THE TIME IS NOW

Annual Report 2021
Dear Friends,

Over 10 years since the Arab Spring uprisings, the abusive governance that sparked them continues to plague the Middle East and North Africa (MENA). But despite what prevailing media and policy narratives may have you believe, the people of the region continue to aspire to democratization and respect for human rights. Two key forces stand in their way: the tyrannies that rule their countries, and the foreign governments that aid and abet their rulers.

My friend Jamal Khashoggi knew this. That’s why a few months before his brutal state-sponsored murder, he founded Democracy for the Arab World Now (DAWN)—an organization dedicated to making our vision of a MENA region led by democratic, rights-respecting governments a reality.

Through rigorous research and analysis, relentless media outreach, targeted advocacy with policymakers, and convenings of leading human rights and foreign policy experts, DAWN challenges conventional wisdom about the MENA region and the U.S. role in it, rallies support for policies that uphold rather than hinder human rights, and leads the brainstorming of new solutions to long-standing regional problems. Our online journal, Democracy in Exile, provides a platform through which MENA exile and activist voices can not only speak freely, but be heard by those in power. And our signature research projects document emblematic cases of unjust prosecutions in the region; expose and pursue accountability for the government officials who perpetrate violations; and target the U.S.-based lobbyists paid to keep U.S. support flowing to abusive regional governments.

DAWN knows that achieving our objectives won’t be easy. We are up against the most powerful lobbying interests in the world: the American defense industry and the abusive regional governments themselves. We also face an uphill battle with the U.S. government, which has long provided political and military support to some of the most repressive governments in the region.

Yet despite the challenges, we are already having an impact. As reflected in this report, in a little over a year we have gone from a little-known nonprofit with two staff, to a prominent, respected organization of over a dozen experts pushing for change in the MENA region. Our rising profile has paved the way for a series of advocacy successes. Examples include pushing a U.S.-based lobbying firm to drop its contract with a Saudi government agency implicated in our founder’s murder, persuading the D.C. City Council to designate the street outside the Saudi Embassy as “Khashoggi Way,” and spearheading the creation of the Khashoggi Ban Working Group to bar abusers from traveling to the U.S. We were also thrilled to see three of the political prisoners whose plight we documented released from prison. And while we still have a long way to go to realize our mission, I believe that with dedication, creativity, and persistence, our impact will only grow.

The time is now to seize upon the openings for change we have helped create—both in the Middle East and North Africa, and here in the United States—and pave the way for a more just and equitable future for the people of the region. I hope you will join us in this effort.

Sarah Leah Whitson
# Contents

<table>
<thead>
<tr>
<th>About DAWN</th>
<th>Research and Analysis</th>
<th>Advocating for Change</th>
<th>DAWN’s Journal</th>
<th>Influencing Public Opinion</th>
<th>Engaging Online</th>
<th>Visual Storytelling</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission</td>
<td>Introduction</td>
<td>Introduction</td>
<td>Introduction</td>
<td>Introduction</td>
<td>Introduction</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>Methodology</td>
<td>Unjust Prosecutions</td>
<td>Focus Areas</td>
<td>Countries and Issues</td>
<td>Media Coverage</td>
<td>Website</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>Timeline</td>
<td>Culprits Gallery</td>
<td>Partnerships</td>
<td>Issues</td>
<td>Opinion Pieces by Staff</td>
<td>Social Media</td>
<td>Videos</td>
<td></td>
</tr>
<tr>
<td>Engaging the Exile Community</td>
<td>Lobbyist Hall of Shame</td>
<td>Government Advocacy</td>
<td>Interviews</td>
<td>TV-Radio Appearances</td>
<td>Virtual Events</td>
<td>Graphics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Political Analysis</td>
<td>Convenings</td>
<td></td>
<td></td>
<td></td>
<td>Infographics</td>
<td></td>
</tr>
</tbody>
</table>

**Cover photo:** courtesy of [Freedom First](https://freedomfirst.org)
About DAWN

Mission
Methodology
Timeline
Engaging the Exile Community
Mission

Democracy for the Arab World Now (DAWN) promotes democracy and human rights in the Middle East and North Africa (MENA) by advocating for changes in U.S. foreign policy, pursuing accountability for regional abusers and their enablers, and amplifying the voices of political exiles and civil society activists from MENA countries. We deliberately focus on the MENA governments with the closest ties to the U.S. government because that is where we believe we have the greatest moral responsibility and where we stand to have the most impact.

Saudi journalist Jamal Khashoggi founded DAWN in June 2018—just a few months before he was murdered in Istanbul by a hit squad dispatched by Saudi Crown Prince Mohammed bin Salman.

DAWN’s diverse, multinational staff have an average of 15 years of relevant experience and include lawyers, journalists, scholars, activists, and advocates with roots in the MENA region and the United States. Our eight-member Board includes leading Arab- and Muslim-American activists, human rights and legal experts, and a Nobel laureate from Yemen.

DAWN does not accept funding from any MENA governments. We are currently supported solely by private foundations and individuals.
Methodology

DAWN operates as a human rights research and advocacy organization, a think tank, and a publishing platform all in one. Our change-oriented process begins with rigorous research and expert analysis. From there, we develop tailored advocacy, media outreach, publications, and online and offline engagement strategies to achieve our goals.

**COLLABORATIVE:** DAWN often partners with allies in the movement, taking the lead on new initiatives, co-sponsoring projects and advocacy campaigns, and providing strategic support to strengthen existing efforts as needed.

