

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

## **An Update**

Presented at the  
Fifth Executive Council Meeting  
Term 2011-2014

## **Media Strategic Committee of The World Federation of KSIMC**

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. (See Attached)

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/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.

### **Press Releases**

To date, the team has released 4 press releases, 2 of which have been sent to the external media.

- Quetta Shia Massacre (January 2013)
- Imam Husayn - 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)

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 what items the team will be carrying, and what the content of the proposed articles will be. 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.

### **Future Plans:**

To establish relationships with media organisations by supplying regular articles/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/comments on Islam.

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

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.