ANCIENT MEMPHIS: INTEGRATED MEDIA PLAN

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Cover image: MSCD Field School student learning to use video-making equipment prior to production of promotional videos. Photograph by Project Photographer.

Memphis, Egypt's Ancient Capital:
A Plan for Site and Community Development

Ancient Memphis: Integrated Media Plan

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1. Context

The Memphis Site and Community Project (MSCD) ran between August 2015 and September 2017, as a collaborative project funded by USAID, between Ancient Egypt Research Associates (AERA), the Egyptian Ministry of Antiquities (MoA) and the University of York. The aim of the project had broadly been the implementation of an Ancient Memphis Walking Circuit at Mit Rahina, within a wider heritage, outreach and training program. The training program involved four field schools being conducted over a two-year period with a total of 77 Egyptian MoA inspectors being trained in cultural heritage management. As part of their training these students were actively involved in the creation and implementation of a plan to raise the profile of Memphis (a Media Plan).

As of September 2017, the MSCD Project had cleaned eight archaeological sites of Memphis[1] and linked them with paths to create a new visitor experience: The Memphis Walking Circuit. To augment that experience the Project designed, printed and installed 74 information panels throughout the Walking Circuit, offering engaging information for visitors, as well as providing rest areas, where visitors could relax in shade during their Memphis tour (figures 1 and 2).

Ideally Field School students and team members would collect data from visitors and other stakeholders and that data would be used to formulate a Media Plan. However, due to lack of permissions to conduct outreach or visitor surveys (see Section 3.1 below), we had to rely on visitor observations, Museum staff interviews, visitor number tracking (provided by the Museum) and research to create a picture of the baseline data.

1.1. Purpose of Report

The MSCD Project listed 12 deliverables for the two-year USAID grant period in Award AID-263-A-15-00021, which included "An Operationalized Short and Long Term Media Plan." In tandem with designing and implementing the Memphis Walking Circuit, the MSCD Project operationalized a number of media to promote the new Walking Circuit and raise awareness of Memphis, including a Memphis-dedicated website, Social Media campaign, videos, and a number of printed media, including brochures and a guidebook.

In Section 2 below, we outline the Memphis baseline media context, in order that the Project's media outputs can be measured. In Section 3 we list and describe the Project's media outputs, in Section 4 we detail how the media outputs can be evaluated, and in Section 5 we list recommendations for a continued Memphis media campaign.

Due primarily to lack of necessary permissions (see Section 3.1), the initial Media Plan developed at the start of the MSCD Project was quite different than that actually

[1] The Memphis Open-Air Museum, Apis House, Ptah Temple West Gate, Hathor Temple, Seti I Chapel, Ramesses II Temple, Tombs of the High Priests, Ramesses II Chapel.

implemented. We have retained both accounts within this report – the Initial Media Plan (Annex 1) as well as the actual media implementation (Section 3).

