Interview Transcript

Interviewer: Farah Abdelkader

Interviewee: Heidi Aref

Date: March 8, 2014

Place: Heliopolis Sporting Club

University: The American University in Cairo

Prof.: Kim Fox

Date completed: March 16, 2014

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Persons present: Farah Abdelkader

Heidi Aref

Farah: Hello, This is Farah Khaled conducting an interview with Heidi Aref, my cousin, for Professor Kim Fox’s multimedia writing course. Heidi is an AUC Alumni. She graduated in 2007 with a major of Mass Comm. and a minor in Psychology. Hi Heidi.

Heidi: Hello Farah.

Farah: Heidi, tell me a little about yourself.

Heidi: Umm, My name is Heidi Aref. I am 29 years old. Umm, I graduated from AUC in 2007, Fall 2007. Umm, majoring in Mass Comm., marketing and minoring in Psychology. Umm, I work in Cemex, Assiout Cement as a corporate communication and public affairs manger. Most of my work is related to corporate social responsibility. I help, umm, kids, women in Upper Egypt with their development. Umm, I am basketball player for 19 years old and I am in the national team so I take it as something professional. I am currently running, oh, first, I stopped basketball the last year because I was pregnant and I delivered my baby. She is almost one year now. Umm, so, I decided to run for Heliopolis Club elections as a member representing youth, women and children under 35 years old. Uhh, The main reason I am running for this position is I have this sports background. I’ve been witnessing all the problems in the club that is related to sports. Plus, I am a mother so I am, also, witnessing the problems facing children here and my work is also related to CSR development of women and children and I feel that there must be a female in the board of the club. Um, They are all men and there has to be a female that represent this big sector.

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Farah: Heidi, in a country with a major gender inequality issue, do you think this could be a setback for you winning the elections?

Heidi: Yes, I hope I can do win. I believe it is the beginning to a lot of women. It is going to motivate them to take such an experience again and it will definitely open doors to more women to run. We’re now two, only two women running for the election among like, uhh, two, four, among like other 20 men or actually more so it is just like a minority so I am just looking forward for this thing to improve.

Farah: Thank you very much for your precious time.

Heidi: Thank you, Thank you, Thanks.

Farah: Bye.

Heidi: Bye.