



**Title: East to West Podcast**

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**The Challenge**

While podcasts have become an American phenomenon in recent years, there is a lack of high-quality content podcasts in Egypt. Those that do exist have faced communication challenges, resulting in low listener rates rather than reaching a wide audience. Especially notable in today's hostile political environment, there is often a misunderstanding of cultures between Egypt and the United States, which the East to West Podcast aims to address.

**Project Overview**

This project is designed to confront the widening gap of cultural communication between Egypt and the United States through an initiative aimed to attract different sectors of the community. Since the beginning of time, oral storytelling has served a critical role as the sole means of abstracting experiences and emotions in narrative form. Ancient oral storytellers were revered keepers of local knowledge, history and traditions in their communities. Podcasts are a modern and active medium that provide an unconventional communications vehicle for different societies. The main mission for this project is to offer exposure to different cultures, acknowledging points of both intersection and diversion, accepting those difference, and raising awareness about the other.

**The Goals**

- Promote experiences, expertise and cross-cultural awareness among Egyptian and American communities.
- Recognize the cultural exclusivity of the other, while engaging in a learning experience regarding different topics, including politics, economics and culture.
- Promote podcasts as a modern tool to self-learning, especially among Egyptian youth.

**Population Served**

The podcast will be accessible to listeners of all ages worldwide but will specifically be targeted at Egyptians and Americans to foster an East-West dialogue.

**Project Milestones**

Phase 1: 3 months

Establish the working group for the podcast in Egypt and the United States, as well as prepare the required equipment and space.

Phase 2: 3 months

Draft the content of the first season, promote the show among different hosts, and create the marketing campaign.

Phase 3: 6 months

Record and publish the show on a weekly basis, preparing a sustainable cadence for the podcast.

### **Expected Outcomes**

- Enhance Egyptian-American cultural understanding on a social level discussing various topics, as well as public opinion on both sides.
- Introduce grassroots organizations to podcasts and showcase them as a valuable, modern tool for self-learning, gaining knowledge, and acquiring different perspectives.
- Provide the working group with invaluable experience as university students. The project will become a permanent podcast that works towards explaining various Egyptian and American affairs and may expand towards other universities that would copy the model.

### **Furthering the Foundation's Mission**

The Foundation's mission is to promote greater mutual understanding between the people of the Middle East, Europe, and America by fostering dialogue and the exchange of ideas. This project will bring an innovative and flourishing aspect of American culture to the Middle East, with Egypt as the flagship destination. Additionally, the Foundation works in partnership with other charitable organizations, corporations, and individuals to renew and strengthen ties that have bound together Eastern and Western nations over many centuries. In this spirit, this project will rely on a diverse cohort of partners, including fellowship alumni, to be featured in podcast interviews and help in advertising the project.