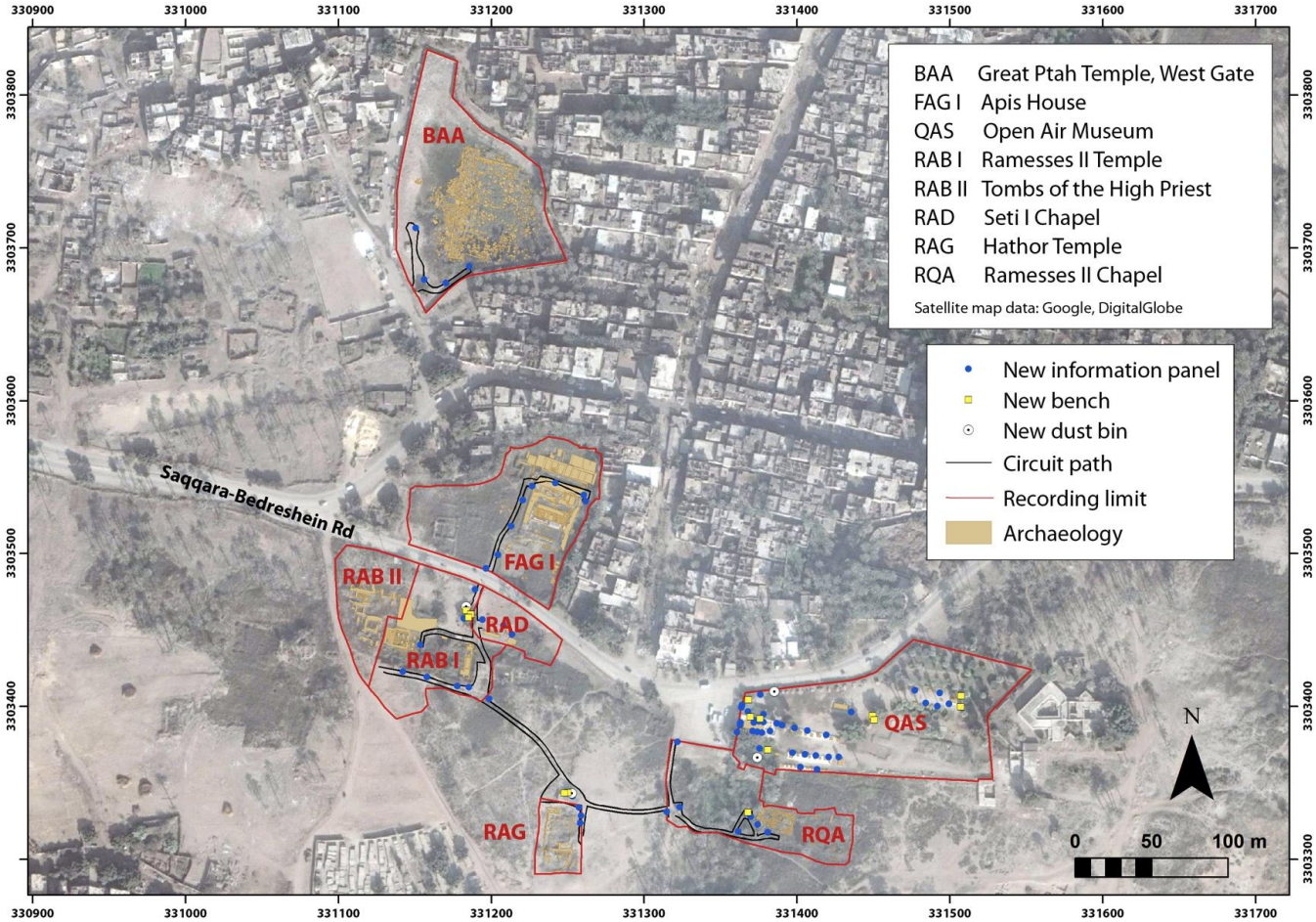

Figure 1. Map of the Memphis Walking Circuit, showing location of new paths, information panels, bins, and benches. Map prepared by GIS Specialist.

Figure 2. The Memphis Walking Circuit at the Apis House, Memphis, complete with path and information panels. Photograph by Senior Supervisor.

2. Memphis Media: Baseline Data

The sub-sections below detail the pre-existing available Memphis media—where and how Memphis was being promoted— before the MSCD Project operationalized a Media Plan. This is split into: a) Memphis information materials previously available at the site (Section 2.1), b) material that was available on the internet (Section 2.2), and c) printed information that appeared in travel guides (Section 2.3).

Prior to the MSCD Project, the Memphis Open-Air Museum was the only archaeological site at Memphis that was open to visitors.[2] During the course of the MSCD Project we were able to track visitor numbers to the Memphis Open Air Museum, using ticket sales (data provided by the MoA Mit Rahina Inspectorate) between July 2015 and April 2017 (figures 3-5). The data shows specific months of high international visitor numbers (particularly October 2015 and October 2016 at 9,655 and 11,759 respectively), and shows that a total of 84,109 international visitors visited the Open Air Museum in 2016, compared to 2,534 national visitors. However, without comparative data of visitor numbers to other Egyptian heritage

[2] As of October 2017 the Ministry of Antiquities had not officially opened the sites outside of the Open-Air Museum to visitors.

sites (such as nearby Saqqara) it is difficult to contextualize and analyze Memphis' visitor number data.

2.1. Memphis Information materials available at the site

There are 87 objects displayed within the Memphis Open Air Museum. Prior to the MSCD Project there were 25 information panels associated with 25 objects, recording the name of the object, the period it dated to, and its material (figures 6 and 7). In addition there were 12 instructional/directional panels within the Open Air Museum and attached to its front wall, including a WC sign, opening hours, and entrance fees (figures 6 and 8). None of the pre-existing panels were fit for their purpose (panels were broken and discolored, text was often illegible and not engaging or particularly informative) and were clearly in need of replacing.

There were no printed information materials (such as guidebooks or brochures) available within the Open Air Museum to either be handed out or sold to visitors. Indeed, as far as we could ascertain, no information materials (guidebooks/brochures) had ever been produced for Memphis.

There are 15 bazaars operating within the Open Air Museum – none of these stock written materials for sale (figure 9). An additional bazaar located in front of the entrance to the Open Air Museum sells general guidebooks on Egypt and a separate guidebook on Saqqara (but with no section on Memphis; figure 8).

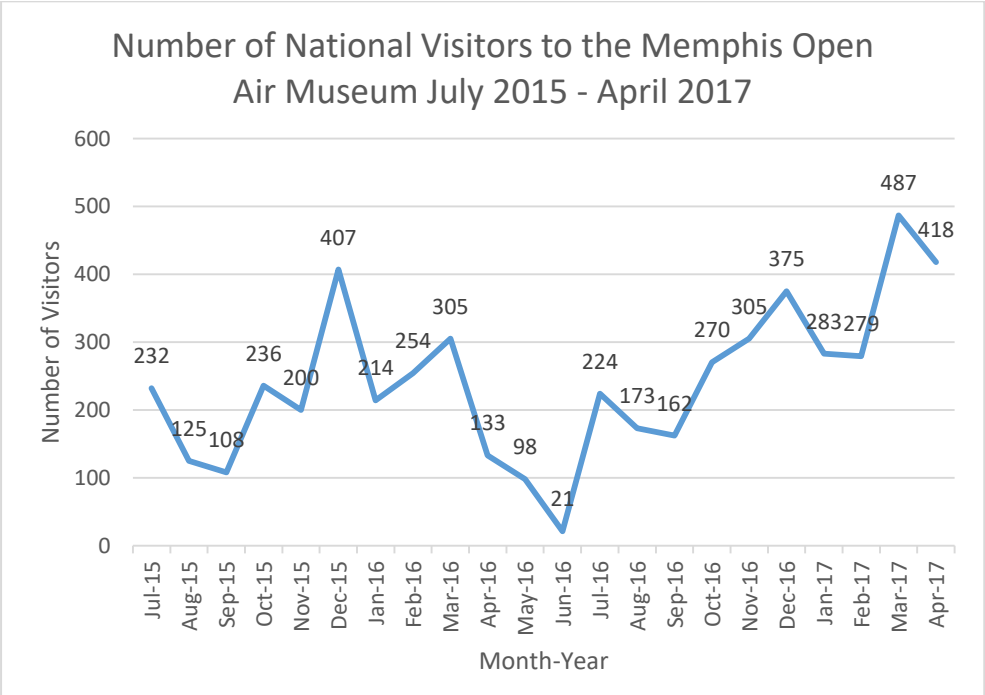

Figure 3. Graph showing numbers of national visitors to the Open Air Museum between July 2015 and April 2017. From information provided by the MoA General Director of Mit Rahina, based on ticket sales.

