



MINISTRY OF INFORMATION

NEWSLETTER



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LET'S WORK TOGETHER FOR THE BETTERMENT OF OUR SECTOR – INFO MINISTER URGES NMC

Hon. Kojo Opong Nkrumah has charged the National Media Commission (NMC) to collaborate with other relevant stakeholders to work to raise the standards in the broadcasting industry in the country.

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STAKEHOLDERS TO CLAMP DOWN ON UNETHICAL BROADCAST CONTENT

Stakeholders in the broadcasting industry have agreed to work in close ties to clamp down unethical broadcast content and regulate media excesses in the country.

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GOVT ESTABLISHES OFFICE FOR SAFETY OF JOURNALISTS IN ACCRA

The Minister for Information and Member of Parliament (MP) for the Ofoase Ayirebi constituency, Kojo Opong Nkrumah has opened an office for the Coordinated Mechanism on the safety of Journalists in Accra in commemoration of the 2021 World Press Freedom.



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INFORMATION MINISTRY UNVEILS SOCIAL MARKETING PROJECT DUBBED "AMPLIFIED"

The Ministry of Information has unveiled its new innovative social marketing project, "Amplified" aimed at supporting young Ghanaian businesses embarking on selected causes.

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INTRODUCTION OF FIRST QUARTER NEWS-LETTER



CHIEF DIRECTOR, MRS MAMLE ANDREWS

I welcome you all to our first newsletter in 2021.

Apart from our website and social media handles, this newsletter will also assist in promoting the activities of the Ministry of Information (MOI).

Over the last few years, the Ministry has been able to effectively centralize government's communications through programmes like the Town Hall Meetings, Meet the Press, Minister's Press Briefings etc. These events have provided clarity and public misconceptions about some government activities.

The COVID-19 pandemic has disrupted a lot of conventional activities and as a Ministry, we were not left out. However, through the efforts of able leadership, we have facilitated stakeholder engagements in providing timely and accurate information with regards to the pandemic and socio-economic activities.

Between January and May, the Ministry has organized sixteen (16) Press Briefings. The key issues were on COVID-19 updates and vaccines, re-opening of schools, power outages, Operation Halt and other issues.

A Stakeholder Engagement on the Broadcasting Bill was held in May to discuss measures to regulate content produced by the broadcast media in the country.

Also, the Office for the Coordinated Mechanism on the safety of Journalists was opened in Accra in commemoration of the 2021 World Press Freedom.

During the period under review, the Ministry has extensively engaged a number of media outlets across the country to help disseminate useful information on "Mask wearing" and we just launched a social marketing project dubbed "amplified."

The Ministry of Information will continue to facilitate free flow of adequate, timely and reliable information and feedback between Government and the public for socio-economic empowerment and enhanced democratic citizenship.

WE'RE ENGAGING RELEVANT STAKEHOLDERS AND BEING TACTFUL IN THE PASSAGE OF THE BROADCASTING BILL – OPPONG NKRUMAH



The Minister for Information and Member of Parliament (MP) for the Ofoase Ayirebi Constituency, Hon. Kojo Opong Nkrumah has said that government is engaging with relevant stakeholders to pass the broadcasting bill. According to him, government is taking inputs from technocrats and industry experts and at the same time being tactful in the passage of the bill to avoid a situation where it becomes a tool for successive governments to use it in stifling media freedom and freedom of speech.

Speaking on TV3's current affairs programme, the Key Point, Hon. Opong Nkrumah said that government is treading cautiously in the passage of the bill because one of the key tenets of democracy is media freedom and according to him, it will rather be out of place to pass a bill that curtail the freedom of the media – one of the key players in every democratic dispensation.

"We in government or the Ministry of Information responsible for information sector policy formulation agree that there is the need to pass the broadcasting law. My directors and I and technocrats have spent about a year working on it and engaging with stakeholders including the Ghana Independent Broadcasters Association (GIBA), etc. but doing it tactfully.

"We are being tactful because media freedoms and freedoms of expression are rights that are given to us by the constitution and which right even though can be effected by law must be done carefully in a manner that we don't create a ruse for government to use it as an opportunity to stifle those freedoms," he added.

