



# Media & Outreach

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# Problem



- ▶ Absence of halal fun
- ▶ Generational/cultural gap
- ▶ Identity crisis for youth

# Question



- ▶ How do you speak to youth who don't want to be affiliated with typical Islamic organizations, people, communities?
- ▶ How do you cater to the youth who have a great amount of Deen and may not want to attend "liberal" events?
- ▶ How do you bridge this gap?

# Media & Outreach



- ▶ Documentary
- ▶ Media training
- ▶ Parent training
- ▶ Plays/Productions – emphasis on the arts
- ▶ Marketing
- ▶ Partnering with charities

# Idea!



Create a play that engages the youth and speaks to a particular audience: youth who might not necessarily want to be associated with being Muslim.

Alternative to Sunday school for Muslim youth

Play touches on issues such as generational gap, Canadian Muslim issues

Avenue for halal

Reach wide audience: travelling production

# The Plan



- ▶ Create a vigorous strategy
- ▶ Community Survey
- ▶ Publish Results
- ▶ Funding/Grants
- ▶ Implementation

# Ownership



- ▶ Collaborating with internal Islamic organizations..i.e. MuslimFest
- ▶ Funding: grants, Canadian Arts Council, etc
- ▶ Play will be a paid event