



The Islam Project is a community engagement campaign that uses the broadcast premieres of two PBS documentaries as springboards for strategic community building, public awareness campaigns and educational efforts on the subject of contemporary Islam.

**activeTM
voice**
A division of
American Documentary

The Campaign

The year-long campaign includes a range of practical materials for community stakeholders — new tools to help them better understand Islam and Muslims. Developed by Active Voice and other project partners for interfaith groups, Muslim organizations, educators, civil rights leaders, policy-makers, and media professionals, the materials can promote a range of positive community outcomes:

RAISE PUBLIC AWARENESS

- Promote understanding and knowledge of Islam — what it is and what it is not — and thereby help decrease acts of prejudice and discrimination



BUILD BRIDGES

- Create new alliances between American Muslim groups and others, of particular importance since 9/11
- Deepen existing connections between Muslims and other faith-based communities

SUPPORT DIALOGUE

- Encourage proactive, interfaith dialogue and coalition building on issues of diversity and the appreciation of pluralism
- Provide content to mosques and Muslim organizations to assist in their own outreach efforts

OFFER EDUCATIONAL RESOURCES

- Provide activities and materials to middle school and high school teachers to help them meet state standards for teaching about world culture and religion

SENSITIZE PROFESSIONALS

- Educate journalists to help them do a better job of covering Muslim communities
- Offer employers and co-workers a creative entry point for understanding issues Muslims face in the workplace



The ISLAM Project



The Films

MUSLIMS seeks to enrich understanding of the multifaceted ways that Muslims live their faith. The program will present an intimate look at the lives of Muslims in various cultures around the world. Through detailed portraits of people in their daily lives, viewers will experience what it means to be Muslim in places as dissimilar as Nigeria, Iran, Egypt, Turkey, Malaysia and the United States. By showing the diversity of thought, practice, life-style and interpretation of text, the film will present a balanced and informed portrait of Muslims and the diversity among them.

Coming to PBS May 9, 2002 (Check local listings)

MUSLIMS was produced by the Independent Production Fund for PBS' FRONTLINE, with major funding provided by The Pew Charitable Trusts and The William and Mary Greve Foundation. Additional funding was provided by the Lilly Achincloss Foundation and the Fetzer Institute.

MUHAMMAD: LEGACY OF A PROPHET tells the story of the 7th century prophet who changed world history in 23 years, and continues to shape the lives of more than 1.2 billion people. Remarkably, this story that plays an increasingly vital role in world affairs remains virtually unknown to most Americans. *Muhammad* will create a lively, thorough, and honest portrait of Muhammad, the man and the prophet. It will take viewers not only to ancient Arabian sites where Muhammad's story unfolded, but also into the homes, mosques and workplaces of some of America's seven million Muslims to discover the many ways in which they follow Muhammad's example.

Coming to PBS Fall, 2002 (Check local listings)

MUHAMMAD: LEGACY OF A PROPHET was produced by Kikim Media and Unity Productions Foundation with funding provided by the Corporation for Public Broadcasting, The David and Lucile Packard Foundation, Irfan Kathwari Foundation, El-Hibri Foundation, Arabian Bulk Trade, Ltd, Sabadia Family Foundation, Qureishi Family Trust and more than 4,000 individual donors.

Independent Production Fund (IPF), a nonprofit 501(c)(3), was established in 1988 to create, develop, produce and distribute programs and series that focus on issues of current concern. Its projects have aired on PBS and have been distributed to educational and health care institutions throughout the United States.

Kikim Media draws on 25 years of experience in print and broadcast journalism to engage, entertain and inform our audiences. Our

productions are guided by our fundamental commitment to fairness and accuracy and by our abiding conviction that a true story, honestly told, can change people's lives.

Unity Productions Foundation is a nonprofit production company whose mission is to develop balanced, fair and accurate journalistic material concerning the world's cultural and spiritual traditions in order to help increase understanding and tolerance.

Interactive FrameWorks Inc. is led by Andree Hight Duggan and Will Duggan. The team formed the company in 1991 to help clients extend the reach, impact and effectiveness of large- and small-scale communications and educational outreach projects.

Major funding for the community engagement effort, called The Islam Project, was provided by **Carnegie Corporation of New York** and **The Nathan Cummings Foundation**.

The Tools

Training and Technical Support

The Active Voice team of facilitators, trainers and media strategists will help selected communities and organizations leverage The Islam Project films and related materials. In particular, Active Voice staff will customize technical assistance to interfaith, Muslim and civil rights organizations, educators, and partners, thereby building capacity on the grassroots and institutional level.

Community Action Kit

Active Voice's Community Action Kit, a guide to planning and implementing community activities, will maximize the impact of the broadcasts and other screenings. The kit includes:

- Community planning guides
- Theme-based discussion guides
- Case studies of successful related projects

What Is Active Voice?

Active Voice is a multicultural, nonprofit team that helps groups use social issue television programs and films as tools for community building, citizen engagement and partnership development.

How do I get more information?

To inquire about The Islam Project and to get involved in local activities, please contact us at:

Active Voice
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www.theislamproject.org

National Partners:

Center for Muslim-Christian Understanding
at Georgetown University
Council on Islamic Education (CIE)
Freedom Forum, First Amendment Center
Hope in the Cities, Initiatives of Change
Islamic Society of North America (ISNA)
National Conference for Community and
Justice (NCCJ)
North American Interfaith Network (NAIN)
Pluralism Project at Harvard University