**INNOVATIVE:** Activists and policymakers need new approaches to address long-standing problems affecting the Middle East and North Africa. Instead of limiting ourselves to a singular method or process, DAWN remains nimble and open to experimentation.

**INCLUSIVE:** DAWN works to position the voices of activists and political exiles from the MENA region alongside those of regional and U.S. foreign policy experts, and to amplify those voices with policymakers and the broader foreign policy community. We believe the people most affected by abusive governance in the MENA region should have a say in the American policies that affect them.
TIMELINE

2018

JUNE
Jamal Khashoggi launches the organization

OCT 2
Jamal Khashoggi murdered in Turkey

2020

OCT 20
DAWN and Hatice Cengiz file lawsuit against MBS

2021

JAN 3
Sahar Aziz and Tawakkol Karman join the board

FEB 10
Saudi activist Loujain Alhathloul released from prison

FEB 25
ODNI report identifying MBS for the murder of Khashoggi released

APR 12
Egyptian journalist Khaled Dawoud released from prison

APRIL 14
Egyptian human rights reporter Solafa Magdy released from prison

JUN 10
Culprits Gallery launches

JUL 28
Khashoggi Ban Working Group first meeting

AUG 5
Conditionality Project launches

SEP 9
Lobbyist Gallery launches

SEP 21
Reed Brody and Louis Bickford join the board

SEP 23
Lobbyist profiled by DAWN drops contract with Saudi government

DEC 6
Khashoggi Way street renaming passes DC Council unanimously

2020

JAN 4
Arabic Website launches

APR 14
Egyptian human rights reporter Solafa Magdy released from prison

SEP 9
Lobbyist Gallery launches

SEP 23
Lobbyist profiled by DAWN drops contract with Saudi government
Engaging the Exile Community

When Jamal Khashoggi went into self-imposed exile in the United States in 2017, he was finally able to report the truth about his homeland. As a columnist for *The Washington Post*, Jamal shed light on the Saudi government’s brutal crackdown on free speech, the motives behind its devastating war in Yemen, the impulsive nature of its crown prince, and the U.S. government’s role in enabling its slide into dictatorship.

Jamal’s work demonstrated the power of exile to create the conditions necessary for democratic voices to speak out and be heard. Seeking to support these voices, DAWN works to mainstream the perspectives and recommendations of democracy exiles and activists from the Middle East and North Africa into policy discussions and media coverage. DAWN does this by:

**MAGNIFYING VOICES:** We prioritize the writings of political exiles in our journal, *Democracy in Exile*, help to develop their policy recommendations, connect them to media opportunities, and ensure their inclusion as speakers on foreign policy panels and at conferences.

**ENGAGING IN POLICY DISCUSSIONS:** We connect democracy exiles to U.S. government officials for advocacy meetings, Congressional testimonies, and other direct advocacy opportunities.

**CREATING AN INSTITUTIONAL HOME:** We directly involve democracy exiles from the MENA region in our programmatic work and advocacy, including through membership in our Non-Resident Fellows program—a group of over a dozen MENA experts with diverse backgrounds who greatly strengthen our advocacy and analysis. We also ensure members of the political exile community are represented on our staff and Board.
Introduction

Rigorous advocacy-driven research and analysis are at the heart of DAWN’s work.

Whether we are pursuing accountability for human rights abusers from the Middle East and North Africa, working to move the needle on U.S. foreign policy toward the region, or seeking to influence the thinking of the broader foreign policy community—our process begins with investigating and evaluating the facts.

RESEARCH AND ANALYSIS HIGHLIGHTS

DAWN’s signature research projects include our Unjust Prosecutions Gallery, where we exhaustively document emblematic cases of political prisoners in the MENA region; the Culprits Gallery, where we expose the mid-level MENA government officials responsible for ongoing repression and abuse; and the Lobbyist Hall of Shame, where we reveal the roles of individual U.S-based lobbyists in creating a veneer of legitimacy and securing U.S. support for abusive MENA governments.

DAWN has also designed a groundbreaking new analytical tool, the Khashoggi Index. Named after our late founder, the Index will measure the role of the U.S. and other foreign governments in promoting or undermining human rights and democracy in the MENA region. Having developed the methodology for the Index, DAWN and our partners at the Massachusetts Institute for Technology are now seeking funds to launch it.

In addition to these signature research projects, DAWN continuously monitors developments in the United States and MENA countries, producing a steady stream of commentary and analysis on developments related to human rights, democracy, and the rule of law in the region.
DAWN’s Unjust Prosecutions documents individual cases of political detainees being held unjustly. Drawing upon primary and secondary sources, these comprehensive case files document the conditions of arrest and charges brought against each detainee, their detention conditions, trials or sentencing, and instances of government retaliation against their family members. Those profiled reflect a cross-section of society and include not only human rights activists and journalists, but also businesspeople, former government officials, and other elites.
Tyrants need enablers to implement their oppressive policies. DAWN seeks to disclose the identity of the state agents who enable repression, making them recognizable at home and abroad. These individuals, whom DAWN calls “culprits,” moral and legal responsibility for human rights and international humanitarian law violations.
LOBBYIST HALL OF SHAME

JOHN DESCHAUER
Foreign Agent for Saudi Government
Agency Implicated in Khashoggi’s Murder

BRET BOYLES
Foreign Agent for Saudi Government
Agency Implicated in Khashoggi’s Murder

ED NEWBERRY
Foreign Agent for Saudi Government
Agency Implicated in Khashoggi’s Murder