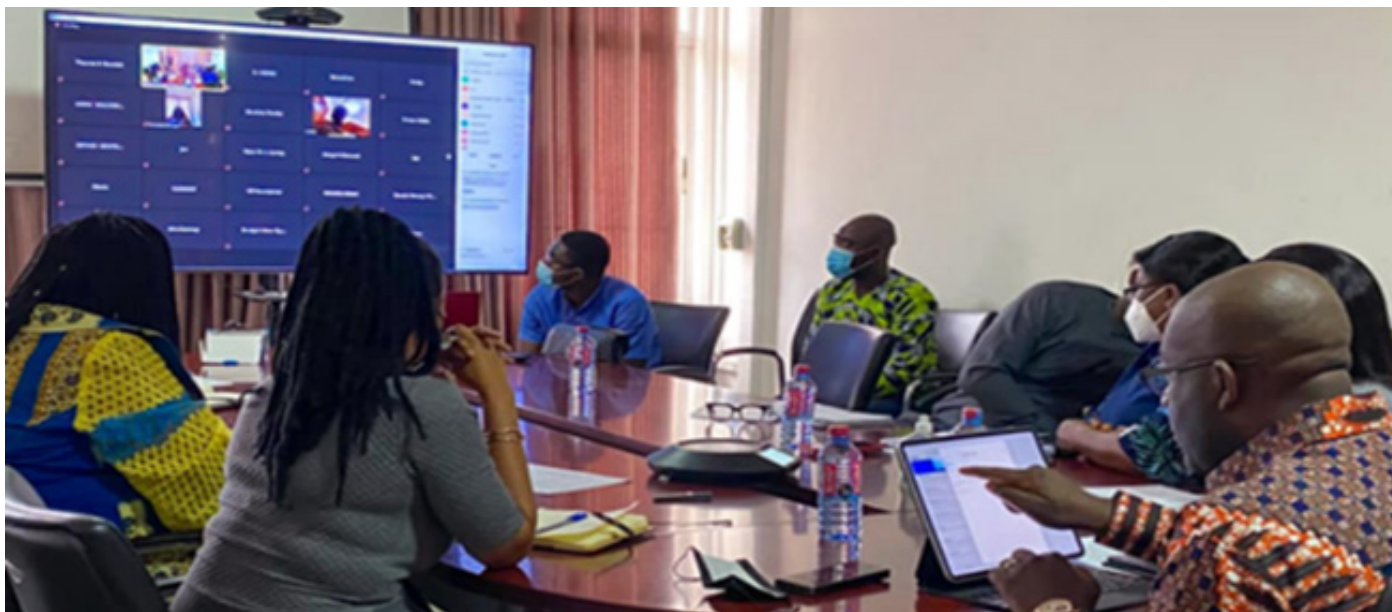
His comments come at the back of public outcry calling for the expeditious passage of the broadcasting bill to regulate the media ecosystem following the recent murder of an 11-year-old boy allegedly by two teenagers in Kasoa for money rituals.

The Minister said that the passage of the broadcasting bill is imminent to control media excesses in the country, giving the assurance that when Parliament resumes in May this year, the bill will be laid before the house for deliberations.

He said the bill when passed into law will help among other things arrest the falling standards in Ghana's electronic media space and ensure it embraces modern best practices.

Source: MOI (PR Unit)

MOI HOLDS ITS FIRST STAFF DURBAR FOR 2021



The Ministry of Information has held its first staff durbar for the year 2021

At the meeting, management mentioned that all activities of the Ministry are to be projectized, using project management best tools and practices to deliver value to the Ghanaian people.

the Ministry to be project supervisors and the drivers of the various projects for the year.

We look forward to a fruitful 2021 for the Ministry.

Source: MOI (PR Unit)

Key to this initiative is to empower young officers in

STAKEHOLDERS TO CLAMP DOWN ON UNETHICAL BROADCAST CONTENT

Stakeholders in the broadcasting industry have agreed to work in close ties to clamp down unethical broadcast content and regulate media excesses in the country.

They gave the assurance at a consultative forum organized by the Ministry of Information at Alisa hotel on Friday, April 16, 2021 to dialogue on how to regulate content produced by the broadcast media in the country.

The forum which sought to galvanize solutions and take inputs from relevant stakeholders in the drafting of a

comprehensive broadcasting bill in a manner consistent with the 1992 constitution.

