



"Creating mutual understanding between Muslims and non-Muslims"

## **Salaam Muslim Awareness Project – Concept Whitepaper**

Since almost a decade after 9/11, hundreds of millions of dollars have been targeted at nurturing the fear of Muslims. Well-funded information centers flood the airwaves and the Internet with misinformation such as the existence of police no-go zones where Sharia Law is in effect and terror sleeper cells all over the US- along with a steady stream of Quranic verses quoted out of context to support claims that Muslims are commanded to violently subject the world to Sharia Law.

Salaam is proposing the creation of an information center to counter the Islamophobia industry.

Key areas of focus:

- address the collective national trauma of 9/11
- provide accurate information about Islam and the practices of Muslims
- directly counter the misinformation being pumped out by the Islamophobia industry

It's not enough to be tolerant. Americans have been inundated with misinformation. In order to remove Islamophobia as a partisan political issue, we must actively set the record straight in the public arena. Salaam proposes a comprehensive campaign to do just that.

Salaam proposes to assemble a consortium of key academics and institutions to focus on generating and disseminating materials en masse specifically intended for American non-Muslims. We envision a three faceted approach

- Live events –Salaam's signature "Muslim Awareness Event" will be scaled up and deployed nationally.
- Online content – videos, webinars, YouTube channel, and a steady stream of social media content.
- High profile promotion – we will employ PR experts and deploy high impact television commercials and Internet advertisements.

By assembling an impeccably qualified consortium, we anticipate being able to attract the necessary funding levels from both high dollar donors and invested organizations to fund a powerful counter-offensive to the Islamophobia industry.

Salaam is a non-religious, non-partisan organization that focuses specifically on creating mutual understanding between Muslims and non-Muslims. We are fully inclusive and reject all forms of discrimination – whether based on religion, ethnicity, race, nationality, gender, sexuality, or physical ability.

[www.salaamUSA.org](http://www.salaamUSA.org)



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