DAWN’s Lobbyist Hall of Shame exposes the U.S.-based lobbyists paid to keep U.S. support flowing to some of the MENA region’s worst human rights violators. We use each profile to call the lobbyist out by name, challenge their ethics, and publicize the harmful role they play in aiding and abetting human rights violators. We also offer detailed recommendations to Congress, lobbyists, and U.S. State Bar Associations to help them uphold their domestic and international legal obligations.
Declassified materials should include all information concerning Saudi government's possible role in 9/11 Attacks (Sep 10)

DAWN to U.S. Congress: end support for abusive governments in the MENA region (May 1)

U.S.: Suspend aid to Tunisia in wake of coup (Aug 24)

U.S.: Waiver on military aid restrictions rewards Sisi, harms Egyptian people (Sep 13)

Eight years after al-Sisi's coup, eight broken promises (Aug 11)

Saudi Arabia: Disclose whereabouts and release Salman Ghazalan and his father Prince Abdulaziz (Jun 24)

Egypt: Suspend death penalty, life imprisonment sentences in fatally flawed Rabaa Square trial (Jun 24)

SAUDI ARABIA: Disclose whereabouts and release Salman Ghazalan and his father Prince Abdulaziz (Jun 24)

U.S. FOREIGN POLICY

Department of National Intelligence report directly implicates Saudi Crown Prince Mohammed bin Salman in Khashoggi murder (Feb 26)

DAWN and Hatice Cengiz successfully serve Saudi Crown Prince, paving way for lawsuit for the murder of Jamal Khashoggi (Mar 19)

U.S.Congress: Don’t meet with American lobbyists representing abusive Middle East governments (Sep 9)

ACCOUNTABILITY

Three questions Congress should ask Egypt Chief Intelligence Abbas Kamel during U.S. visit (Jun 21)

U.S. federal court should exercise jurisdiction over Jamal Khashoggi’s murderers (Sep 15)

FOREIGN AID

U.S.: Suspend aid to Tunisia in wake of coup (Aug 24)

The majority of DAWN's press releases go beyond public statements to provide in-depth political analysis and first-hand information about major foreign policy matters and breaking news affecting the MENA region. We disseminate these releases across our 10 social media accounts, as well as by email to our Arabic and English speaking listservs which include U.S. policymakers and other members of the foreign policy community.

POLITICAL ANALYSIS

SELECT SAMPLE

34 PRESS RELEASES

HUMAN RIGHTS

Rule of Law and Good Governance

Security and Defense

Foreign Aid

Influencing Public Opinion

Engaging Online

Visual Storytelling

Impact
Advocating for Change

Introduction
Focus Areas
Partnerships
Government Advocacy
Convenings
Introduction

DAWN's advocacy targets both government officials and the broader foreign policy community. It aims to shift U.S. foreign policy for the Middle East and North Africa away from support for abusive governments, toward support for human rights and democracy.

Through letters, meetings, briefings, and petitions, we urge U.S. policymakers to suspend military support to governments in the MENA region with poor human rights records; avoid meeting with U.S.-based lobbyists working as foreign agents for these governments; and support measures to sanction and hold accountable officials responsible for human rights abuses. At the same time, we seek to influence the thinking of the broader foreign policy community by convening key stakeholders to discuss new models for U.S. policy toward the region.

ADVOCATING FOR CHANGE HIGHLIGHTS

DAWN's strong relationships with key government offices enable us to quickly communicate our recommendations to policymakers who value our input. In our first year alone we held over 100 meetings with U.S. members of Congress and dozens more with the State Department and the White House.

Our ability to convene diverse voices has led to groundbreaking workshops that bring together leading thinkers and advocates to challenge traditional U.S. foreign policy approaches promoted by lobbyists and propose alternatives that center human rights and the rule of law.

Partnerships are integral to DAWN's advocacy strategy, and we frequently draft and join letters and petitions, co-sponsor advocacy events and initiatives, and participate in coalitions and working groups.
DAWN's first year of advocacy work coalesced around seven focus areas, all of which were heavily informed by our research and analysis. Direct advocacy with U.S. policymakers focused on issues where we have specific and unique expertise or experience, including by bringing in the voices of political exiles.
Whether we are working with advocacy organizations, think tanks, government entities, or academic institutions, partnerships play an essential role in DAWN’s advocacy efforts. Collaborating with both likely and unlikely allies is fundamental to our strategy to shift U.S. foreign policy in the MENA region, involving collaboration across sectors, regions, and groups to legitimize our work by demonstrating consensus for key issues.
Behind the scenes, DAWN has established strong collaborative partnerships with dozens of congressional and other governmental offices. DAWN’s staff have briefed officials on human rights issues in the MENA region and proposed recommendations toward improving the implementation of existing U.S. law. Staff have also testified before congressional committees and submitted statements on the record for congressional hearings.
DAWN organized several high-level convenings with advocates, analysts, affected community members, and policy makers on critical issues in U.S. approaches to the region and foreign policy advocacy to help move the needle on major agendas. These discussions helped to break down arbitrary boundaries imposed on citizens by their repressive regimes, invited critical self-analysis and debate, and pushed for a shift away from destructive, preconceived notions about the MENA region. Some workshops were conducted under Chatham House Rules to allow greater freedom for speakers to participate without identification, association or affiliation.
Introduction

DAWN’s online journal, *Democracy in Exile*, is a space for democracy exiles and activists from the Middle East and North Africa to elevate their voices in key debates alongside those of leading MENA experts, journalists, and other commentators.

For too long, the views of those most affected by violence and repression in the MENA region have been silenced by their governments and overlooked by U.S. policymakers. *Democracy in Exile* is committed to magnifying these voices, which are essential to understanding the state of human rights and democracy in the region.

