

**MEDIA STRATEGIC
COMMITTEE OF THE WORLD
FEDERATION OF KSIMC**

Terms of Reference

Presented at the
Third Executive Council Meeting
Term 2011-2014

MEDIA STRATEGIC COMMITTEE OF THE WORLD FEDERATION OF KSIMC

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Introduction and Background

In the past few years, the various communities in all our regions have appealed for a need to set up some sort of media response team that addresses the needs and aspirations of our communities worldwide.

In light of this, The World Federation of KSIMC Conference, held in Dar Es Salaam in May 2011, passed a resolution to authorise the Executive Council of The World federation to form a sub-committee to prepare and approve:

Terms of Reference and

Define media sub-committee in order to execute the said media strategy for our community and external communities and media.

Draft Terms of Reference

Purpose

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.

Objectives

1. To set up and create relationships with media.
2. To interact and communicate with media and public at large.
3. To encourage existing K.S.I. media, community websites and magazines to play an active role in portraying the correct version of Islam.
4. To promote a positive and accurate portrayal of Islam and Muslims through local and international media including newspapers, television, Internet and radio.
5. To identify capable people worldwide who can report to the Media Strategy Committee with issues that portray our organisation or Islam negatively.
6. To advocate dialogue between faith communities and interact and communicate with government and other agencies as and when necessary.

7. From time to time Media Strategy Committee may communicate as necessary with the regions.
8. To provide support to regions, when needed, in dealing with media.

Long Term:

1. To undertake/commission investing in production unit and try and become a quality programme feeder.

Proposed Procedure

1. The Media Strategy Committee will comprise of minimum of 1 [one] nominee from each member or associate member.
2. Overall the Media Strategy Committee shall comprise no more than 12 [twelve].
3. The Rapid Response Team from Media Strategy Committee shall not exceed more than 6 [six]. The nominees in the Rapid Response Team will need to have experience in dealing with the media, understanding in legal overview and understanding of political implications.
4. Both Media Strategy Committee and Rapid Response Team will liaise closely with the Secretariat.

Reporting

The Media Strategy Committee will report at every Executive Council Meeting of The World Federation.

Authority

The President and the Secretary General of The World Federation will sign off any kind of press release, statements or any kind of communications.

Structure

The Chair of the Media Strategy Committee shall be one of the office bearers of The World Federation.

The World Federation office bearers will appoint both the Media Strategy Committee and the Rapid Response Team in consultation with the Regions.