



ENGAGE

**Political Participation
Media Awareness**

PRESENTATION SUMMARY

- FACTS OF THE MATTER
- THE MEDIA INDUSTRY
- INFLUENCING THE MEDIA
- THE POLITICAL DIMENSION
- ENGAGE – VISION & MISSION
- ENGAGE – STRUCTURE
- FINANCIALS

FACTS OF THE MATTER

“Muslim plot to behead
soldier in the UK”

“Ban the Veil”

“Britain says: ‘We’re at war
with Islam”

Everyday at least 10 articles are printed on the UK Muslim community. Most are negative.

Source: Meltwater (formerly Magenta) News Monitoring

Newspaper images



Examples of recent press coverage of the Muslim community

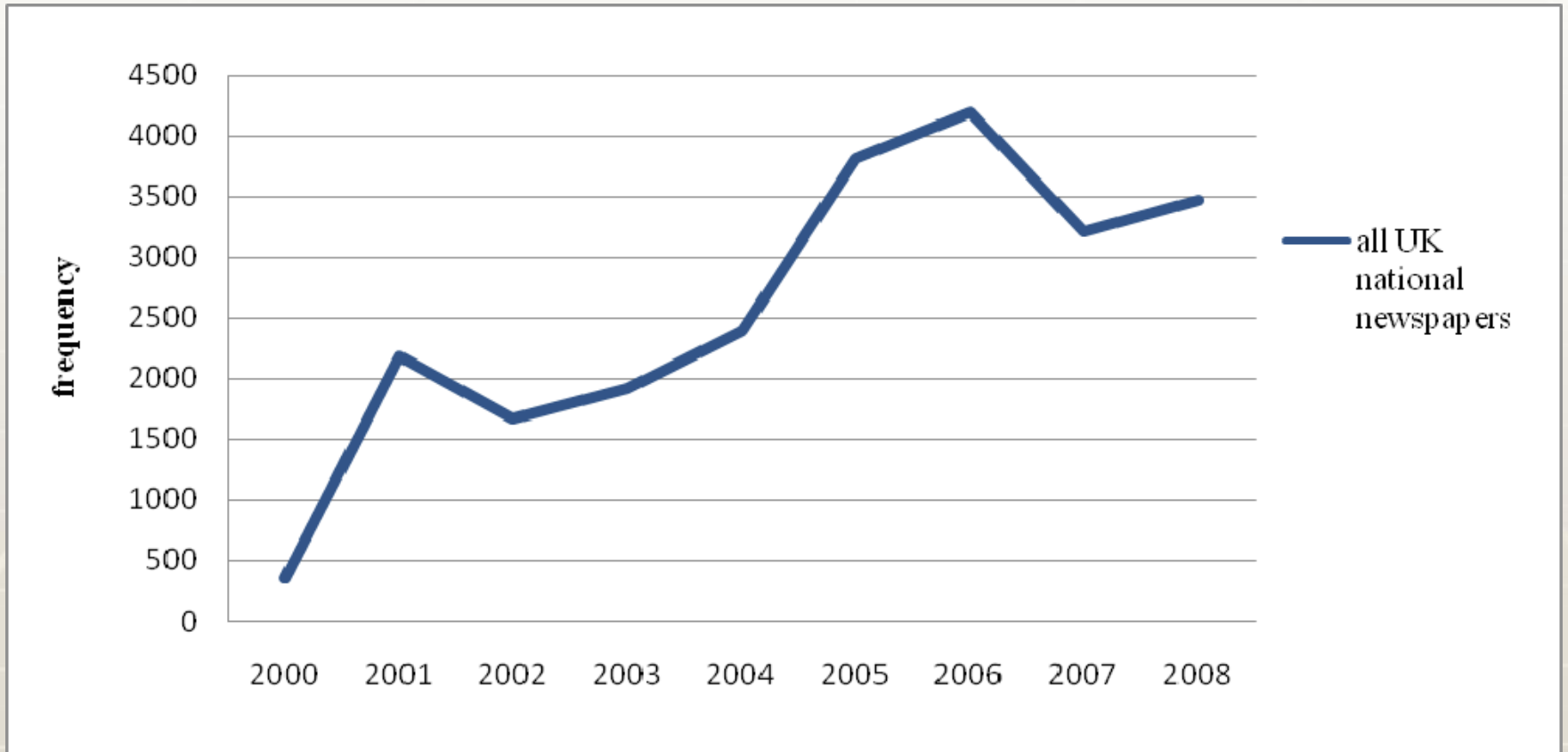
NON-MUSLIM VIEWS

CARDIFF UNIVERSITY REPORT

7th July '08 – was based on:

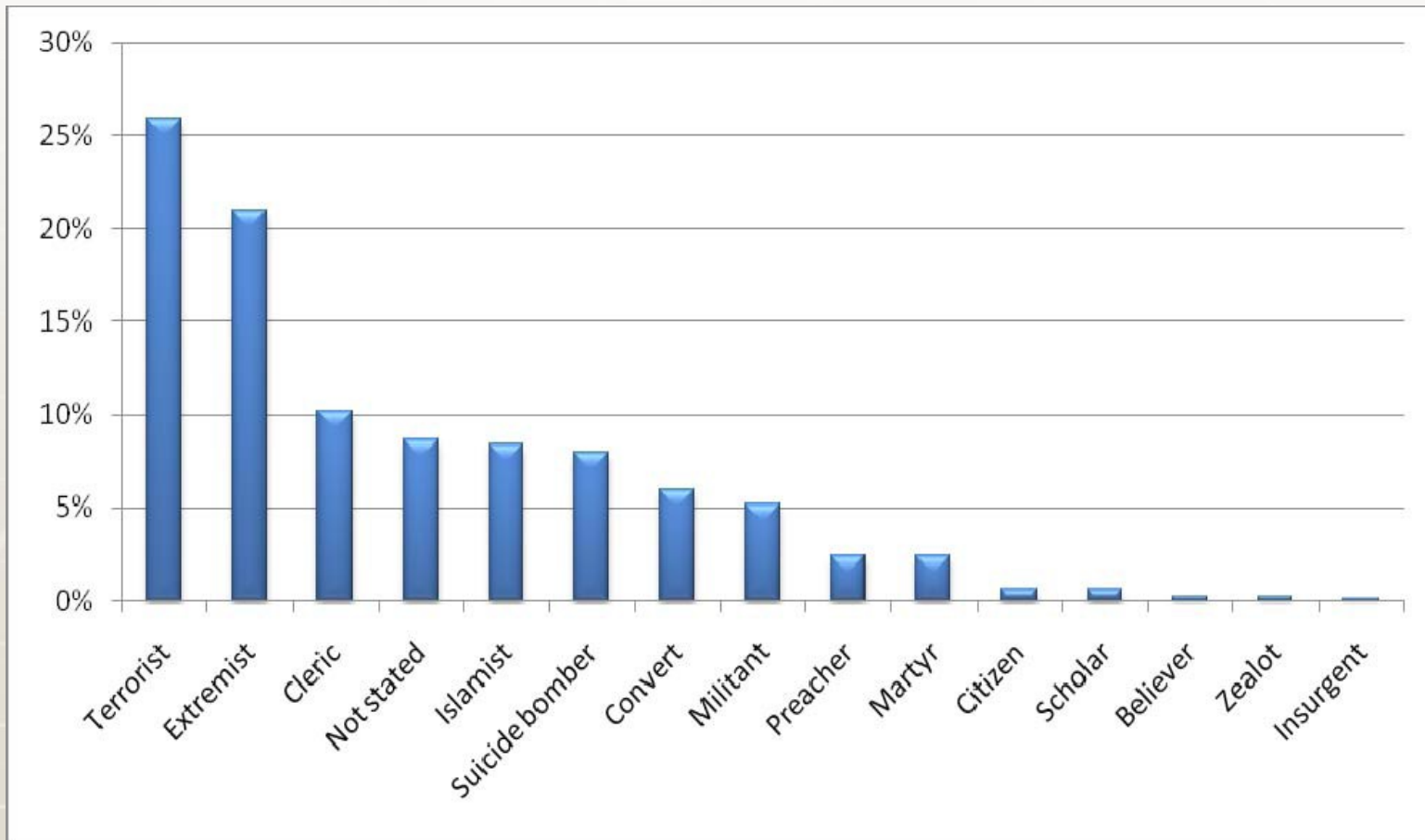
- 1. An analysis of 974 newspaper articles about British Muslims from 2000 to 2008;
- 2. An analysis of the visuals/images used in articles about British Muslims in the British press throughout 2007 and 2008;
- 3. A series of case studies about British Muslims in the British press.

