

Free Broadcasts on Public Access Cable TV (PACT). Contact Lajna National Tabligh Secretary for guidance. Will need approval from National Sadr Sahiba.

Dear All: Assalamo Alaikum.

Forwarding an IMPORTANT NOTE from Respected Dr Syed Sajid Sahib-Jamaat National

Tabligh Secretary regarding: **Free Broadcasts on Public**

Access Cable TV (PACT). PLEASE TRY TO SPREAD MESSAGE OF ISLAM AHMADIYYAT using these resources.

Bismillah-ir-Rahman-ir-Rahim

As-Salamu 'Alaikum Wa Rahmatullah

Please take advantage of PACT program if you already are not participating. It is free and many stations are already playing the DVDs made in US under the program Islam in Focus. All the information is given below.

If you have an active program then please know that new programs are available from the contacts given below. If your members live in more than one city then please try to expand program to additional cable networks.

If you do not have an active program then please start one by contacting the office of your city and ask the city office for public access channel contact or find the contact under the name of your city in white pages or online on the city site.

This is free and there have been people who have accepted Ahmadiyya Islam listening the programs on their public access channel on the cable network.

Please update Lajna National Tabligh Secretary on the status of this program in your chapter.

Free Broadcasts on Public Access Cable TV (PACT)

Background

The project is about to disseminate the message of Ahmadiyyat, the true Islām, to the vast majority via the platform of public access cable TV (PACT). Since its inception in 1984, PACT has been used by many organized groups, especially religious, to propagate their message to local communities throughout the USA. Any local resident can use PACT to show a program of their own choice (homegrown or professionally made) using the platform of PACT which is available to all local residents free of cost. PACT empowers residents of local communities to exercise their First Amendment Rights. Usually, one hour time slot per week can be reserved for a regular program and occasionally, more than one one-hour time slots per week are available as well.

What is currently being done?

Some members are currently taking advantage of PACT service to show a weekly one-hour show on various topics on Islām to the community. The most crucial thing to initiate this project is to make the one-hour program DVDs. We have already made about 115 such DVDs on various topics which are either recorded from MTA (mostly addresses of Khulafā) or the video recordings of various Jamā‘at functions e.g., interfaith symposiums, etc.

What we plan to do?

This activity can be taken to all communities where Ahmadi members are present. This way, the message of Ahmadiyyat, the true Islām, will potentially reach a large number of viewers, consequently, maximizing the chances that somebody will be able to actually view a program. One person from each local community is requested to initiate the process in his community/city which will take a total of about half an hour to an hour of his time and the result will be an ongoing reward from Allāh, In Sha’ Allāh.

How to initiate the Process?

The process is fairly simple. Following three steps are needed.

1. **Find out the local PACT TV address or phone number:** You need to locate the address or phone number of the local PACT TV center in your community. It is mostly at the offices of your city hall. You can look at the city page on the internet. Sometimes the whole process can be accomplished through internet. You can also look in the white pages or give a call to the city hall who can give the contact number and address of the local PACT center to you.
2. **Contact the local PACT center:** Follow the instruction on the internet if available. Otherwise you either call or visit the local PACT center. After introducing yourself, you can request that you are interested in showing a one-hour weekly show on local PACT TV channel. If asked about the show, you can tell that the show is about religion or Islām. You can ask for a primetime slot (6-9 PM), however, sometimes, there are more than one time slots available, you can request that you want your show to be repeated as many times as possible during the whole week in addition to one or more guaranteed time slots. Also please ask how many potential viewers could have access to this PACT channel(s) – this varies from community to community and is needed for reporting purposes.
3. **Do the PaperWork:** You might be asked to fill out a simple form. Other than your contact information, the most important thing on the form will be the title of the program. Please write the title of the program “Islām in Focus.” The reason is that we want to use the same DVDs all over the country which are made under this title. All of the DVDs will have the same contact information (www.alislam.org, info@alislam.org, and 1-800-WHY-ISLAM if allowed). Also you may ask if it is ok to show local contact information. Usually, they do so for a non-profit organization. If so, you may request to advertise the contact info as well as the timings of the show. You may have to fill out another simple form for that purpose.