The forum brought together stakeholders from the Ministries of Communication and Digitalization, Local Government, Decentralization and Rural Development, and Justice and Attorney-General's Department. Other stakeholders included the National Media Commission (NMC), the National Communications Authority (NCA), the National Security Secretariat, the Bank of Ghana, the Ghana Independent Broadcasters Association (GIBA), the Ghana

Journalists Association (GJA) the Media Foundation for West Africa (MFWA) and the Communication Select Committee of Parliament.

Source: MOI (PR Unit)



LET'S WORK TOGETHER FOR THE BETTERMENT OF OUR SECTOR – INFO MINISTER URGES NMC



The Minister for Information and Member of Parliament (MP) for the Ofoase Ayirebi Constituency, Hon. Kojo Opong Nkrumah has charged the National Media Commission (NMC) to collaborate with other relevant stakeholders to work to raise the standards in the broadcasting industry in the country.

He made this call when he paid a visit to the Commission on Tuesday April 20, 2021, as part of collaborative efforts to sanitize the broadcasting space and supports the operations of journalists.

His visit follows last Friday's consultative meeting held under the auspices of the Ministry of Information to dialogue on how stakeholders can help regulate content produced for broadcasting in Ghana.

The Minister commended the NMC and other stakeholders for the quick response to the call and the quality of inputs made.

He expressed his delight at the stakeholder collaboration to form a joint committee under

the NMC to monitor and tackle unethical media content in the broadcasting landscape.

Hon. Opong Nkrumah assured the Commission of his support towards the realization of the coordinated mechanism on safety of journalists.

He reiterated his commitment to assist the programme with a secretariat and roll out an electronic platform that will interface with journalists to ensure the smooth operations by the Commission.

He added that his outfit will support measures to protect journalists and deepen the frontiers of free expression in the advancement of the country's democracy.

"We think that as quickly as possible, the coordinated mechanism on the safety of journalists should be rolled out. The reason being that, the longer we delay, the longer the cancer festers and it will be good if we are able to perhaps tighten our timelines and get some work

done as soon as possible," the minister emphasized.

"We believe in consultation and engagement but if we can find a way to box that as quickly as possible, and get this mechanism out, we ourselves will know we are doing something which we believe and more importantly, our colleagues who are practicing in the space will have some comfort," he said.

Hon. Opong Nkrumah provided also, an update on the implementation of the Media Capacity and Enhancement Programme (MCEP) to help boost the competencies of media practitioners in the delivery of their mandate. He underscored the importance of capacity enhancement particularly, of media practitioners in their daily news reportage.

For his part, the Chairperson of the Commission, Mr. Yaw Boadu-Ayebofo commended the Minister for the courtesy call and was hopeful that the issues discussed will be addressed. He also assured the Minister of his full support in helping the industry to be better regulated.

Also present at the meeting was the President of the Ghana Journalists Association (GJA), Mr. Rowland Affail Monney, Executive Secretary of the NMC, Mr. George Sarpong, Deputy Executive Secretary of the NMC, Mr. Alex Bannerman and other members of the Commission.

The Minister for Information was accompanied by the Chief Director of the Ministry, Mrs. Mamle Andrews, Director of Finance and Administration, Mrs. Patricia Dovi Sampson, and the Director of Policy Planning, Budgeting, Monitoring and Evaluation (PPBME), Mr. Mawuli Segbefia.

Source: MOI (PR Unit)

MOI TOURS STATE OWNED MEDIA INSTITUTIONS

The Minister for Information, Hon. Kojo Opong Nkrumah has visited and interacted with its sector agencies as part of his working tour.

He was accompanied by the Deputy Information Minister-Designate Hon. Fatimah Abubakar and Management of the Ministry. At the various state-owned media houses he toured, Hon. Kojo Opong Nkrumah charged the media organizations to employ modern news reporting techniques in order to continue to be relevant in the industry.



GHANA NEWS AGENCY

The Minister admonished the agency to explore gaps in the media market place particularly, the underserved areas and employ strategies to capture these markets.

He added that economic, finance and business-related news reporting is one of the few news areas in the Ghanaian media landscape that has not been fully exploited and implored the GNA to harness that potential.

Hon. Opong Nkrumah made these remarks when he paid a working visit to the agency today since his reappointment as sector minister in the second term of the Nana Addo-led administration.