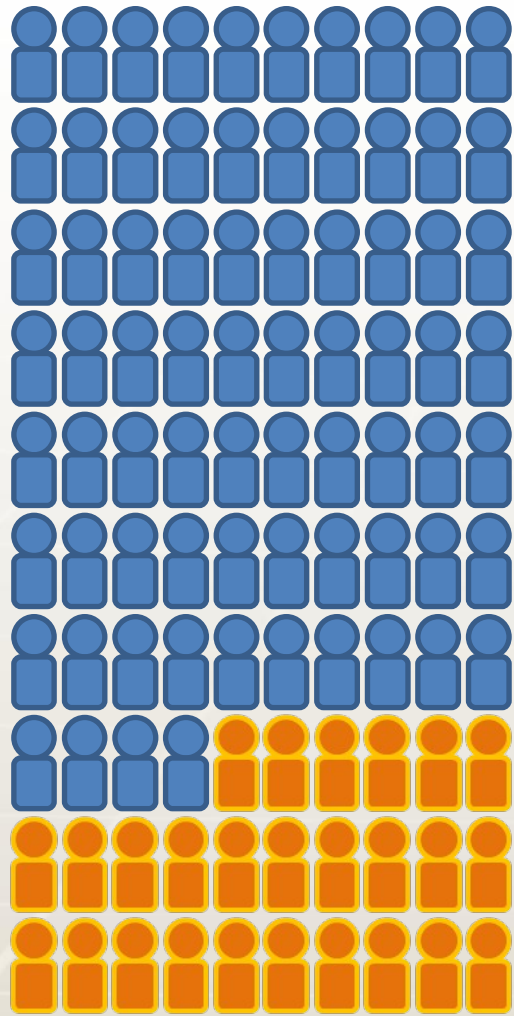
CARDIFF UNIVERSITY RESEARCH



MOST COMMON NOUNS USED IN CONJUNCTION WITH BRITISH MUSLIMS – Cardiff University research

References to “radical” Muslims outnumber references to “moderate” Muslims by 17 to one.

