



*OIC/ICIM-11/2016/INF/DMS*

**MEDIA STRATEGY OF THE  
ORGANIZATION OF ISLAMIC COOPERATION**

**11<sup>TH</sup> SESSION OF THE CONFERENCE OF INFORMATION MINISTERS**

***(SESSION OF THE NEW MEDIA TO COUNTER TERRORISM AND  
ISLAMOPHOBIA)***

**JEDDAH, KINGDOM OF SAUDI ARABIA  
21 DECEMBER 2016**

# **Media Strategy of the Organization of Islamic Cooperation**

## **Introduction**

It was high time for the Organization of Islamic Cooperation (OIC) to have a comprehensive and modern Media strategy targeting both the Muslim world and the West and involving clear operational programmes and intensive campaigns for a true, just and objective perception of Islam and the issues pertaining to Muslims.

The OIC 2025 Programme of Action, approved at the 13<sup>th</sup> Islamic Summit (Istanbul, Republic of Turkey: 14-15 April 2016), emphasizes the importance of print and audio media, along with social networks, as effective and useful tools in information dissemination and public opinion shaping. Further, the TYPOA points out that great many good causes and issues have failed to make impact in the absence of strong media support. That is why, as explained in the Ten-year Programme of Action, the OIC General Secretariat has been working in association with relevant institutions to devise an elaborate Media strategy for an effective outreach with the general public, while bringing the media to bear on promoting the objectives and end goals of the Organization. Accordingly, the OIC 2025 Programme of Action called on the Member States to invest in the development of their information infrastructure and in revitalizing the OIC-affiliated media institutions, as part of the drive to promote solidarity and unity for greater joint Islamic action in all fields.

The Media Strategy, devised by the Information Department in coordination with the various departments of the OIC General Secretariat and the OIC organs conforms in its scope with the Organization's general objectives and policy. Its implementation involves the portfolio of alliances established by the Organization with media of all forms, whether at the local level across the Member States, regionally or worldwide. Its effective realization also hinges on the bulk of programmes developed at the OIC General Secretariat, along with the programmes and projects of relevant institutions reporting to the OIC.

Further, the core purpose of this Strategy is to serve as a conduit to deliver the message of the Muslim world to its intended audience, in an effectively consistent and organized manner, preventing situational response to world developments.

## **First: Terms of Reference**

The present Media Strategy draws on the following instruments and reference material:

1. The Charter of the Organization of Islamic Cooperation.
2. The OIC 2025 Programme of Action.
3. The Final Communiqué of the 13<sup>th</sup> Islamic Summit Conference (Istanbul, 14-15 April 2016).

4. The institutional agreements concluded by the Organization of Islamic Cooperation with regional and international bodies and institutions.
5. The media partnership agreements entered into by the Information Department with information institutions.

## **Second: Objectives**

The OIC Media Strategy is designed to achieve the following objectives:

1. Further strengthen the central position of the Palestinian cause, shore up the Palestinian people's right to recover their rights, and lay bare the Israeli occupation forces' violations, through various forms of media such as social communication networks, and by launching thematic campaigns on Palestine and Al-Quds locally, region-wide and at the level of the Muslim world and in the West.
2. Publicize the issues of the Muslim Ummah on all planes.
3. Increase visibility for the Organization online and elevate its credibility and transparency, make information available to the public and foster shared values and objectives.
4. Help Member States reach their national objectives of consolidated development, through partnership between the OIC and its affiliated institutions.
5. Present the true image of Islam and its immaculate principles to the world.
6. Raise Muslim world's awareness and intensify campaigns with the aim of mainstreaming moderation principles in academic curricula and public sphere.
7. Counter anti-Islam and anti-Muslim propaganda spread by various western media with the intent to fuel Islamophobia and distort the true image of Islam.
8. Encourage conclusion of agreements between the OIC and its Member States and among the Member States themselves, the aim being to allow expertise sharing in the field of Media.
9. Foster communication between the Organization and the media in the Member States, including through entering into agreements with press agencies, TV channels as well as media and research institutions.
10. Sensitize Member States that they are joint partners to the Organization's projects and programmes, the purpose being to gain stronger support and endorsement of their outcome.
11. Enhance cooperation between the OIC General Secretariat and its specialized, subsidiary and affiliated bodies for a synergy and coordination of efforts in delivering unified messages to serve the Organization's issues.
12. Maintain an enhanced presence and role for the Organization regionally and worldwide.
13. Work toward promoting trade and tourism exchange between Member States, and anchor foreign investment to the Member States.
14. Encourage investment in human capital in the media sector in the Member States, the aim being to hone their skills and enhance their performance.