The Minister admonished the Agency to have a paradigm shift from what Former President Kwame Nkrumah envisioned for the agency when it was set up. Adding that at the time, the media landscape was not as pluralistic as it is today and therefore, could not continue doing the same things it did at the time.

“When Kwame Nkrumah envisioned GNA, the media landscape in Ghana and across the world was not like it is today. Today, we have pluralism in the industry, we have multiplicity of platforms across the country, over about 500 radio stations, over 100 television platforms, several online and print platforms. And so the old market place in which the services of a bulk distributor of news coming from a government’s news agency was so prominent.

However, there is no longer that market place and this means that state owned media like the GNA has to adopt to the changes in the market and ensure that you maintain your relevance,” he emphasized

Mindful of the budgetary and logistical constraints faced by the agency, the Minister reiterated his commitment to support the agency with logistics and also step up its budgetary allocation to improve its operations.

For his part, the Chairperson of the National Media Commission (NMC), Mr. Yawa Boadu-Ayebofo called for close collaboration between the NMC and the GNA stressing that working together was the only way both entities could improve the media space. He called for ethical journalistic practice and admonished the GNA to be exhibit professionalism in news reporting.

The Board Chairperson, Professor Olivia Kwapong on her part acknowledged the significant



increase in GNA's budgetary allocation under the leadership of the current Minister but bemoaned the persisting logistical constraints faced by the agency.

While commending the minister for his support for the agency, she underscored the need for the agency to be retooled to become the bulk distributor of government's news.

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Also present at the tour was the Deputy Minister Nominee for Information, Ms. Fatimatu Abubakar, Chairperson of the Parliamentary Select Committee on Communication, Hon. Cynthia Morrison and the Ranking Member, Hon. Alhassan Bashir Alhassan Fuseini. The rest included the Chairperson of the GNA Board, Prof. Olivia Kwapong, the General Manager of the GNA, Mr. Albert Kofi Owusu, and Chairperson of the NMC, Mr. Yaw Boadu-Ayebofo and other members of the agency's Board and some management members of the Ministry led by the Chief Director, Mrs. Mamle Andrews.

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GBC AND GCGL

At the Ghana Broadcasting Corporation (GBC) and the Graphic Communications Group Limited Hon. Kojo Opong Nkrumah advised them to employ modern news reporting techniques in order to continue to be relevant in the industry. He said, it was high time state owned media organizations responded to the competitive media landscape by employing innovative techniques to regain and command the space within which they operated.

This call was made when he paid a working visit to management and staff of GBC and GCGL as part of a routine familiarization tour amid ongoing discussions to restructure state owned media organizations to streamline their activities and make them efficient in the highly competitive media landscape.

Hon. Opong Nkrumah noted that he was mindful of the financial and logistical constraints of these media organizations and pledged his support through the Ministry to augment their budgetary allocations as a way of getting them to be efficient in their operations.



Inject efficiency in operations

In his address to staff of GBC, the Information Minister encouraged the management and employees of the state broadcaster to put all hands-on deck and work in transforming GBC from a bureaucratic media organization to a business-oriented institution that leverages on digitization.

He said that GBC needed to redefine its focus as state media broadcaster and reposition itself in the industry to become pacesetters in the broadcasting industry. "Today, GBC has an unclear identity. People expect you to be a public service broadcaster in line with your enabling legislation and therefore, expect you to do some things. Yet at the same time, we expect you to raise money and do commercial things like what private stations are doing. Some of the conversations you are having today about you being the ones properly so called to run the Digital Terrestrial Television (DTT) platform is an example of how the role of GBC moving into the future has not been clearly defined.

"So there is a question of what do we expect GBC to be in the future because if we expect that you will be the same old organization that was set up from 85 years ago with the same old focus, the same old direction and to compete and operate in contemporary times and to be relevant at the same time, then there are too many objectives that respectively I don't think you can achieve. We have to be clear on what sort of identity we want for GBC," the Minister said.

The Minister charged staff to channel their energies to

digitizing the operations of GBC by leveraging on online platforms.

He added that the digitization of GBC should be handled in a comprehensive manner, one that transformed all aspects of the corporation in line with the demands of modern times.