Since DAWN’s launch, *Democracy in Exile* has published over 100 articles from more than 85 different authors—from dissidents and policymakers to activists and novelists.

Journal articles include critical assessments of U.S. foreign policy, exposés about the anti-democratic practices and human rights violations of America's closest regional allies, and first-person reflections on what it's like to live under abusive regional governments.

The most widely read pieces include British Palestinian writer Selma Dabbagh’s essay about life and loss in Jerusalem; DAWN’s interview with author and analyst Rula Jebreal on Afghanistan and the “war on terror”; and a report on how Crown Prince Mohammed bin Salman physically beat a detained Saudi cleric.
COUNTRIES AND ISSUES OF FOCUS

FOCUS AREAS

- Rule of Law and Good Governance and Peace and Security
- U.S. Foreign Policy and Foreign Aid
- Human Rights
- Democracy
- Accountability
- Arts and Culture

COUNTRY TOPIC BREAKDOWN
percent of total coverage

- Saudi Arabia (15%)
- Egypt (13%)
- United States (11%)
- Palestine (10%)
- Middle East (8%)
- Syria (7%)
- Yemen (6%)

Remaining coverage (31%) includes Tunisia, UAE, Israel, Jordan, Libya, Iraq, Lebanon, Morocco, and Iran.

100+ total articles published
1,000 average views per article

The variety of topics and regions addressed in DAWN’s journal are varying and intersectional, seeking to include a plurality of political exiles’ experiences and visions for democracy in the region. Democracy in Exile’s newly launched series of roundtables bring together a wide range of experts to debate the biggest policy issues in the region—most recently, the fate of the Iran nuclear deal.
14 INTERVIEWS

“US Should End Complicity in Saudi Abuses”
Interview with Peter Beinart

“Syria is Like a Planet in My Head”
Samar Yazbek on Writing in Exile

“The Writing Will be On the Wall for Saudi Arabia in Yemen if the US and Its Allies Withdraw Support”
Gary Sick on U.S. foreign policy

“No Accountability Whatsoever”
Rula Jebreal On Afghanistan and the War On Terror

“If We Decide the Rule of Law is Not for Us In the Case of Khashoggi, It’s Open Season for American Citizens”
Robert Baer on the U.S.-Saudi relationship

“Justice is Always on the Table”
Reed Brody On Hunting Dictators

“Art That Makes Them Think and Act”
Gianluca Constantini on Cartoons, Activism, and Censorship

“In Saudi Arabia, Peaceful Activism is Considered an Act of Terrorism”
Interview with Hala al-Dosari

“We’re in an Era of Authoritarian Encroachment”
Larry Diamond on Democracy’s Fate

“I Wanted to be Their Voice”
Rana Husseini on Women’s Rights in Jordan

“Art as Response, Not Escape”
A Conversation With Mohammed al-Hawaijri in Gaza

“It Was Easy for Them to Shoot You, Nevertheless I Persisted”
Assil Diab

“Michael Isikoff on the Many Black Boxes of Khashoggi’s Murder”

How You Are or Are Not Being Watched
Arthur Holland Michel on Surveillance Technology

Original interviews with leading political thinkers, experts, academics, and government officials diversifies the perspectives included and first hand experiences amplified in DAWN’s journal, Democracy in Exile.
Influencing Public Opinion

Introduction

Media Coverage

Opinion Pieces by Staff

TV-Radio Appearances
Introduction

Influencing public opinion through the media is one way DAWN works to shift the broader narrative around the Middle East and North Africa and change U.S. foreign policy toward it. The scope of DAWN’s media coverage is, quite simply, remarkable for an organization of our size and tenure.

Since our launch, we have built the organizational infrastructure for successful media outreach, including investing in advanced, cutting-edge tools to expand our media footprint and track our reach. We have embedded communications principles into our content development processes, refined our press release format, and honed our organizational voice—all with the goal of maximizing press pick-up. We have pitched our content widely, nurtured relationships with key journalists, and responded swiftly to breaking events. In our first year we:

INFLUENCING PUBLIC OPINION HIGHLIGHTS

- **200+ MEDIA CONTACTS**: Reached out to 200 of the top media personalities covering the MENA region and U.S. foreign policy. Many of these journalists now regularly contact us for commentary and analysis.

- **40 OP-EDS**: Published 40 op-eds in major publications—an outstanding number for an organization of our size—establishing ourselves as a go-to source of commentary and analysis on developments affecting the region.

- **12 CITATIONS PER DAY**: Earned an average of 12 citations a day in global mainstream media coverage, with half appearing in U.S. outlets.
“They stormed a sensitive religious site, used excessive force against demonstrators and threatened to forcibly transfer Palestinian families from their homes as part of an official policy to ‘Judaize’ occupied East Jerusalem, which is a war crime.”
—SARI BASHI, JUNE 2, 2021

“What the Biden administration has really done is waive the minimal human rights conditions imposed by Congress on a fraction of U.S. aid, while keeping a small portion of $130 million blocked on even more watered down conditions.”
—SARAH LEAH WHITSON, SEPTEMBER 14, 2020

“The ODNI report absolutely helped transparency, and helped us to know where responsibility lay, but accountability was completely lacking, and that’s what was at stake from the very beginning.”
—ABDULLAH ALAOUDH, MAY 13, 2021

“A variety of different outlets with a diversity of audiences have consistently quoted staff or covered the organization’s research and advocacy. DAWN regularly maximizes the coverage of these citations by publishing them as individual tweets or graphic quote cards.