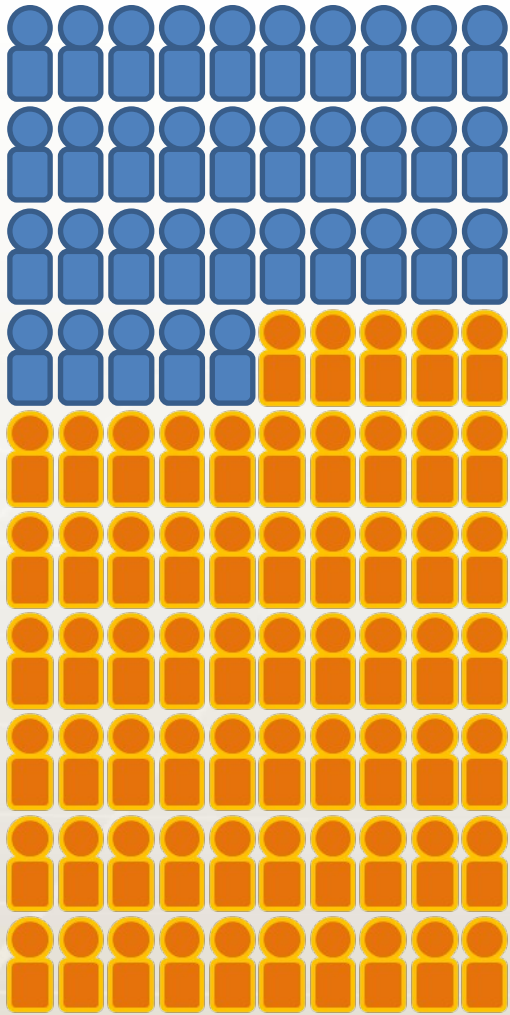




26% OF THE
POPULATION ADMIT TO
BEING “HOSTILE” TO
MUSLIMS

*Populus poll, July 2006

FACTS OF THE MATTER



65%

AGREE THAT THE
INTELLIGENCE SERVICES
SHOULD INFILTRATE MUSLIM
ORGANISATIONS IN ORDER TO
GATHER INFO ON THEIR
ACTIVITIES AND FUNDRAISING

Poll by Populus, July 2006

FACTS OF THE MATTER

RISE IN HATE CRIMES

Half of all religiously motivated hate crimes are directed at Muslims.

(Source: Crown Prosecution Service, January 2005)

Anti-Muslim graffiti daubed on a primary school at Hesketh Bank, Lancashire



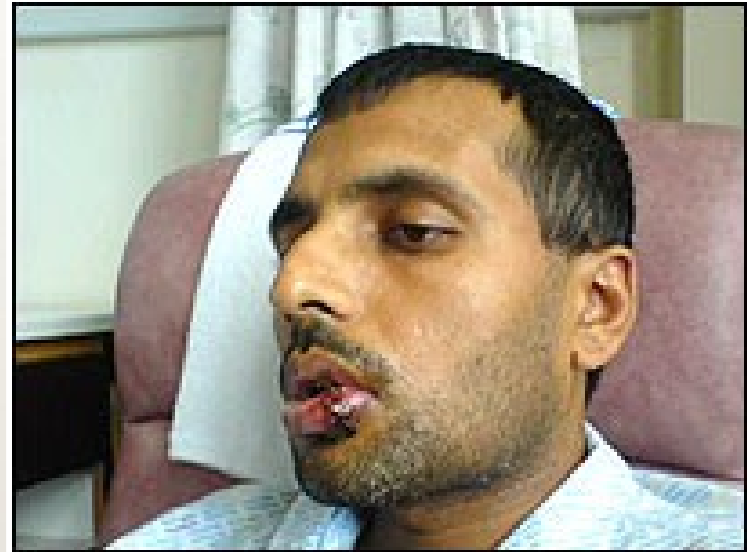
Neo-nazi graffiti daubed on a mosque in Wiltshire (also in 2005)



Vandalised Muslim graves at Leicester (this happened at Saffron Hill Cemetery, Leicester in April 2003)