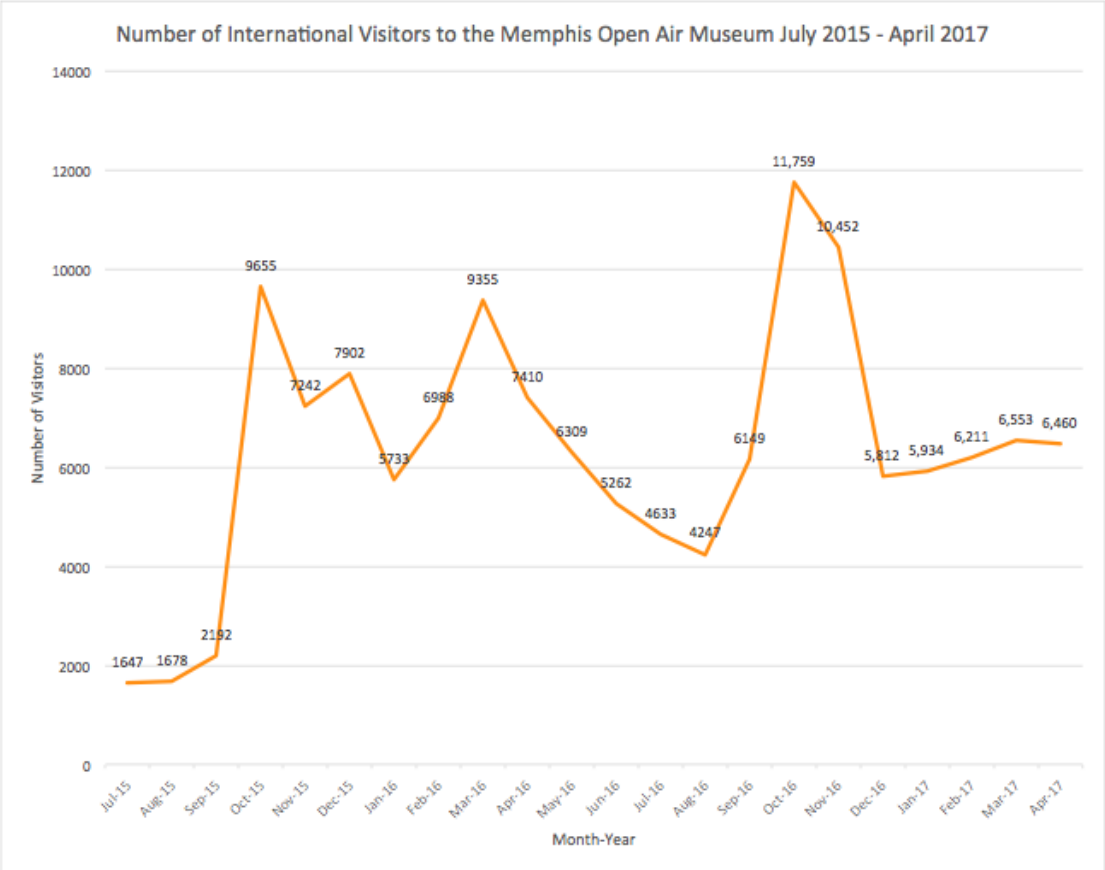

Figure 4. Graph showing numbers of international visitors to the Open Air Museum between July 2015 and April 2017. From information provided by the MoA General Director of Mit Rahina, based on ticket sales.

