

KHRAREEF TEAM:

Abeer Al Ali

Atheer Ali bn Shaker

Raisa Al Zarouni

Sarah Adel Ahrari

Achievements:

- Interview for feature article with "The National": Khrareef Team
- Set date with "Sabah Al Khair Ya Bladi" on Sama Dubai to come shoot Khrareef on Friday October 16, 2009 at 3:30: Atheer
- Set Date with photographer of "The National" for group portrait on Monday October 12 at 11 am for feature article: Abeer
- Khrareef group followers on Face book has increased 100+ during the week
 - Press release (Arabic and English) sent: Sarah
 - Payment for illustration fees: Khrareef team
 - Printed Material delivered
- Short description of the characters written by Sarah and pictures sent to "Escapade" CCMS magazine: Sarah
- Various cooperates have already asked for the "Khrareef book"; SMCCU, Sama Dubai, Dubai Autism Center.
- We have been approached by Dubai Autism Center to have a story telling session possibly in the future; it will be organized in the coming weeks.

Challenges:

- Despite multiple attempts to get updates from the "Media Relations Dept" at ZU, they haven't been so cooperative. We only contacted them about sending the Press Releases and when asked about updates we didn't get any answer via phone or email. However, we are very lucky to have the media approach us by themselves.
- We have faced a big problem with the printing where the wrong version of the book was printed, however despite the overload on our budget, we will re-print all the books to maintain the reputation of our team, sponsors, supervisor, and our university. We have proved ourselves well in trouble shooting,

we contacted the printer and told him we need it urgently, luckily they were very cooperative and said that they will be ready in the next few days.

Next Tasks

-One week long event in Childrens City. From October 11 to October 17

-The big day is on Friday where the media will attend and it's the day with the biggest number of visitors in Children's city.

Executive Summary:

Since multiculturalism is evident in the United Arab Emirates, our children are exposed to many elements from the western media. Emirati folklore which includes our stories and fictional tales are rarely a given the importance that is deserved. When asked about fairytales and stories, children would immediately mention western fairytales such as Snow White and Cinderella. Although past generations grew up with a similar western influence, it did not hinder the importance of embracing our local folktales.

The concept of our project is to pass on Emirati folklore stories that have been long forgotten by today's generation. By documenting these stories we are able to fulfill our responsibilities towards our society and help preserve a precious part of our culture. The word "Khrareef" has been chosen as the title of our campaign, seeing as it translates to fairytales in the Emirati dialect.

The plan is based on the methodology used by Ronald D. Smith in his book "Strategic Planning for Public Relations" 2nd edition. It is based on the following model:

- **Phase one:** Formative Research
(discussed in the section: *Situation Analysis*)
- **Phase two:** Strategy
(discussed in the section: *Recommendations*)
- **Phase three:** Tactics
(discussed in the section: *Recommendations*)
- **Phase four:** Evaluation
(discussed in the section: *Evaluation Plan*)

The budget of “Khrareef” is around AED 7,000 and will consist of the following tactics: booklet printing, posters, press releases, interviews, photo shoots, and miscellaneous expenses.

As for Khrareef's updates:

- We are currently working on getting the Khrareef book in the
- We have a few TV show appearances scheduled
- National Day surprise for our fans in plans
- Printing hard cover Khrareef Books
- In Talks to launch the book in the Sharjah Bookfair in co-operation with a leading UAE company that unfortunately the name cannot be revealed yet
- Starting research for Khrareef Volume 2!! That's what we're most excited about