ISLAMOPHOBIA AWARENESS MONTH

#MuslimStories

PRESS AND MEDIA PACK 2023

www.islamophobia-awareness.org

Instagram / Facebook / Twitter / LinkedIn / YouTube / IslamophobiaAM
Our vision is to see the Islamophobia Awareness Month campaign widely recognised and supported every year. We want to see a society that is understanding and inclusive, and free from Islamophobia in all of its forms.

What is IAM?

Islamophobia Awareness Month (IAM) is a campaign founded in 2012 by a group of Muslim organisations to raise awareness of Islamophobia. It aims to raise awareness of the scourge of Islamophobia in society, as well as recognise and showcase Muslim Heroes in Education.

The month-long campaign takes place every November. Resources are available on the website to help you to get involved and be a part of the growth of the campaign.

To view all IAM Supporting organisations, visit our website: www.islamophobia-awareness.org/supporters-of-iam
The theme for 2023 is #MuslimStories.

The goal of this year’s campaign is to facilitate connections among individuals from diverse backgrounds, including both Muslims and non-Muslims, using the transformative power of storytelling.

Everyone has a story to tell and we want to encourage everyone from all walks of life to take part. Your story could be your own experience, or that of someone you admire.

Whether you are Muslim or not, we want to hear your stories of examples of inspiring Muslim role models or making a positive change to tackle Islamophobia in your workplace.
“Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness.”

- APPG on British Muslims
Why Support IAM?

- **Showcase Muslim heroes in your community**
- **Highlight Muslim stories and heroes in the news and media**
- **Challenge incorrect stereotypes about Muslims**
- **Help tackle islamophobia in the media**
- **Use the transformative power of storytelling to increase understanding and empathy in your community**
- **Highlight the scourge of Islamophobia in the UK**
- **Break down barriers between Muslim and non-Muslim communities**
Why does it Matter?

Islamophobia in the mainstream media has created barriers and mistrust between the Muslim community and the media.¹

Better representation of Muslims working in the media can help address negative stereotypes and provide positive role models to encourage more Muslims to enter into the industry.

Centre for Media Monitoring, 2018²

59% of all articles associated Muslims with negative behaviour

37% of articles in right-leaning and religious publications were categorised with the most negative rating of “very biased”

Over a third of all articles misrepresented or generalised about Muslims

Terrorism was the most common theme

Your coverage of IAM can provide an opportunity to recognise the positive contributions that Muslims make to society. Your stories can amplify conversations towards a more inclusive society. Reporting stories about Muslims in a fair and ethical manner can help tackle Islamophobia in the media.

To support IAM and write a story, please contact us at press@islamophobia-awareness.org.

References:
2. Centre for Media Monitoring, 2018 https://mcb.org.uk/initiatives/media-monitoring/
**5 Ways to Get Your School Involved**

**Step 1**
Become a Supporter
Visit [www.islamophobia-awareness.org/supporter](http://www.islamophobia-awareness.org/supporter) and complete the form to become a supporter of the campaign.

**Step 2**
Social Media
Find the campaign on Twitter, Instagram, Facebook and LinkedIn [@islamophobiaam](https://twitter.com/islamophobiaam).
Share content and use the hashtags #IAM2023 and #MuslimStories.

**Step 3**
Exhibition
Visit the website to view the virtual Islamophobia Awareness Exhibition or make a request to hire it in your venue.

**Step 4**
Human Library
Run a Human Library event at your school and encourage pupils to interact with each other and find out more about people’s religions, beliefs and cultures. To find out how to create your own click here.

**Step 5**
IAM Workshop
Deliver the IAM workshop to your audience and explore what Islamophobia means to them. Explain what IAM is and share how to get involved. To find out more click here.
Fatima Manji

Fatima Manji is an English award-winning broadcaster and journalist, who works for Channel 4 News. She became Britain’s first hijab-wearing TV newsreader in March 2016 and was also named “Media Personality of the Year” at the Asian Media Awards in the same year.

Nadiya Hussain

Nadiya Hussain MBE is a British chef, and TV presenter, most well-known for winning The Great British Bake Off in 2015. In 2017, she was named by Debrett’s as one of the 500 most influential people in the UK and was on BBC News’ 100 Women list. Ted Cantle, the author of a government report on community cohesion, said Nadiya had done "more for British-Muslim relations than 10 years of government policy".

Adil Ray

Adil Ray OBE is a British radio and TV presenter, comedian and actor. He is involved in work with ITV, BBC and Channel 4, notably starring in and co-creating Citizen Khan. Adil has received five Royal Television Society Awards for his work, including Best Comedy Programme and Best Comedy Performance as well as Best TV Character at the Asian Media Awards.

#MuslimStories #IAM2023
Take part in the conversation, be part of the solution

www.islamophobia-awareness.com

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