

## Making the most of Islam Awareness Week:

**16th - 22nd November**

Islam Awareness Week, now in its 15th year, was set up to raise awareness, challenge stereotypes and remove misconceptions surrounding Britain's second largest faith group. It is a fantastic opportunity for people of all faiths and none to come together in a spirit of understanding and co-operation.

This year's IAW will coincide with the England's first ever inter-faith week and they have a central unifying theme – 'Walk the Talk'. It aims to encourage everyone to get out and about and get to know people of all faiths and none - as talking face to face and listening to each other leads to a better understanding of each other and can build bridges between communities.

IAW takes place from Monday 16th until Sunday 22nd November and is a great news hook to contact your local media with to showcase the work you are doing to benefit your local community and raise the profile of your project or organisation for better awareness and understanding about Islam.

We have put together some simple steps on how to work with the local media to help you showcase the good work you are doing. If you aren't able to host a specific event for IAW, think about your existing projects or activities that might have an inter-faith theme.

For more ideas on the types of events or activities you can host, or to find out what is happening in your area, visit [www.iaw.org.uk](http://www.iaw.org.uk) where you can also get posters and leaflets to help publicise your event.

If you have any questions about these, please feel free to contact Blue Rubicon on 020 7260 2700 or [IAW@bluerubicon.com](mailto:IAW@bluerubicon.com)

### **Step 1 - Raise Awareness**

Your local newspaper, radio station or local Mosque newsletter or website, might not have considered covering Islam Awareness Week – or might not be aware of it - but this doesn't mean they're not interested in featuring an article about what is happening to celebrate inter-faith activity in their local area:

- Call your local BBC station and your local newspaper to see whether they are considering covering IAW at all and ask if they'd like to find out more or if they'd like to attend your event or project. (get in touch with us at [IAW@bluerubicon.com](mailto:IAW@bluerubicon.com) or **020 7260 2700** to find out details in your area)
- If your paper can't attend, ask if you can write a piece for them - your view could give a fresh perspective.
- Do you have any photos of recent activity that may have already taken place that you think illustrates the theme of 'Walk the Talk' in your area? – you could send them to local websites or newspapers to celebrate IAW

### **Step 2 – Getting Support**

There is a network of experts on hand to help with any information you might need, simply email [IAW@bluerubicon.com](mailto:IAW@bluerubicon.com) or call us on **020 7260 2700**. We can help you;

- Talk through your ideas and make sure you feel confident about calling local media
- Find out who/what your relevant local media is and give you the contact details of any stations, websites or newspapers
- Help you practice 'what to say' if local media is interested about talking to you

### **Step 3 – Tell us How it Goes**

Make sure your event is recognised alongside all other activity taking place for IAW across the county, by registering the details on [www.iaw.org.uk](http://www.iaw.org.uk)

Blue Rubicon will also be aiming collate all media coverage of the good work being celebrated in every community for IAW, so please make sure you share your success with us:

- Drop us a call to tell us how it goes
- Email us any articles you have contributed to or events you have managed.

***Good luck and we look forward to hearing from you!***