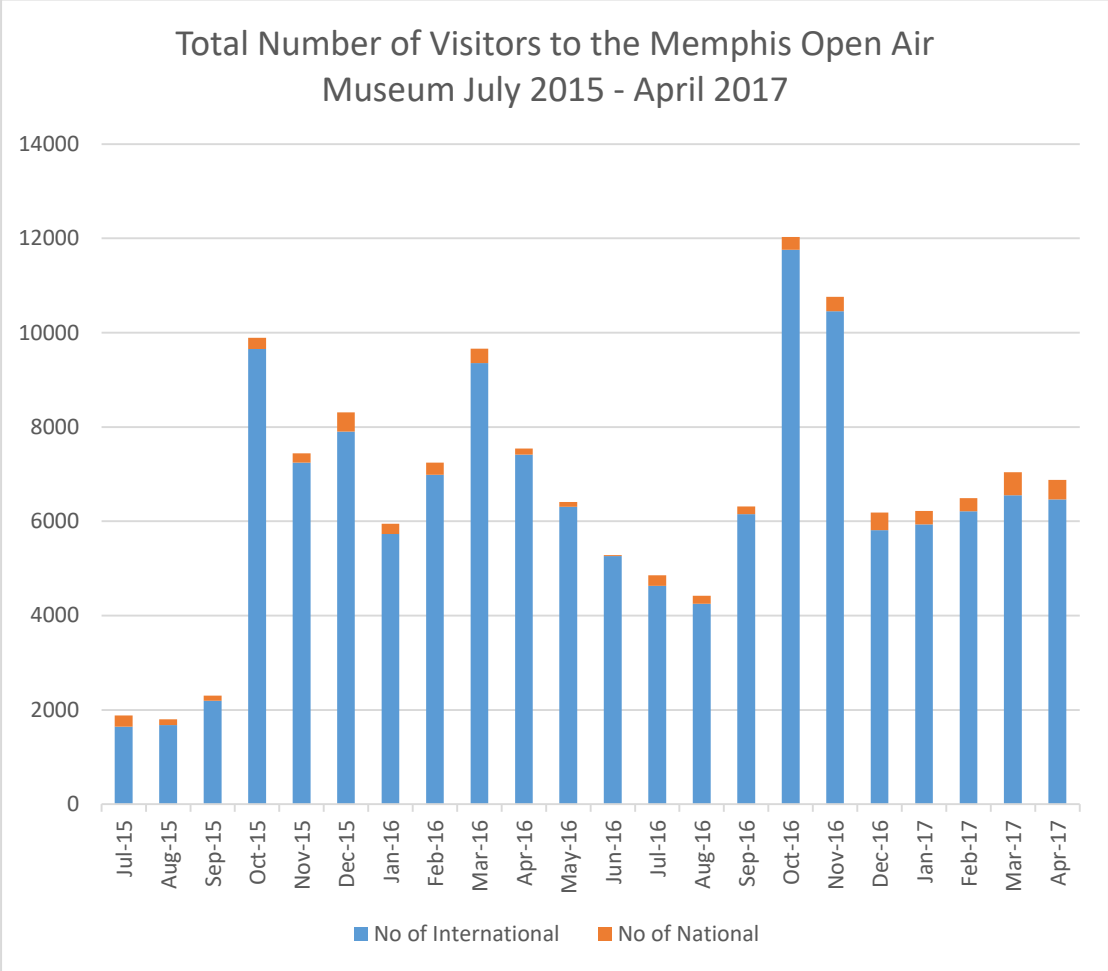

Figure 5. Graph showing total numbers of national and international visitors to the Open Air Museum between July 2015 and April 2017. From information provided by the MoA General Director of Mit Rahina, based on ticket sales.

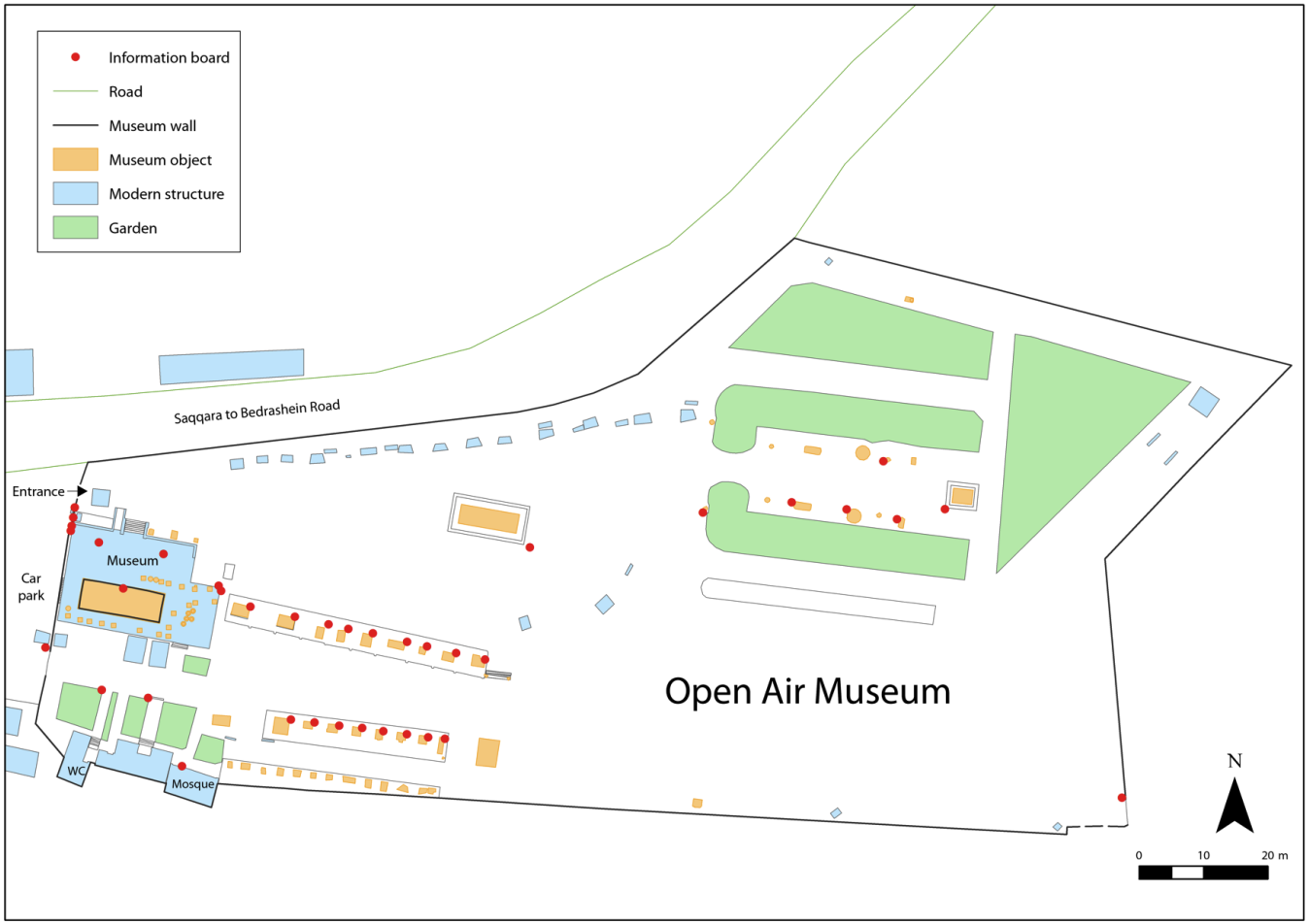

Figure 6. Location of pre-existing information and instructional/directional panels. Map prepared by the GIS Specialist.