Be aggressive online

Mr. Oppong Nkrumah on his visit to the Graphic Communications Group commended the group for leading the way in print news reporting in the country. He said that the group has been able to distinguish itself in the print news publication but there was the need for it to go have a heavy digital presence to enable it diversify its operations.

He admonished management to retool and pivot their operations around digital platforms noting that digital media platforms would control the media space due to emerging technologies.

“The way media organizations are taking to digitization, if you are not quick enough to take advantage of online platforms, who knows, you will fall behind your colleagues in the industry,” he reiterated.



NEW TIMES CORPORATION

The Minister for Information and Member of Parliament (MP) for the Ofoase Ayirebi constituency, Hon. Kojo Oppong Nkrumah has challenged the New Times Corporation to pursue aggressive digital transformation in order to be better placed to take advantage of the numerous digital opportunities in the Ghanaian media landscape.

“If you do not take advantage of today’s technology and get ahead of the curve in the online and digital streams, you will be overtaken by those who have the leadership in these streams. So I am of the view that you need to chart a new path if you want to remain relevant,” he reiterated.

The Minister re-echoed the need for the

organization to make a difference by pursuing digital content since the online streams have become the other of the day.



He made the admonishment when he paid a working visit to the state press yesterday as part of a routine tour of state-owned media organization to engage with management and staff amidst ongoing talks to restructure and reposition state owned media in line with the demands of modern times.

Mindful of the financial and logistical constraints faced by the corporation, the Minister noted that the Ministry of Information was committed to helping it chart this new path by stepping up its budgetary allocation and helping it to procure modern equipment that would help it to redefine its focus.

He, however, implored management and staff to support the restructuring agenda and work in close ties to help the corporation realize this agenda.



The Minister was accompanied by the Deputy Minister-designate for Information, Ms. Fatimatu Abubakar, Chairperson of the Parliamentary Select Committee on Communication and Member of Parliament for Agona West, Hon. Cynthia Morrison, Chairperson of the National Media Commission (NMC), Mr. Yaw Boadu-Ayebofo and the management of the Ministry of Information.

Source: MOI (PR Unit)

2ND PUBLIC RELATIONS SUMMIT HELD



The 2nd Public Relations Summit has been held for 150 Public Relations Officers of the various Ministries, Agencies and Departments (MDAs) as well as State Owned Enterprises (SOEs).

The objective was to sharpen their knowledge and skills for the task ahead.

The special guest, Chief of Staff, Hon. Akosua Frema Osei-Opare admonished PROs to deliver their utmost best in the discharge of their duties.

The summit forms part of the process for nation building.

Source: MOI (PR Unit)

WORLD PRESS FREEDOM DAY HELD

The Minister for Information and Member of Parliament (MP) for the Ofoase Ayirebi constituency, Kojo Opong Nkrumah attended the event by the Ghana Journalist Association to celebrate Press Freedom in Ghana.

He reiterated Government's commitment to supporting the Ghanaian Press. These include the Media Capacity Enhancement Programme and the provision of tax rebates to media houses.

He was accompanied by the Deputy Information Minister-Designate, Hon. Fatimah Abubakar.

Source: MOI (PR Unit)



GOVT ESTABLISHES OFFICE FOR SAFETY OF JOURNALISTS IN ACCRA.



The Minister for Information and Member of Parliament (MP) for the Ofoase Ayirebi constituency, Kojo Opong Nkrumah has opened an office for the Coordinated Mechanism on the safety of Journalists in Accra in commemoration of the 2021 World Press Freedom.

The office which will be operated by the National Media Commission will become the official source of filing complaints of attacks on journalists, validating alleged attacks, following up on the investigations and sanctions and reporting on safety of journalists. Cabinet approved the framework for safety in 2020 after the Ministry of Information submitted a memo to that effect.



Hon. Opong Nkrumah urged journalists to take advantage of the facility in addressing pressing issues regarding to the safety of journalists. "This office is an additional layer aside many other interventions to demonstrate government's commitment to Press Freedom and Safety of Journalists", the Minister said.

He expressed gratitude to all those who have walked the journey making this office a reality and called on the National Media Commission to be professional

and independence on matters that come to the centre.

"If you do it well other countries going through same challenges will come and learn from you," he added. Complaints can be made through personal



submissions and on phone on 0592606918 / 0592606924.

