



THE AMERICAN UNIVERSITY IN CAIRO  
الجامعة الأمريكية بالقاهرة

*AUC International Conference on Research in African Challenges (ICRAC)*

*Track P: Poverty, Social policy and Governance in Africa*

SUB-TRACK P3: THE ROLE OF MEDIA IN ADDRESSING ISSUES OF POVERTY AND INEQUALITY

**Chair: Dr. Firas Al-Atrqchi**

**Co-Chair: Dr. Gamal Gorekeh Nkrumah**

There has been a “silent” revolution in social policies around the world, with countries in the South pioneering new models of interventions including conditional cash transfers; cash for work; and guaranteed employment programs. This track will seek to advance understandings of poverty, social policy and governance in Africa. As part of this track, we invite scholarly and policy-oriented articles to provide an analysis of the evolution and changes in social protection policies in the continent. Issues of cross-learning and south-to-south knowledge exchange are relevant to this discussion.

**Biographies**

International organizations recognize that the media has a transformative role to play in poverty eradication. Over the years, the media has modified its coverage of poverty issues from raising public awareness to one of strategy and action. However, these issues remain under-reported and it is generally understood that the media's potential as a force promoting action and change is never fully realized. How can the media in its various iterations and platforms combine the strength of its stakeholders - journalists, editors, agenda-setters - to mobilize the powerful medium to shape opinion and policy which ultimately leads to persistent action contributing to poverty eradication?

**Biographies**

**Firas Al-Atrqchi** is a Canadian journalist and editor who has covered the Middle East and North America since 1992. Raised in different capitals in Europe, North America and the Middle East, he is very much a product of internationalism, bridging both eastern and western value systems. He has worked at the Middle East Times; Pose Magazine; Al Ahram Weekly; Daily News Egypt (chief editor); Egypt Today (assistant editor); General Physics Canada (senior technical writer); and editor of Imprint (Toronto), to name a few. Additionally, he is regular contributor at the Huffington Post. In 1996, he received an award from the Arab League for accomplishments in the field of journalism. Between 2004 and 2010, he worked at Al Jazeera English as a senior editor for its online edition and was in charge of converging web and TV broadcast. Since 2010, he has been the faculty advisor of AUC's student newspaper The Caravan. In 2012, he became co-founding editor of The Brics Post – a news website dedicated to coverage of economics and politics in Brazil, Russia, India, China and South Africa. He has a BS in physics and an MA in journalism.



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**Gamal Gorkeh Nkrumah** is a Ghanaian journalist, a Pan-Africanist and an editor of Al Ahram Weekly newspaper. He is the eldest son of the first president of Ghana, Kwame Nkrumah, and his Egyptian wife Fathia Nkrumah

He received his doctorate in political science from the School of Oriental and African Studies in London. He initially worked as a political journalist at Al-Ahram Weekly in Cairo for over 15 years. Presently, he is editor of the international affairs section at the newspaper.