Figure 7. A typical example of the pre-existing information panels in the Open-Air Museum. Photograph by Senior Supervisor.

Figure 8. The information and instructional panels in front of the museum. The bench below displays the wares of a kiosk holder selling postcards and generic Egypt guidebooks. Photograph by Senior Supervisor.

Figure 9. A typical example of the products sold by the bazaar holders inside the Open-Air Museum. Photograph by Project Photographer.

2.2. Memphis Information materials available on the Internet

Prior to the MSCD Project there was no official website for Memphis, or official Social Media pages, or YouTube channels.

As the original capital of Ancient Egypt, Memphis is well represented on popular websites such as Wikipedia and Tour Egypt. Here, the information provided is primarily archaeological (as is usual for such websites), providing an archaeological and historical overview, but little to no information for a visitor to Memphis.

For visitors to Memphis, websites such as Wikitravel.org provide minimal visitor information (such as the cost of a taxi from Cairo and the ticket price). Therefore, for individuals planning independent travel to Memphis (not with a tour guide), visitors do not have access to comprehensive visiting information, or information on what they will see on entry.

2.3. Memphis Information in Travel Guides

Again, although Memphis is included in travel guides, information tends to be short, inadequate and often incorrect. For example the full entry in the Lonely Planet (2014 edition) is as follows:

"(Memphis: adult/student E35/20, parking E2; 8am-4pm, to 3pm during Ramadan). The only remaining evidence of Memphis is this noteworthy open-air museum, built around a magnificent fallen colossal limestone statue of Ramses II. Its position on its back fives a great opportunity to inspect the carving up close – even the pharaoh's nipples are very precise. It was one of a pair that flanked the temple of Ptah here.

Other highlights of the museum include an alabaster sphinx of the New Kingdom, two statues of Ramses II that originally adorned Nubian temples, and the huge stone beds on which the sacred Apis bulls were mummified before being placed in the Serapeum in Saqqara" (Lonely Planet 2014:97).

3. Media Implementation

3.1. Limitations

Although by the end of the MSCD Project the program had accomplished a number of its goals and delivered many of its proposed outputs, the outreach component of the program could not be realized. This was due to the Permanent Committee of the Ministry of Antiquities not approving the Project's general request for outreach. This had far-reaching implications including: not being able to talk with (collect data from and work with) visitors to the site (national and international), tour agencies, members of the local community, local entrepreneurs, guards, visitors to the site (national and international), or schools. Consequently, some of the elements considered within the original Media Plan (Annex 1) required adaptation.

In order to clarify the limits of the MSCD Project's permissions, an additional permission letter was accepted by the Permanent Committee, allowing the Project to disseminate the following media (focusing on Mit Rahina archaeology to encourage tourism and use of the sites by schools and educators):

a) Website on the Memphis area
b) Facebook page on Memphis
c) Series of short YouTube videos (about 5 minutes each)
d) Brochures and Guidebook for the Memphis Circuit

Subsequently the MoA requested that all MSCD Project outputs (including the above media) be subject to review and approval of a MoA committee. In line with this, all media outputs were reviewed and approved by the committee prior to publication.[3]

[3] Except for Facebook posts, which the MoA did not ask to approve.

3.2. Media Outputs

Between August 2015 and September 2017 the MSCD Project designed and published a suite of media to promote Memphis and the new Memphis Walking Circuit to a range of audiences. These outputs comprise online media, in the form of a Memphis-dedicated website, short videos, each targeting different audience groups, and a social media campaign; and printed media, including a Memphis brochure and guidebook. Each media output appears in both English and Arabic so as to target both local, national, and international audiences. Throughout the process, consideration was given to materials in Arabic so that the correct type of language was used to complement the specific output, carefully choosing between formal Arabic and a more colloquial, slang Arabic as the output required (such as when used for social media).

a) Website

By design, the center of the Project's online presence is its website. We produced and published a Memphis-dedicated website, www.memphisegypt.org. The aim was to create a responsive website, available in both Arabic and English, to promote the site and project to various types of viewers (those with only basic knowledge of and an interest in Egyptian archaeology; those with some interest who actively want to learn more; and those with existing specialist knowledge – e.g., researchers and professionals). This output was of particular importance in reaching Egyptian audiences as Egypt's internet usage is very high – amongst the top 20 countries in the world.

The design of the Memphis website began in earnest in September 2016 with the development of a structure and wireframes, the purchase of the URL www.memphisegypt.org, and then populating with text and laying out the final design for publication. The website is structured as 3 levels of information, as "Explore" (wherein each site of the circuit will be described); "Learn" (where the visitor can access more information on Memphis (thematically and chronologically); "Research" (where the more "niche" visitor can access more detailed information). In addition to this ,the website features a Home Page, Visiting Pages, Field Diaries (Field School student blogs), and a downloadable brochure, guidebook, and detailed information for tour guides.