15. Promote joint Islamic action in the media.
16. Allow for civil society organizations, the youth, women and representatives of Muslim communities in Non-member States to share expertise and experience on issues of common concern to the Organization and to them, and on ways for peaceful coexistence within their communities and countries.
17. Cooperate with universities and research centers in the Member States to benefit from their expertise and research work on issues affecting the Muslim world.

### **Third: Target Audience**

The OIC Media Strategy targets two main groups:

1. Inside the Member States: the Strategy seeks to raise awareness about the Organization's objectives, programmes and projects, the ultimate aim being to build up Islamic solidarity within Member States and among their peoples.
2. The West and Non-member States: the focus of the Strategy will be on redressing misconceptions about Islam and its symbols, and publicizing the Organization and its projects and programmes aimed at fostering coexistence and mutual understanding between peoples and religions.

### **Fourth: Major Partners**

1. The Information Department at the OIC General Secretariat, in its capacity as the lead author of the Draft Media Strategy and follow-up supervisor in charge with overseeing the implementation of the Strategy's key elements in coordination with all partners.
2. The General Secretariat: Palestine and Al-Quds Affairs Department; Political Affairs Department; Economic Affairs Department; S&T Department; Humanitarian Affairs Department; Cultural, Social and Family Affairs Department; along with Dialogue, Peace and Mutual Understanding Center.
3. The OIC-affiliated media organs and committees: the International Islamic News Agency (IINA), the Islamic Broadcasting Union (IBU), the OIC Satellite Channel, the Islamic Conference of Information Ministers, the Standing Committee for Information and Cultural Affairs (COMIAC), the OIC Broadcasting Regulatory Authorities Forum (IBRAF), and the OIC Media Forum (OMF).
4. Organs responsible, in coordination with the General Secretariat, for the implementation of media programmes and projects: the Islamic Development Bank (IDB), the Islamic Educational, Scientific and Cultural Organization (ISESCO), the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC), the OIC Research Centre for Islamic History, Art and Culture (IRCICA), the Islamic Center for Development of Trade (ICDT), the International Islamic Fiqh Academy (IIFA), and the Islamic Solidarity Fund (ISF).

5. Member States' information and communication ministries along with national media outlets.

### **Fifth: Projects for Implementation**

The Strategy is articulated around the following projects:

1. Support completion of the restructuring of IINA and the IBU, along with supporting COMIAC and its Dakar-based coordination bureau.
2. Follow-up to the implementation of the various resolutions and projects adopted by the Islamic Summit Conference, the Council of Foreign Ministers, the Islamic Conference of Information Ministers, COMIAC and the Media Forum on the African Continent.
3. Commemorate the OIC Day (September 25) through organizing outreach activities (press conferences, interactive panel discussions, forums and cultural events) in one of the Organization's cluster offices, the purpose being to promote the OIC core message and vision.
4. Launch prizes and awards to media institutions with outstanding contribution to building up a strong media presence for the Organization, and increase the visibility for its programmes and projects nationwide, regionally and internationally.
5. Work toward implementing unconventional out-of-the-box youth-focused initiatives and projects.
6. Work toward establishing a supportive network of intellectuals, so they can write and produce material on the Organization in major western media.
7. Look into media strategies both of Islamophobia-mongers in the West and of terrorist organizations, with focus on the discourse, tools, methods and ways used. The objective is to identify areas of weakness and develop appropriate counter media strategies.
8. Hold an annual film festival for the Member States.
9. Expand production of documentary films pertaining to the OIC.
10. Upgrade the OIC Journal and establish a proactive website for it.
11. Prepare a training programme for the OIC staff members and media specialists within the OIC organs.
12. Produce a series of specialized books and publications.
13. Draw up an implementation mechanism for media campaigns via traditional media, social networks and the internet.
14. Complete the establishment of the OIC Satellite Channel to serve as a means for rapprochement between the Member States and Muslim communities in economic, tourist, cultural, social, scientific and technological areas.
15. Hold forums and conferences to address islamophobia and countermeasures grounded in a human rights-based approach, with the participation of media institutions and NGOs.
16. Prepare specialized annual media reports on the importance of combating Islamophobia, in collaboration with media institutions.
17. Produce documentary reports, movies and cartoon animated series on the Islamic values and morals, in partnership with leading media institutions.

18. Consolidate media cooperation with major press agencies in the world.
19. Organize meetings and workshops to establish a commonly agreed terminology and a unified media language regarding specific issues such as Islamophobia, terrorism, Daesh, hate discourse, human rights, freedom of expression and freedom of press, etc.
20. Coordinate with OIC-affiliated media institutions, such as the OIC Broadcasting Regulatory Authorities Forum (IBRAF), to serve as an audiovisual observatory for the Organization.

### **Sixth: Implementation Mechanism**

The mechanism for the implementation of the Strategy consists of the following components:

1. Work toward holding interviews, promoting the OIC presence in social networks, hosting symposia, conducting workshops, and reaching out to the media with a periodical press statement.
2. Hold media fora and workshops in the OIC Member States.
3. Train media personnel at the OIC and its organs.
4. Work toward organizing work visits to journalists from the West to the OIC General Secretariat. The aim is to introduce them to the work of the Organization (its objectives, activities, accomplishments and future projects) so they can feature the Organization.
5. Arrange for holding media forums in certain regions across the Muslim world, following the successful experience of the Media Forum on the African Continent (Marrakech, Kingdom of Morocco, 17-19 December 2015).
6. Conclude agreements between the Organization and Member States concerning cooperation on holding training programmes and organizing two-way visits for media professionals.
7. Expand the database for all partners to the Media Strategy, in order to reach the largest public possible.
8. Prepare press and information files on specific issues and disseminate them to the media within the Member States and in the West, while highlighting the Organization's position on those issues.
9. Cooperate with the media, both in the Member States and in the West, on conducting interviews with senior OIC officials as well as with influential and renowned figures in art and sport circles. The purpose is to examine a number of specific issues and thereby convey the Organization's messages.
10. Undertake further alliances and agreements between the General Secretariat, represented by the Information Department, world media and public relations agencies.

### **Seventh: Coordination Mechanism with the OIC Organs and the Member States**

1. A core component of the OIC Media Strategy is to set up a work coordination mechanism between the Organization and the institutions reporting to it. The

ultimate purpose is to convey media messages of the OIC General Secretariat and its various organs in a unified manner and in harmony with the Organization's general policy. The following action steps are envisaged:

- a. Information ministries or their equivalent bodies in the Member States shall designate each a media coordinator to work with the OIC General Secretariat's media group, the aim being to share information about the Organization as well as its activities and programmes across the Member States.
- b. Media coordinators of Member States' information ministries shall have the opportunity –alongside preparatory meetings for sector-based conferences– to exchange views with partners and stakeholders on issues of concern to the Organization (such as the Palestinian cause, Islamophobia, cultural dialogue, Muslim minorities, women and child rights).

#### **Eighth: Timeframe**

The Strategy shall be implemented following its approval by the Islamic Conference of Information Ministers and the Council of Foreign Ministers. It shall extend until 2025 and can be updated and revised upon request from the Islamic Conference of Information Ministers.