We are celebrating this important victory and will move on to exposing other lobbyists for other abusive regimes. I hope other lobbyists in DC are worried.”
—RAED JARRAR, SEPTEMBER 23, 2021
Iran has a long history of banning papers and jamming satellite channels as one of the most repressive countries for freedom of speech. But the U.S.’s use of the same tactics to deal with its enemies strengthens hardliners’ propaganda that the U.S. uses values like freedom of speech for political purposes.”
—OMID MEMARIAN, JUNE 26, 2021

“Rather than engaging directly with MBS, the Biden administration should make the suspension of weapons sales permanent and should release all documents relating to the crimes of MBS.”
—RAED JARRAR, FEBRUARY 16, 2021

“Just like Saudi Crown Prince Mohammed bin Salman, President Sisi has all the reassurance he needs that not much is going to change from this new administration.”
—JOHN HURSH, SEPTEMBER 14, 2021

“Among small adjustments, Biden is expected to return to a more moderate, but fundamentally unchanged approach of prior administrations, which centres on close ties to Israel and arms sales that fuel the region’s arms race.”
—MICHAEL EISNER, NOVEMBER 7 2020
**OP-EDS IN LEADING PUBLICATIONS**

**Q4 2020 (11)**
- The Verdict in the Khashoggi Murder Isn't Final By Any Stretch, Abdullah Alaoudh and Michael Eisner, Sept. 21, 2020
- A big step to amplify Jamal Khashoggi’s vision, Sarah Leah Whitson, Sept. 29, 2020

**Q3 2021 (7)**
- Is the Two-State Solution Still Viable?, Sarah Leah Whitson, September 9, 2021
- Pay to Play: Khashoggi’s Murderers and the DC Lobby Machine, Raed Jarrar, September 9, 2021

**Q2 2021 (9)**
- Saudi Arabia’s blockade of Qatar is over – but my father is still in jail for opposing it, Abdullah Alaoudh, January 19, 2021
- Why the US is wrong to designate the Houthis as ‘terrorists’, Sarah Leah Whitson, January 24, 2021
- Shura Council Elections Would Provide Qatari Citizens With a Stake and Voice in Government Affairs, Michael Eisner, May 21, 2021
- Mohammed bin Salman’s Bloody Dream City of Neom, Sarah Leah Whitson and Abdullah Alaoudh, April 27 2021

**Q1 2021 (13)**
- The Verdict in the Khashoggi Murder Isn’t Final By Any Stretch, Abdullah Alaoudh and Michael Eisner, Sept. 21, 2020
- A big step to amplify Jamal Khashoggi’s vision, Sarah Leah Whitson, Sept. 29, 2020
- Is the Two-State Solution Still Viable?, Sarah Leah Whitson, September 9, 2021
- Pay to Play: Khashoggi’s Murderers and the DC Lobby Machine, Raed Jarrar, September 9, 2021

DAWN publishes opinion pieces strategically in select outlets that we know our target audiences will read. Subject matter addressed in these articles has played to the strengths of our individual staff members’ writing, analysis, and unique expertise in the field.
DAWN has become a reliable source for commentary on breaking news, current events, and U.S. foreign policy analysis and recommendations. On average, DAWN has appeared on major non-Arabic TV/Radio networks 13 times per month and on Arabic networks 11 times per month.
Engaging Online

Introduction
Website
Social Media
Virtual Events
Introduction

Online engagement is an integral part of DAWN's work to shift narratives, amplify pro-democracy voices from the Middle East and North Africa, and influence U.S. policy in the region.

DAWN's online engagement tools include our English and Arabic websites and 10 social media accounts. To maximize our reach with target audiences, we publish and promote our content in both English and Arabic, and curate separate English and Arabic social media accounts. We also host standalone Twitter accounts for Egypt and Saudi Arabia, each of which carries country-specific content users inside Egypt and Saudi Arabia cannot access elsewhere due to government censorship.

ENGAGING ONLINE HIGHLIGHTS

DAWN's English social media accounts have attracted follows from leading influencers, including U.S. journalists, policymakers, and human rights and foreign policy experts. Our Arabic accounts attract Arabic media personalities, scholars, and everyday people from the MENA region.

Twitter is the main carrier of DAWN's content. We regularly receive over one million impressions a month and have been retweeted by prominent figures such as Agnes Callamard, Mehdi Hassan, Jake Tapper, Christiane Amanpour, and U.S. Congress members Betty McCollum and Ilhan Omar.

Our compelling content and live events on Twitter Spaces, Facebook Live, and Clubhouse have helped fuel continuous organic growth across platforms and connected us to new allies in the policy, activist, and academic communities.
**WEBSITE**

DAWN's website, published in English and Arabic, is the final destination for all social media traffic. Dynamic, engaging, and increasingly user friendly, we make continuous advancements and updates to the website based on feedback from staff and close monitoring of user behavior, engagement, and traffic.

*DAWN's Website is blocked in Saudi Arabia, therefore their statistics do not appear. Alternatively, people use a VPN to access DAWN's content.*

**AUDIENCE PROFILE**

**MAJOR COUNTRIES**

- US 30%
- Egypt 10%
- UK 6%
- Algeria 4%
- Canada 3%
- Germany 3%

* DAWN's Website is blocked in Saudi Arabia, therefore their statistics do not appear.