The MSCD Project purchased five years of domain name server (DNS) registration and website hosting has been paid. In its current state expiry is due on the 12th October 2022. AERA is currently in talks with the MoA to work out long-term hosting, and whether or not the Memphis website will eventually be absorbed into a new MoA website. At the time of writing AERA will continue to administer the Memphis website.

As the center of the Project's online presence, the Memphis website links to all other Project media, linking to a Facebook page, Youtube page, collaborator and funder websites (AERA, University of York, MoA, USAID), and is a hub from which other printable media can be downloaded (guidebook and brochure).

b) Social Media

The Project used social media as a free and effective method of communicating with the public. The use of technology and social media is an ever-rising component of daily life in many countries across the world, and Egypt is no exception. Egypt is within the top 20 countries for internet use by its population (20th) and in the top 26 countries for social media use (26th). As of January 2015, over half of Egypt's total population use the internet (53% - 46.2 million), which grew by 25% since January 2014 (We Are Social 2015). 22 million people, 25% of Egypt's population, have an account on social media, which has risen by 33% since 2014, and 16.6 million of those people access their social media pages using their mobile phones (We Are Social 2015). The potential for an increase in mobile usage for social media access is high. The evidence for this can be found in the number of Egyptians accessing their social media pages via mobile phone rising by 32% between January 2014 and January 2015 (We Are Social 2015). This number may well increase again in the next year, owing to the fact that there are 98.8 million active mobile phone connections in Egypt, which is 11 million mobile phones more than the 87.8 million population (We Are Social 2015).

The MSCD Project utilized the popularity of internet and social media usage in Egypt as a form of interaction. The main platform of social media used alongside the website is Facebook. Facebook is the most actively used social platform in the world, with over 1,366,000,000 users worldwide (We Are Social 2015), providing the project the potential to reach and promote to wide audiences, both national and international, through the sharing of posts and likes to appeal to wider audiences.

During the MSCD Field School program all students contributed to the social media output, producing a total of 18 Field Diaries and 73 Facebook posts. The posts target a variety of audiences and discuss a broad range of subject matters, including: the site/archaeology, the MSCD project, and specific tasks undertaken during the field school. Their aim was to promote the site and project, engaging a diverse range of audiences.

An internal committee, comprised of selected AERA supervisors and Field School graduates then translated all posts into Arabic. The rationale for the committee was to identify which posts required more "informal" Arabic (slang) to convey meaning in an engaging style (a developed style currently used within Egyptian social media).

A Facebook page – Memphis, Egypt — was created, with posts automatically scheduled to appear (in both English and Arabic) once a week for 73 weeks. The page is not an "official" MoA or MSCD Project page.

c) YouTube Videos

During the Field School program, trainees produced five, three-minute videos about the site of Memphis, the MSCD Project, and the potentials of community engagement and heritage for the future, with the aim of engaging a diverse range of audiences. These videos are "live," accessible through AERA's YouTube channel

(https://www.youtube.com/channel/UCrgRqF999vWX3mGIWWqUg9g/videos?disable_polymer=1) and linked through the Memphis website (memphisegypt.org).

Following standard practice in the museums and gaming sectors, we developed five personas (an expert, a teenager, a local workman, an international tourist, and an older man) based on known or anticipated audiences for Memphis. These personas were then used to structure the aims and content of the videos.

The narration for each video is in both English and Arabic (either an English narration with Arabic subtitles, or an Arabic narration with English subtitles). The contents of all videos were approved by the MoA committee.

d) Brochure and Guidebook

We produced and printed 4,000 brochures (2,000 each in both English and Arabic) and 1,000 copies of a mixed English and Arabic Memphis guidebook (figure 10). These were printed through the Ministry of Antiquities Printing Press, increasing the likelihood that when stocks run low, the Ministry of Antiquities can internally arrange for further print-runs. The content of the brochures and guidebook were approved by a MoA committee tasked with approving all MSCD published outputs.

The brochure consists of a stylized 3D site map showing the new Walking Circuit, locations of facilities and some brief information on each site of the Circuit, and features other visiting information (opening hours, ticket cost, etc.). The brochure is a 2-fold A4 sheet, with color printed on both sides. The MSCD Project produced two versions of the brochure: one exclusively in English, and one exclusively in Arabic. Memphis' site brochure is designed to be disseminated to tour agencies, through online media (including the Memphis website), and at the site itself via the ticket office.

The guidebook is 34 pages long and aims to tell stories to site visitors that differ from those told on the website or in the interpretative panels. Guidebooks are a ubiquitous product for cultural sites, including Egypt. The concept behind the guidebook is that the visitor would be taken on a journey through the various areas of Memphis, exploring different parts of the city (docks, settlement, temple, etc.) and their happenings. The guidebook is therefore designed to not simply be a didactic account of Memphis, but an engaging, resonant narrative for readers. Half of the guidebook is in English and the other half is in Arabic, with both languages coming together in the center spread.

The MSCD Project distributed brochures and guidebooks to the Memphis Open-Air ticket office for distribution to visitors, and brochures to the Saqqara and Giza pyramids ticket offices (for distribution to visitors), and to the Tour Guide Syndicate. The brochures and guidebook are also downloadable from the Memphis website (memphisegypt.org).

The MoA Printing Press has the final, fully laid-out print files of the brochures and guidebook, and these are also included in the Circuit Management Plan in an appended CD.