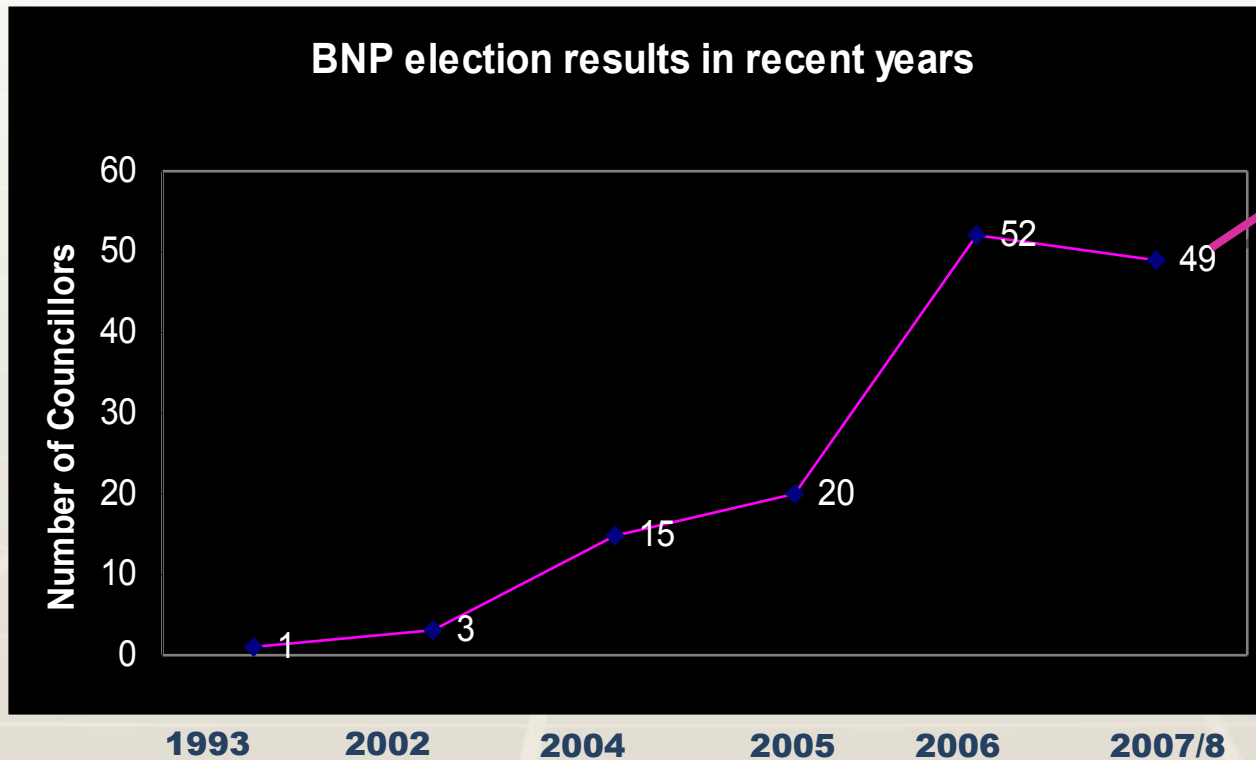


'Mosques warned of anti-Muslim backlash'



THE BNP

, for whom hatred of Islam is central, has enjoyed an 8-fold increase in its number of councillors over the past 5 years.



How many in 3-10 years?

RISE OF THE RIGHT

- **Germany, 2005** – Angela Merkel elected Chancellor after a landslide victory by her rightwing Christian Democrats
- **France, 2007** – Nicolas Sarkozy elected president of France, crushing his socialist opponent
- **Italy, 2008** – Silvio Berlusconi re-elected as president
- **UK, 2008** – Boris Johnson sweeps to power as Mayor of London; Conservatives poised to win the next General Election (currently enjoying a 20% lead in the polls)

THE MEDIA INDUSTRY

PRESS

TV

WWW

PRESS



PRESS AFFILIATION

THE INDEPENDENT

theguardian

THE MIRROR

THE TIMES

NEWS OF THE WORLD

The Mail
ON SUNDAY

The Daily Telegraph

DAILY STAR

THE SUN

DAILY EXPRESS

LEFT WING

CENTRE

RIGHT WING

TV

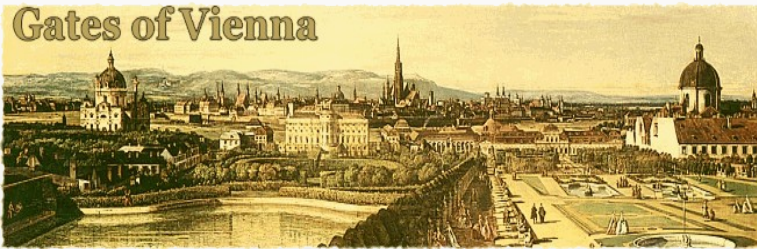
How did this...



