



# Media Committee

## Executive Summary

- The media team holds teleconference meetings every 6-8 weeks. The team reviews current affairs and selects items that the team can address.
- The team also selects topics on which to write press releases for external media.
- The team is also conscious of current events and responds accordingly by issuing press releases and articles.
- The team also maintains a non-political stance in their views and is cautious of issues that may be sensitive to the internal and external audience.
- To date, the team has released five press releases in 2013 of which three have been sent out to the external media.

## Current Projects:

1. PAMPHLET – ATTENDING A MUSLIM WEDDING: The team is currently working a pamphlet suitable for visitors to masjids and Imambargahs where a wedding will be taking place.
2. PAMPHLET – ATTENDING A MUSLIM FUNERAL: a pamphlet suitable for visitors who attend a Muslim funeral
3. RELATIONSHIPS WITH MEDIA: The media team supplies regular articles and press releases that reflect current events and portray a positive image of Islam
4. MEDIA COMMITTEE SECTION: A separate Media Committee section, under the proposed new World Federation website will be created to promote its workings and raise public awareness.
5. MEDIA NEWSLETTER: The team plans to develop a newsletter to keep the audience informed of the media committee's activities and progress



## Media Committee

### Introduction:

At The World Federation of KSIMC conference held in Dar es Salaam in May 2011, a resolution was passed to establish a Media Subcommittee. The Terms of Reference were presented at the 3<sup>rd</sup> Executive Council meeting held at Dar es Salaam in May 2012.

The media team holds teleconference meetings every 6-8 weeks. The team reviews current affairs and selects items that the team can address. The team also selects topics on which to write press releases for external media. The team is also conscious of current events and responds accordingly by issuing press releases and articles.

Despite the challenges the team faces in regards to time differences, the committee has developed a process that allows each member to contribute to the task at hand, while still providing timely reporting. The team also maintains a non-political stance in their views and is cautious of issues that may be sensitive to the internal and external audience.

### Goals:

Media Committee's goals are:

1. To raise the level of awareness about Islam and its values through various media;
2. To respond to material, news events and actions which portray Islam in a negative light with the intention to correct misconceptions and educate people;
3. To foster and maintain cordial inter-faith relations on the basis of Islamic guidance within and outside the Islamic sects;
4. To highlight the contributions of our organizations and people to mainstream society.

### Current Achievements:

To date, the team has released five press releases (see attached) in 2013 of which three have been sent out to the external media.

- Quetta Shia Massacre (January 2013)
- Imam Husain - The Grandson the Prophet Mohammed (January 2013)
- The Forgotten Message of the Last Prophet (March 2013 – external)
- The Women of the Household of Prophet Muhammad (May 2013 – external)
- The World Federation condemns recent attacks in Egypt (July 2013 – external)

Members have also included articles for The World Federation newswire. These are based on selected topics that relate to current affairs or the Islamic calendar month. The team has also planned an annual calendar of proposed articles. The media team also plans to publicise the great contribution of our community during times when there has been a crisis within and outside the community.

### Current Projects & Status:

#### 1. PAMPHLET – ATTENDING A MUSLIM WEDDING

The team is currently working a pamphlet suitable for visitors to masjids and Imambargahs where a wedding will be taking place. The pamphlet will give details on what to expect when attending a nikkah.



## **2. PAMPHLET – ATTENDING A MUSLIM FUNERAL**

Similarly the team is working on a pamphlet suitable for visitors who attend a Muslim funeral. This will include cultural etiquette and a guide on what to expect.

## **3. RELATIONSHIPS WITH MEDIA**

The media team supplies regular articles and press releases that reflect current events and portray a positive image of Islam. Inshallah we plan to, over a period of time, be able to respond to any negative publicity or comments on Islam. We are in the process of consolidating our links with the External media so that our press releases are more widely circulated.

## **4. MEDIA COMMITTEE SECTION**

A separate Media Committee section, under the proposed new World Federation website will be created to promote its workings and raise public awareness.

## **5. MEDIA NEWSLETTER**

The team plans to develop a newsletter to keep the audience informed of the media committee's activities and progress. This would include an update on issues that the team is addressing, as well as a media watch which will list current issues (positive and negative). The members would also like to create a media list, which includes a list of movies, books, and articles that the audience can use as reference.

## **Areas of Improvement:**

We would have liked to have our Press releases circulated further by media outlets. This has been discussed in our meetings and efforts will have to be made at regional level to establish more links.

## **Recommendations:**

- Each region should have formal appointments of certain professionals like lawyers, journalists or doctors so that the committee has access to such personalities when required to make a Press release on a sensitive subject.
- To have the services of writers to prepare articles or press releases as when the team requires.