**MAJOR LANGUAGES**

- English 63%
- Arabic 15%
- French 8%
- Deutsch 1%

**TRAFFIC SOURCES**

- Social 58%
- Direct 21%
- Organic Search 18%
- Referral 2%
- Email 1%
SOCIAL MEDIA

Twitter continues to be the main carrier of DAWN’s content. We maintain 10 social media profiles across 3 different platforms, to effectively reach audiences in regions where different platforms are more popular.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Average Monthly Impressions</th>
<th>Average Monthly Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>English ( @DAWNmenaorg )</td>
<td>8.4K</td>
<td>1.27M</td>
<td>773</td>
</tr>
<tr>
<td>Arabic ( @DAWN_Arabic )</td>
<td>17.2K</td>
<td>1.1M</td>
<td>820</td>
</tr>
<tr>
<td>Arabic ( @DAWN_Journal )</td>
<td>994</td>
<td></td>
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</tbody>
</table>

DAWN also hosts public profiles in both Arabic and English on these platforms:

- @DAWN_Arabic
  - 17.2K followers
- @DAWNmenaorg
  - 8.4K followers
- @DAWN_Egypt
  - 2.5K followers
- @DAWNsaudi
  - 994 followers
- @DAWN_Journal
  - Launched Dec 2021

FACEBOOK

<table>
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<tr>
<th>Platform</th>
<th>Followers</th>
<th>Page Likes</th>
</tr>
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<tbody>
<tr>
<td>Arabic ( @DAWN_Arabic )</td>
<td>31K</td>
<td>5.1M</td>
</tr>
<tr>
<td>English ( @DAWNmenaorg )</td>
<td>1,188</td>
<td>937</td>
</tr>
</tbody>
</table>

annual reach

average monthly impressions

average monthly mentions
DAWN Staff have participated in public events for an average of six times a month. Our participation in and hosting of these events on increasingly popular virtual platforms are an important vehicle for DAWN to engage a broader audience in our work, offering a space for discussions that invite participatory debate.

### DAWN Hosted Events

<table>
<thead>
<tr>
<th>Platform</th>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>FACEBOOK LIVE</td>
<td><strong>Biden in Arabia: Outlook for US-Saudi Relations</strong></td>
<td>(12/7/20)</td>
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<tr>
<td>ZOOM</td>
<td><strong>Repression &amp; Political Prisoners in Egypt—From Tahrir Square to Tora Prison</strong></td>
<td>(3/9/21)</td>
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<td><strong>The 100 Years War: Teach-In</strong></td>
<td>(5/20/21)</td>
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<td>ZOOM</td>
<td><strong>Israel’s Designation of Six Palestinian NGOs as Terrorist: Cost and Consequences</strong></td>
<td>(10/29/21)</td>
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<td>ZOOM</td>
<td><strong>Justice for Jamal: Three Years Later</strong></td>
<td>(10/30/21)</td>
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<td>ZOOM</td>
<td><strong>G20 Counter-Summit: Reckoning with Opportunities for All in Saudi Arabia</strong></td>
<td>(11/20/21)</td>
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<td>TWITTER SPACES</td>
<td><strong>Explosive 60 Minutes on MBS: What’s Next for Saudi Arabia?</strong></td>
<td>(10/25/21)</td>
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<tr>
<td>CLUBHOUSE EVENTS</td>
<td><strong>What to Expect from Biden’s Middle East Foreign Policy?</strong></td>
<td>(4/15/21)</td>
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<td><strong>Behind the Violence in Israel-Palestine: US Options</strong></td>
<td>(5/12/21)</td>
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<td>CLUBHOUSE EVENTS</td>
<td><strong>A Conversation: Saudi and Iranian Civil Society Exchange on Clubhouse</strong></td>
<td>(6/1/21)</td>
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<tr>
<td>CLUBHOUSE EVENTS</td>
<td><strong>Michaël Isikoff Conspiracypodcast Discussion 1</strong></td>
<td>(6/29/21)</td>
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<td><strong>What is Happening in Tunisia?</strong></td>
<td>(7/25/21)</td>
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<td><strong>Misinformation and Harassment Online: A Saudi Recipe to Silence Critics</strong></td>
<td>(8/10/21)</td>
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### Staff Speaking Engagements

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Congressional staff briefing regarding arms sales to Saudi Arabia, November 29 2021</td>
<td>(12/7/20)</td>
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<tr>
<td>Tunisian Democracy Under Threat, Arab Center Washington D.C., October 26 2021</td>
<td>(10/26/21)</td>
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<tr>
<td>Testimony to the EU Human Rights Subcommittee on Khashoggi and Saudi Arabia, March 16, 2021</td>
<td>(3/16/2021)</td>
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</tbody>
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Visual Storytelling

Introduction
Videos
Graphics
Infographics
Introduction

Visual storytelling is an important way DAWN communicates our research and advocacy messages, attracts new supporters, and works to change the narrative around the Middle East and North Africa.

While our text-heavy research products and detailed analyses provide the foundation for all of our work, our photo, video, and graphic assets simplify our messaging in more digestible, visually compelling ways. Our graphic images are frequently shared on social media, including by our partners and advocacy targets. The net effect is to further the reach and impact of our research, analysis, and advocacy. Visual storytelling highlights from our first year include the following:

DAWN developed a cohesive, uniform, and distinctive visual identity that stands out from our peers and underscores the urgency and gravity of our work. From our color palette to our graphic style, this identity is reflected across our visuals.

We also created unique brand identities for our Unjust Prosecutions Gallery, Culprits Gallery, and Lobbyist Hall of Shame—signature projects in which we document cases of repression in MENA countries, expose abusive officials from the region, and reveal the U.S.-based lobbyists who enable them. We produced promotional videos to launch the Culprits Gallery and Lobbyist Hall of Shame, and developed shareable graphic images depicting each victim, culprit, and lobbyist profiled in the galleries.