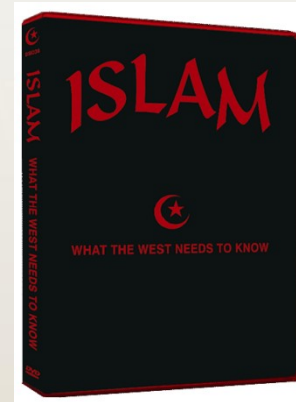
Become this..?



ANTI ISLAMIC BLOGS AND THINK TANKS



Centre for Social Cohesion



QUESTION

MUSLIMS IN THE MEDIA

How many Muslim journalists or TV presenters can you name?

QUESTION

OTHER GROUPS INFLUENCING THE MEDIA?

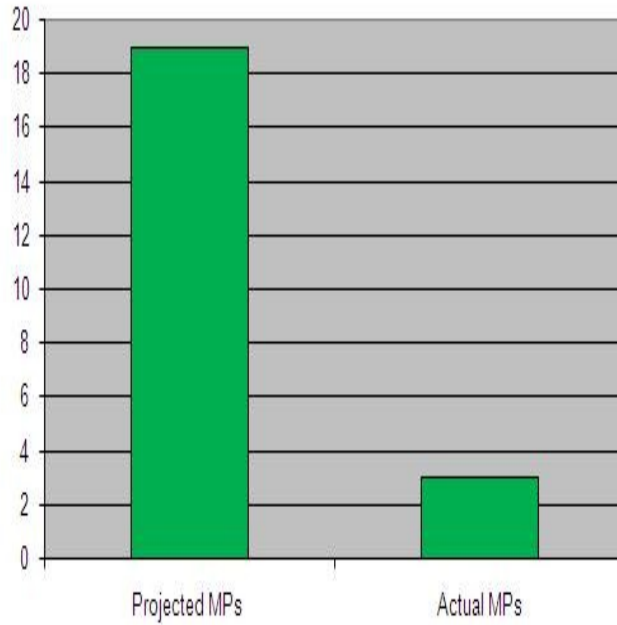
How have Britain's other minorities successfully used the media to combat prejudice?

INFLUENCING THE MEDIA

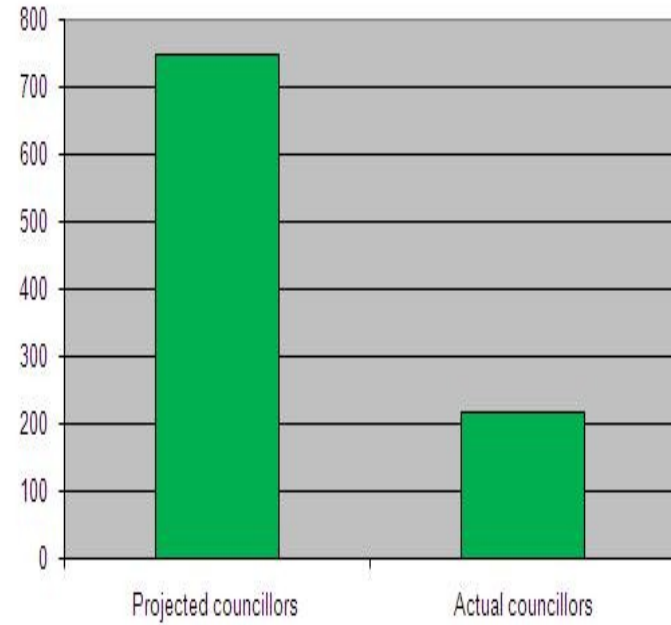
- **Reactive** - Speedy responses to articles.
- **Proactive** - Close ties with key journalists.
- **Proactive** – Publicly exposing journalists to your viewpoint.
- **Proactive** – Grass roots campaign to influence local media and political affairs.
- **Proactive** - Train informed, articulate and confident spokespeople.