Figure 10. Memphis brochures (left) and Memphis guidebook (right). Photograph by Senior Supervisor.

e) Publicity

In September 2017 the MSCD Project held an event celebrating the closing of the MSCD Project. The event was designed to showcase and publicize the MSCD Project outputs, touring invitees around the new Memphis Walking Circuit and distributing Memphis brochures and guidebooks. Attendees of the event included the Minister of Antiquities and the Minister for Investment and International Cooperation. The MoA publicized the event, inviting a number of media agencies to attend the event, and so through this avenue Memphis and the Memphis Walking Circuit were well publicized within national media, both online and through Egyptian television (figure 11). A selection of this media is linked to below: `

Al-Hurra:
https://www.youtube.com/watch?v=j8wRgDvnIhg

DMC:
https://www.youtube.com/watch?v=RKPsDKXEW_Q

ON TV:
https://www.youtube.com/watch?v=SXU-X8fQuB0

Extra News TV:
https://www.youtube.com/watch?v=NqR5bUrXU8E

Figure 11. A MSCD Project team member being interviewed by a news channel during the MSCD closing event. Photograph by Project Photographer.

4. Evaluation

Due to delays in publishing the media outputs, outputs were published at the end of the USAID Award Period. This meant that the Project was unable to analyze and evaluate their usage and plan and implement any changes accordingly.

However, the potential for evaluating the media outputs is possible by quantifying and analyzing viewing numbers, shares, likes, etc. of the online media (website, YouTube, Facebook).

5. Recommendations

Outside of the MSCD Project the most likely stakeholder group to augment the Memphis media campaign is the Ministry of Antiquities, both at the local level (the Mit Rahina MoA inspectorate) and at a much higher level (general MoA media consultants). The recommendations below include some of the avenues that might be considered by the MoA to increase audience numbers and widen audience groups:

- Radio – Using radio stations to promote Memphis may be an inexpensive and effective means to target local audiences
- Television – Using television to promote Memphis has the potential to reach and resonate with a variety of Egyptian audiences

- Print – Connecting with local and national newspapers to promote Memphis to local and national audiences
- Events – Run a series of (or one-off) events in the Memphis Open-Air Museum, such as open days for locals

6. Annex 1. Initial Media Plan

At the start of the MSCD Project (between September and December 2015), the University of York team planned out a media strategy for Memphis including goals and targets, audience, and key messages. This strategy is outlined below:

Goals

The media component of the project has three main aims that it aspired to achieve through the use of media advertisement and marketing:

- **Audience:**
  - By using various media sources, the project will aim to reach a wide audience, using promotion that applies to everyone. It will target local Egyptian audiences, to increase the number of locals visiting and learning about the site, while also promoting further afield to encourage tourists and increase its presence as a destination with tourism agencies. Educating international tourists and national residents about Memphis and increasing knowledge of its significance will encourage people to visit and want to protect and preserve the sites.

- **Involving the local community:**
  - Communication with the local community will form a stronger relationship between the community and the archaeology around them. It is also hoped that new jobs could be created for them should the site gain further national and international interest. Increased interest in Memphis will bring increased revenue and opportunity for Mit Rahina, while also promoting established local industries and handicrafts.

- **Memphis on the map:**
  - The project aims to put Memphis on the tourism map. Advertisement of the site will emphasize the importance of the city as the original capital of Egypt, promote activities and events taking place at the site and gain recognition for Memphis as a tourist destination, with local and national communities, as well as with tourism companies.

Target Audience

Primary Audience

The media promotion of Memphis will target local people and the surrounding communities as the primary audience. This will most directly include the residents of the town of Mit Rahina, which surrounds the Memphis sites and impacts on their upkeep. Statistics from 2006 reveal that the population of Mit Rahina is 23,187 people (11,867 men and 11,320

women) (Mit Rahina facebook page). The population is of Muslim faith by majority, with only 30 or less citizens of Christian faith (Central Statistical Organization). There are a few social clubs within Mit Rahina and Abusir that are used for activities such as literary classes. There is a local administration unit for Mit Rahina that is chaired by a president, a deputy, and an elected council. The local unit represents a miniature council of the central government and is headed by a center administration in El Badrashen that is in turn headed by Giza governorate and so on. The center administration in El Badrashen heads groups of local units at Mit Rahina, Saqqara, Abusir, and other surrounding villages.

Local communities currently have a low awareness of Memphis, its history, and importance. This resulted in sites such as the west gate of the Ptah Temple in Mit Rahina being used as a place to dispose of rubbish. The project aims to increase local awareness and interest, by involving them in the project and to encourage local protection and preservation of the site. Making the local community the first defense in protecting the sites around them could generate a sense of pride, and a determination to keep the sites clean and manageable. In turn, the project would aim to make the sites easily accessible for local people; an inexpensive place to visit. Advertisement and media promotion of the site to encourage local communities to visit could also increase revenue for the site during off-peak tourist seasons in particular. The promotion of local businesses and handicrafts will raise revenue for the area and encourage communication between the Memphis sites and Mit Rahina business owners and craftsmen. Making connections with key members in the community, such as the local administration units of Mit Rahina, Saqqara, and Abusir, etc. and making connection in social clubs will prove beneficial in establishing positive relationships and trust between the local community and the archaeology and heritage professionals working on the project at Memphis. Achieving positive relationships will increase local enthusiasm, interest and involvement in the project, and thus sustain it for the long-term.