In total we produced 170 graphic images over the course of the year, 32 event graphics, and 94 quote cards.
DAWN’s original videos in English and Arabic are produced to communicate with our audiences online. The videos are integral to our content and make our extensive research and months long advocacy work easily digestible for our audiences by using cutting edge script writing, advanced visual storytelling techniques and professional production. They demonstrate a sense of the urgency embedded in our work to policy makers, the media, civil society activists, among others in our audiences.

222K views on our English Twitter account
1.5M views on our Arabic Twitter accounts
27 total original videos created by DAWN

SELECT SAMPLE, ENGLISH

Al-Moallimi profiled in the Culprits Gallery 71.6K VIEWS
Visit DAWN’s culprit gallery.
www.dawnmena.org
Culprits gallery launch 24.5K VIEWS
US foreign policy 15.3K VIEWS

SELECT SAMPLE, ARABIC

Saudi princess plans to sue MBS 305K VIEWS
Islamic scholar Salman Alodah, 4th anniversary of his arrest 49.8K VIEWS
Al-Moallimi profiled in the Culprits Gallery 28.8K VIEWS
Our graphics are designed to humanize DAWN's content and reveal some aspects of our stories and research that are not approachable otherwise. They are sophisticated in terms of structure and execution, avoiding dramatization while creating layers of meaning that communicate the overall message clearly. While we employ different methods for different types of content, from advocacy to research, all our graphics are consistent with DAWN's branding and style. We apply research-based graphic design to our work in which constant monitoring of the environment and audience behavior impacts our decisions.
INFOGRAPHICS

Infographics help make statistics, policy, and other text heavy or complex information more accessible, memorable, and persuasive, encouraging audience engagement with the work. Infographic design is a sophisticated process involving the breakdown of information into smaller parts in combination with meaningful visuals that overall communicate a clearer message. The entire process is done within DAWN between researchers and the communications team.
Impact

Introduction

Lobbyist Contract Dropped

Khashoggi Ban

Accountability for Khashoggi Murder

Board and Staff
Introduction

DAWN believes that only democratic governance rooted in human rights and the rule of law will create the conditions necessary for a peaceful and stable Middle East and North Africa where people live with dignity and in freedom. Our theory of change is premised on work that seeks to (1) end the United States' central role in supporting abusive MENA governments that quash democracy and rights; (2) promotes the political exile community as an important asset to develop, protect, and nurture prospects for rights-respecting, democratic change in the region; and (3) holds accountable abusive foreign government officials and their American enablers.

The forces working against us are formidable: from dictators with bottomless bank accounts and sophisticated digital surveillance tools, to weapons manufacturers who profit through military support to these dictators, to multi-million-dollar lobbying firms with behemoth public relations teams. Yet despite the challenges, our nascent organization is already having an impact. In our first year alone we made notable strides toward:

**Influencing U.S. foreign policy toward the region**, including by mobilizing a growing number of members of Congress to oppose arms transfers to MENA countries. Throughout the year, we worked closely with members of Congress to put forward historic resolutions of disapproval on proposed arms sales to Israel—the first time such a resolution was ever tabled—as well as to Saudi Arabia, and issued press releases and op-eds challenging harmful arms transfers to Egypt, Israel, Saudi Arabia, and the United Arab Emirates.

**Shifting the narrative around the region and the U.S. role in it**, including by influencing media coverage and launching a publishing platform featuring a steady stream of articles from political exiles and activists.

**Holding regional human rights abusers and their enablers accountable**, including by successfully pressuring a U.S-based lobbying firm to drop their contract with a Saudi government agency, creating a civil society working group to support the implementation of the Khashoggi Ban, renaming the street in front of the Saudi Embassy “Khashoggi Way”, and advancing justice for our founder's murder.
DAWN successfully pressured Washington, D.C.-based lobbying firm Squire Patton Boggs (SPB) to drop its contract with a Saudi government agency implicated in the murder of our founder, Jamal Khashoggi. SPB made the decision just eight days after DAWN published profiles of three SPB lobbyists in our Lobbyist Hall of Shame. At the time, all three lobbyists—Ed Newberry, Bret Boyles, and John Deschauer—were serving as foreign agents for the Saudi Center for Studies and Media Affairs.

SPB signed an agreement with the Saudi Center in 2016, when the agency was under the leadership of Saud al-Qhatani. U.S. intelligence investigations later revealed that al-Qhatani likely played a direct role in the killing of Jamal Khashoggi, leading the U.S. government to sanction him in 2018. Yet three years later, the lucrative SPB contract was still in place. Together with our partners at Freedom Forward and the Center for International Policy, DAWN exposed this dubious relationship, ultimately generating enough bad press and political pressure for SPB to drop the contract.

TIMELINE (MAY - SEPT 2021)

**MAY**
DAWN, Freedom Forward, and the Center for International Policy finalize a short list of lobbyists to target in 2021, starting with Ed Newberry from Squire Patton Boggs (SPB).

**AUG 23**
DAWN informs SPB that the lobbyist profiles are coming out and requests comment. One person from the firm responds.

**SEPT 8**
DAWN joins 15 organizations in a letter to SPB demanding they drop the contract with the Saudi Center. The same day, DAWN emails all 535 Congressional offices asking them not to meet with the three lobbyists.

**SEPT 9**
DAWN issues a press release launching the Lobbyist Hall of Shame and urging Congress not to meet with Ed Newberry, the first lobbyist featured.

**SEPT 10**
Rep. Betty McCollum (D-Minn.), chair of the House Defense Appropriations Subcommittee, retweets DAWN saying she will not meet with Newberry.