THE POLITICAL DIMENSION

UK Muslim MPs



UK Muslim councillors




PRO-RATA TARGETS

Source: ONS

Muslim key constituencies

15



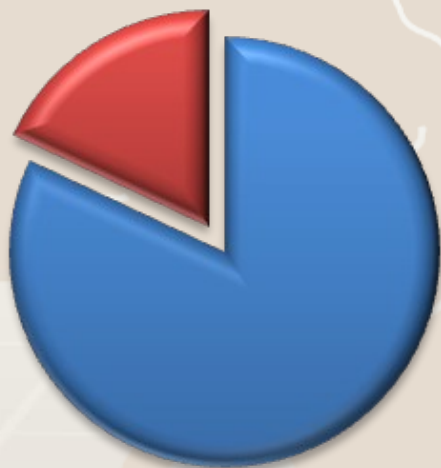
Tower Hamlets	71,000 (36% of population)
Newham	59,000 (24%)
Blackburn	27,000 (19%)
Bradford	75,000 (16%)
Waltham Forest	33,000 (15%)
Luton	27,000 (15%)
Birmingham	140,000 (14%)
Hackney	28,000 (14%)
Pendle	12,000 (13%)
Slough	16,000 (13%)
Brent	32,000 (12%)
Redbridge	29,000 (12%)
Westminster	21,000 (12%)
Camden	23,000 (12%)
Haringey	24,000 (11%)

Less than 10%
More than 5%

= 50 to 100
seats



MUSLIM VOTER REGISTRATION



18%

of London's Muslims
are NOT on the electoral
register*

*Department for Constitution Affairs' estimates, Feb 2006

ENGAGE – VISION & MISSION

- **Speedy responses to negative media** – Meltwater daily feeds sent to national Muslim writers.
- **Links with key journalists** – Private meetings.
- **Exposing journalists to Muslim community** – A fortnightly function in London with c150 Muslim professionals quizzing key journalists.
- **Attendance at every meeting/event** held nationally which may impact political future of Muslims.
- **Grassroots campaign** – A media officer in every town or city dedicated to penetrating local media and helping Muslim political initiatives.
- **Website & Bloggers** - A powerful anti-Islamophobic Website, which doubles up as an activist's toolkit and brings together muslim bloggers.
- **Registering voters and encouraging tactical voting** – Carry out a grass root campaign to (1) register Muslims on the electoral roll and (2) ensure the Muslim vote is tactically driven.



oteSMART
Make the RIGHT choice

VoteSMART
Make the right choice

Your Local MP



Jack Straw : Labour

	FOR	AGAINST
THE WAR IN IRAQ	<input checked="" type="checkbox"/>	<input type="checkbox"/>
42 DAY DETENTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRANT AIDED SCHOOLS	<input checked="" type="checkbox"/>	<input type="checkbox"/>

TACTICAL VOTING – VOTE SMART

- GET REGISTERED
- USE THE VOTE
- VOTE TACTICALLY

ENGAGE - STRUCTURE



BANNER AND AFFILIATION non-partisan but supported by major national Muslim organisations

3 YEAR FINANCIALS

• OFFICES & RELATED COSTS	£300K
• SALARIES	£450K
• ADDITIONAL RESEARCH BUDGET	£50K
• WORKING BUDGET	£50K
• SEMINARS	£50K
• ADVERTISING/PRINT/WEBSITE	£50K
• MISC	£50K
TOTAL - £1M	

PLAYING YOUR PART

- Du'aa
- Ideas and feedback
- Donations - £400k already funded, only £600k left