
13	Project team member - Search	Yasmine Masri	Search Project Manager	November 24, 2017
14	Women active in the political sphere	Rita Chemaly	Women rights activist and blogger	December 05, 2017
15	Women active in the political sphere	Nada Zarour	President of the Green Party of Lebanon	December 06, 2017
16	Women active in the political sphere	Interviewee requested to remain anonymous	Active in a Lebanese political party	December 13, 2017
17	Women active in the political sphere	Manal Hourani	Head of PSP Women's Committee	December 08, 2017
18	Women active in the political sphere	Maya Zighrini	Head of Lebanese Forces Women's Committee	December 04, 2017
19	Women active in the political sphere	Lara Saade	Policy Advisor to MP Samy Gemayel	December 07, 2017
20	Women active in the political sphere	Nada Sehnaoui	Activist	December 08, 2017
21	CSO	Randa Assri	SMART Center / Advisor to the Minister of Women's Affairs	November 29, 2017
22	CSO	Joelle Rizkallah	Women in Front	December 14, 2017
23	INGO	Maya Safieddine	NDI - Gender Focal Point	December 08, 2017
24	UN	Gaelle Kibranian	UNDP - Gender Focal Point	December 11, 2017
	TOTAL	**24**		

Annex 4: TV Drama Characters Admired by the Respondents

Survey Question 22: *Can you identify any female characters in Lebanese TV drama series, which you see as role models for women's empowerment?* AND *What are the names of these female characters and in which drama series are they shown?*

Ref.	Name of Role Model	Profession	Number of Survey Respondents Who Mentioned Role Model
1.	Nadine Nassib Njeim	Lebanese Actress	68
2	Nadine Rassi	Lebanese Actress	27
3.	Pamela El Kik	Lebanese Actress	20
4.	Carine Rizkallah	Lebanese Actress	19
5.	Carmen Lebbos	Lebanese Actress	18
6.	Nadine Labaki	Lebanese Actress	13
7.	Cyrine Abdelnour	Lebanese Actress	7
8.	Elsi Fereini	Classical Lebanese Actress	5
8.	Roula Hamadeh	Lebanese Actress	5
9.	Maguy Bou Ghosn	Lebanese Actress	2
10.	Stephanie Saliba	Lebanese Actress	2
11.	Myriam Fares	Lebanese Singer/Entertainer	2
12.	Rita Hayek	Lebanese Actress	1
13.	Anne-Marie Salameh	Lebanese Actress	1
14.	Leila Karam	Lebanese Actress	1
15.	Ward al-Khal	Lebanese Actress	1
16.	Hind Abilama	Classical Lebanese Actress	1
17.	Jumana Murad	Syrian Actress	1
18.	Muna Wassef	Syrian Actress	1
19.	Taim Hassn	Syrian Actor	1
20.	Haifa Wehbe	Lebanese Singer	1
21.	Rima Karaki	Lebanese Television Show Host	1
22.	Dalia Ahmad	Lebanese Television Show Host	1
23.	Myriam Skaff	Lebanese Politician	1
24.	Leila Al Solh	Lebanese Politician	1
25.	Scarlett Haddad	Lebanese Analyst/Reporter	1

Annex 5: Short Bios of the Consultants

Team Leader: Melike Karlidag

Melike holds an MA in Social Science, with a major in Peace and Conflict Research, from Uppsala University in Sweden and has over 8 years of research and M&E experience from Syria, Turkey, Lebanon, Afghanistan, and Pakistan. Her areas of expertise are aid effectiveness, gender and development and conflict resolution. Melike has extensive knowledge of survey methodologies and good practices in the field of monitoring and evaluation in conflict settings. She has also produced numerous studies on women's rights and gender equality including women's access to justice, women's leadership and women's participation in the peace process in Afghanistan.

M&E Consultant: Bérangère Pineau Soukkarieh

Bérangère holds an MA in the field of human rights and humanitarian law from the University of Law and Political Sciences in Paris, France. She is a results-oriented and dedicated professional with ten years of international human rights and development experience in Lebanon. Her areas of expertise include the protection of victims of human rights violations, and the evaluation of humanitarian and development projects in Lebanon. Further, Bérangère has been active in peace building initiatives in Lebanon, and participated in the design and implementation of memorialization programs and oral history projects with Lebanese and Palestinian youth.