Providing opportunity for local children to be involved in the sites at Memphis will potentially create a cultural center for them, and also develop long-term relationships and appreciation of the archaeology on their doorstep, which would ensure a long standing success for the project. In Mit Rahina there are three primary schools (mixed gender, ages 6-12), two secondary schools (one boys, one girls, ages 13-15), one high school (mixed gender, ages 16-18) and one religious school (ages; mixed gender 6-12, girls 12-15, 15+). Advertising and making connections with these local schools, and involving school children in events and projects around the sites would be a method with which to build the foundations of these relationships.

National and local academic audiences are also included as a primary target audience, as the project aims for Memphis to be accessible, attractive, and stimulating for both local and academic audiences. National advertising for site volunteers from universities will ensure further academic and professional involvement in the management and conservation of these sites. Voluntary work will provide experience for the students, academics, and professionals, while requiring no expense for employment. The establishment of a relationship between the Memphis sites at Mit Rahina and the Grand Egyptian Museum

(scheduled to open to the public in 2018) will also be a highly beneficial course of action. Reciprocal, complimentary advertisements at the two sites would encourage visitors at one site to visit the other, either to the museum to see further artifacts and information about the sites they visited at Memphis, or vice versa, to see the place of origin of the many artifacts that will be housed and displayed in the museum.

The success of media promotion in regard to the primary audience could be garnered from the numbers of hits on the website, or data collection through the project web pages and social media. Alternatively, other qualitative and quantitative evaluation can be carried out with stakeholders involved in the project. Data collection and analysis will assist the project to understand the visitor demographics and how successfully the local population have been reached, therefore informing decisions on further courses of action.

Secondary Audience

The secondary audiences of the planned media promotion are international tourists and tourism agencies. Millions of tourists visit Egypt every year, with figures (international and domestic) standing between 9.5 million and 14.7 million during the last 5 years (Adla Ragab, Ministry of Tourism 2014). However, the impact of the 2011 Revolution and the terrorist attack on a Russian plane in October-November 2015 has caused drops in figures, and numbers have not returned to the peak of over 14 million in 2010. The advertisement of the Memphis sites in Mit Rahina could be included as an example of historic attractions promoted to tourists during the three-year period of advertisement planned by the Ministry of Tourism to boost tourism and subsequent revenue (Minister of Tourism quoted in Daily News Egypt 2015).

Contact with tourism agencies, both domestic and international, could benefit promotion of the project and the site. Forming relationships between the project and tourist agencies will encourage further companies to include and highlight the project as part of their tours and site options for groups of tourists visiting the Cairo area.

Tourists increasingly use the internet to research and plan their travels, and may not consider researching tourism agencies. Establishing an online presence of the project and the sites at Mit Rahina will increase the visibility of the site, raise its profile as a source of informed and interesting information, and encourage further research and visitation by tourists planning their visits via online resources.

Key Messages

Primary Messages

The primary message to convey through the media promotion for the project is to raise awareness of the sites at Mit Rahina and emphasize their importance to ancient Egypt. The current touristic information regarding the site, which is primarily focused on the Mit Rahina Memphis museum (home of the colossus of Ramesses II) needs correcting and expanding so that tourists are aware that there is more than one site in Mit Rahina that can be visited.

Using the project to educate international and national audiences about the importance of Memphis to ancient Egyptian history is a vital message and aim of the project. Increasing promotion of the fact that Memphis was once the administrative capital and center of ancient Egypt, and has connections and associations to many high profile sites in Egypt, will increase interest in visiting and learning more about the context of ancient Egypt, and understanding about the links that exist between the ancient sites; that they are not individual sites, but intertwined within a wider context. The importance of the Memphis sites could be promoted by acknowledgement of the large number of artifacts found at Memphis that are now displayed in the Cairo Museum, by comparing early architectural and cultural examples at Mit Rahina to later monuments, and by outlining the unique qualities of some of the buildings that can be seen at Memphis. Linking the site to the pyramid fields will also be profitable, showing Memphis as the capital of the country and the base for many Egyptian workmen at the time of the pyramids' construction.

Communication with the local community is key. Efforts will be made to ensure that archaeology and the local community can benefit one another, while hopefully inspiring people to become involved in the project, or, by providing a vision and plan for the Memphis sites, at least give the local community an idea of the work of the project and how we intend to proceed.

The promotion of these messages—the value of the site to ancient Egypt and other ancient heritage sites that still exist—will assist to draw tourism, increase revenue at the site and in Mit Rahina through tourist facilities, and therefore protect it in the long-term for future generations. It will both involve the local community and hopefully have positive economic and social impacts for the town.

Secondary Messages

Secondary messages will focus on the links between the cultural heritage at Memphis and the local community, as well as the Memphis sites' relevance in the world of academia as a source for research and archaeological interest.

As previously stated, this project wishes to involve the local community and assist in making new opportunities and revenue for the area, while developing positive associations and interest in the historic sites at Mit Rahina. Highlighting the fact that the project will create jobs for the area, boost established businesses (and potentially encourage new ones), and promote local handicrafts, will hopefully encourage these connections between Memphis and the people of Mit Rahina. Promotion of handicrafts and industries will include comparison between ancient and current industries, highlighting the continuity of the traditions and the deep roots of the crafts at Mit Rahina (e.g. palm logs, date palm trees and date-drying etc.)

A focus on the academic and archaeological potentials for research at Memphis will provide another target audience and widen the demographic of the site, while equally raising

awareness of the site's uniqueness and the actions being taken to conserve the sites at Memphis and Mit Rahina, despite difficulties of the sites being situated so close to an urban area.