There are also plans to develop an online platform and mobile application to add to the existing channel for complaints.

Present at the ceremony were Mr. Diallo Abdourahamane, UNESCO Representative to Ghana, Vice President of the Ghana Journalist Association (GJA), Mrs. Linda Asante-Agyei, Executive Secretary of NMC, Mr. Jones Sarpong, Deputy Executive Secretary of MNC, Mr. Alex Bannerman, representatives from Ghana Independent Broadcast Association (GIBA), the Ghana Police Service, Management and staff of the Ministry of Information and the media.

Source: MOI (PR Unit)

INFORMATION MINISTRY UNVEILS SOCIAL MARKETING PROJECT DUBBED “AMPLIFIED”



The Ministry of Information has unveiled its new innovative social marketing project, “Amplified” aimed at supporting young Ghanaian businesses embarking on selected causes.

The project will utilize the social media mileage of the Ministry, to highlight and promote the works of young entrepreneurs, project social causes and inspire mentoring opportunities.

Unveiling the project in Accra on Thursday, Minister for Information, Kojo Opong Nkrumah indicated that social media now plays an important role in the country’s digital space and leveraging it through innovative ways to help Ghanaian businesses will go a long way to helping young businessmen and women find the needed online market for their products and services.

“The Ministry has succeeded in growing its online audience to more than 1.2 million followers across all of its social media channels. Today, as I speak to you, the Ministry reaches more than 3 million people on a monthly basis and is the most relevant government institution in the country according to data from Facebook.

The information minister admonished social media influencers and bloggers who were on board to partner the project to help to promote the works of young entrepreneurs through amplification.

“Beyond the normal routine of supporting government communication, the Ministry has programed series of social marketing activities focused on using digital media channels of the Ministry and the reach of its programme partners of bloggers and social media influencers to now support the work of young Ghanaians under the programme called Amplified,” he added.

On his part, the Minister for Education, Dr. Aduwum described the project as one of the creative and inventive ways of developing the country’s human capital.

He said it was about time social media was put to good use, one that could stimulate national conversations, provide support for human centered issues and provide the necessary platforms for Ghanaian businesses to sell their products and render their service to the local and international market.

The Deputy CEO of the National Youth Authority, Mr. Owusu Ansah bemoaned the use of social media for churning out inappropriate content by the youth instead of highlighting stories that uplifts and set them on the right path.

He noted that the youth must begin to take advantage of opportunities like Amplified to do something of value for themselves and that of the communities in which they lived.

Source: MOI (PR Unit)



PROFILE OF DEPUTY INFORMATION MINISTER-DESIGNATE, HON. FATIMATU ABUBAKAR



The President of the Republic of Ghana His Excellency Nana Addo Dankwa Akufo-Addo, on Wednesday April 21, 2021, submitted a list of thirty-nine (39) Deputy Ministers and One (1) Minister of State to the Speaker of Parliament for vetting and approval. The list mentioned Honourable Fatimatu Abubakar as the Minister-Designate for Information.

Early life and education

Hon. Fatimatu Abubakar was born in Moshie Zongo, a suburb of Kumasi in the Ashanti Region. She graduated from the University of Ghana with a bachelor's degree in Psychology and English Language and Law for her second degree.

In 2008, while she was schooling at the University of Ghana, she served as the Vice President of Akufo Hall Junior Common Room and Chairperson of the SRC Week Planning Committee.

Career and Political life

In January 2017 she was appointed the Deputy Communications Director at the Office of the President, Jubilee House, Accra, Ghana.

Prior to her political appointment, she worked at the Lansdown Resort, Aburi, and SRM Engineering Limited, where she served as a house manager and a Clerk respectively.

She previously served the then-candidate Nana Akufo-Addo as a campaign aide in the 2016 and 2022 general elections.

Fatimatu Abubakar was part of the legal team of President Nana Addo Dankwa-Akufo-Addo during the 2020 Presidential Election Petition.

Awards and Honours

- Honourable Mention, Lifelink Tertiary Model United Nations
- Bronze Medal, West Africa University Games
- Global Medal, Ghana University Games (Handball, Women)

She is the youngest female muslim Deputy Minister in the fourth republic.

Beyond politics, she is a lawyer and an entrepreneur.