**SEPT 12**

**SEPT 17**
SPB deregisters under the Foreign Agents Registration Act (FARA), effectively ending its representation of the Saudi Center for Studies and Media Affairs.

**SEPT 23**
DAWN issues a press release that SPB has dropped the contract.
KHASHOGGI BAN WORKING GROUP

DAWN spearheaded the creation of the Khashoggi Ban Working Group—a civil society coalition sanctioned by the U.S. State Department to support implementation of the Khashoggi Ban. Announced on February 26—the same day the U.S. Office of the Director of National Intelligence declassified a report on Jamal Khashoggi’s murder—the Khashoggi Ban empowers the State Department to bar from travel to the United States foreign nationals engaged in the harassment of political dissidents abroad. The State Department immediately subjected 76 Saudi nationals to the Ban, including individuals suspected of playing a role in Jamal’s murder.

The Khashoggi Ban has the potential to serve as both a measure of accountability for foreign nationals who, like the men who killed Jamal, harass dissidents traveling or living abroad, and as a deterrent for those who might otherwise consider such actions. But only if it is implemented to the full extent. To ensure this, DAWN created the Khashoggi Ban Working Group.

Recognized by the State Department as the main clearing house for Khashoggi Ban candidates, the Working Group has the power to submit names to be added to the Ban, along with supporting documentation. DAWN co-launched it with Human Rights First on July 28 at a meeting attended by representatives from some 40 human rights organizations. Since then the group has met quarterly and DAWN has submitted a pilot case for the Ban. In the coming year, we will work to draft legislation to codify the Ban and propose additional names for inclusion under it.
ACCOUNTABILITY FOR KHASHOGGI MURDER

DAWN has continued to make important progress in securing accountability for our late founder, Jamal Khashoggi. In addition to memorializing Jamal's name and legacy through the Khashoggi Ban Working Group, we filed a lawsuit against his killers, helped secure the release of a key U.S. intelligence report on his murder, and successfully advocated for the renaming of the street in front of the Saudi Embassy in Washington, D.C., as “Khashoggi Way”.

CIVIL LAWSUIT AGAINST MBS
On October 20, 2020, together with Hatice Cengiz, Khashoggi's fiancée, DAWN filed a civil lawsuit under U.S. federal and state law against Saudi Crown Prince Mohammed bin Salman (MBS) and 28 other top-ranking officials implicated in Jamal's murder. MBS filed a motion to dismiss the lawsuit in June 2021, to which DAWN has responded. We are now awaiting the court's decision on the matter. The lawsuit seeks damages and discovery to expose the role of MBS and his conspirators in the murder.

ODNI REPORT RELEASE
We played an integral part in ensuring the February 2021 release of the Office of the Director of National Intelligence (ODNI) report on Jamal’s murder. Our efforts included submitting an amicus brief in support of Open Society Justice Initiative (OSJI)’s lawsuit against ODNI, and conducting joint and bilateral advocacy with the Biden Administration, Congressional representatives, and the now-Director of the Office of National Intelligence.

JAMAL KHASHOGGI WAY
We paved the way for the Washington, D.C., City Council’s decision to designate the street in front of the Saudi Embassy “Jamal Khashoggi Way”—a move we intend as both a tribute to our late founder and a signal to MBS that killing him has only amplified, not silenced, his calls for democratic reform. From successfully persuading the Council to propose a resolution on the matter, to following up with key supporters, to testifying at the hearing on the bill, DAWN has played a central role in the effort to rename the street.
# BOARD AND STAFF

In alphabetical order

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<tr>
<th>BOARD</th>
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<tr>
<td>NIHAD AWAD</td>
<td>SAHAR AZIZ</td>
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<tr>
<td>LOUIS BICKFORD</td>
<td>REED BRODY</td>
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<td>ASIM GHAFOOR</td>
<td>TAWAKKOL KARMAN</td>
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<td>ESAM OMEISH</td>
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<tr>
<td>ABDULLAH ALAOUHD</td>
<td>FREDERICK DEKNATEL</td>
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<tr>
<td>General Counsel and Chief Operating Officer</td>
<td>Executive Editor, Democracy In Exile</td>
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<tr>
<td>JOHN HURSH</td>
<td>RAED JARRAR</td>
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<tr>
<td>Program Director</td>
<td>Egypt Research Assistant</td>
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<tr>
<td>SOPHIE HOLIN</td>
<td>MOHAMMED KAMAL</td>
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<td>Communications Associate</td>
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<td>SEVAG KECHICHIAN</td>
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<td>TAGHREED RISHEQ</td>
<td>SARAH LEAH WHITSON</td>
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<td>Arabic Media Manager</td>
<td>Executive Director</td>
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## About DAWN Research and Analysis

Advocating for Change

DAWN’s Journal

Influencing Public Opinion

Engaging Online

Visual Storytelling

Introduction | Lobbyist Contract Dropped | Khashoggi Ban Working Group | Accountability for Khashoggi Murder | Board and Staff

Impact

| 47 |
JOIN US!

While the change DAWN seeks will take time, we believe our impact to date is a harbinger of what is to come—but only if we maintain our momentum and expand our network of allies and supporters. There are many ways to support DAWN’s mission, including by donating to our cause, sharing our messages on social media, and joining our online events. Please sign up for our email updates, visit us at https://dawnmena.org, or send a message to info@dawnmena.org to learn more.

If you are already an ally, partner, or supporter, thank you for being part of the movement to build a more peaceful, prosperous, and democratic Middle East and North Africa, where the human rights of all people are respected and upheld.