Process is almost complete!

Now the process is almost complete. All what you have to do is to deliver the DVDs to the local PACT center. Some may require you to deliver weekly and some may take a few DVDs from you so that you may not have to go to the local center every week. The DVDs will be provided to you by the Tabligh Department.

Let us pray from Allāh, the Almighty, for the success of this project beyond our imaginations and certainly beyond our efforts. If you need any more information or have a question, please do not hesitate to ask.

Frequently Asked Questions About PACT

1. What is PACT (Public Access Cable TV)?

In 1984 Congress created public, educational, and governmental (PEG) access cable television. Perhaps the most daring of these three is public access cable television (PACT), which gives local residents skills, resources, and access to their local cable network. With the passage of more than two decades and with

hundreds of PACT centers operating throughout the US, one can recognize a PACT sector with established rules and practices. Public-access television in the [United States](#) is a form of [citizen media](#), similar to Canada's [community channels](#), Australia's [community television](#) and other models of media created by private citizens.

2. Who can use PACT TV to show a program?

PACT TV empowers residents of a community to exercise their first amendment right. All residents of a local community can show a non-commercial program on PACT TV channel as long as it is not indecent. For further details, please read <http://www.venturacountystar.com/news/2007/may/24/up-close-and-local/>.

3. How much does PACT show cost?

The cost of showing a show via PACT is free.

4. How much time will I have to spend on initiating this process?

The time is really minimal – may be half an hour to one hour depending upon how much you would like to talk to the person in charge of the PACT center.

5. Where will I get the DVDs from to provide the PACT center?

You can obtain the DVDs from Qā'id Tabligh.

6. What about if they have an objection on running a PACT Shows on Islām?

Nobody can object on the basis of religion. As a matter of fact, a lot of religious organizations use this platform for propagation of their religious beliefs. Unless the program is indecent or has some commercial value, it can not be stopped to be shown on PACT TV.

7. Who are potential viewers of PACT TV?

PACT can be seen by all basic cable subscribers. So potentially, all of the cable viewers could watch a PACT TV show. Please note only cable viewers can watch PACT shows, not the satellite dish subscribers. For example, in Duluth MN, there are 28,000 potential viewers of PACT TV. Although, PACT TV shows are not advertised on the cable channel guide but while channel surfing, viewers can stop at an interesting show. Also, with the word of mouth, email, mail or an ad, PACT TV shows can be advertised. Besides there are some people, who regularly watch for the new programs coming on PACT TV channels. For more information, please read http://www.ip3.gatech.edu/research/muni_comm/Klein_Article_for_CMV.pdf.

8. How long are the time slots which are available on PACT TV for public shows?

Usually, they prefer to give you a one-hour time slot per week. You are supposed to prepare a 1-hour video so that they can play without editing. Sometimes, more than one one-hour time slots are available per week in which one hour video can be repeated for maximum outreach.

9. How PACT TV can be used for Tabligh purpose?

In 2011, Ahmadiyya Muslim programs were broadcasted in 18 communities from coast to coast. Majlis Ansārullāh has prepared and will provide DVDs for broadcasting. DVDs can be customised to meet the local needs.

10. Is it really effective in the presence of internet platforms, e.g., YouTube, etc?

Internet videos are certainly a good idea and PACT shows will be complementary to that effort and will only increase the potential number of people whom the message of Islām can reach. There are still a large number of potential viewers who do not use the internet and watch conventional TV. For further information, please read the following:

<http://www.post-gazette.com/pg/07217/806497-237.stm>

http://www.nptimes.com/dme/Jul04/dme_3.html.

DVDs:

DVD publishing equipment has been acquired with the help of Audio/Video department to mass-produce DVDs for playing on cable and for distribution for outreach. It is being managed by Sarjo Trawalley (family4together@yahoo.com) in Boston. Currently about two dozen cable TV channels run our programs at least once a month. Please send your requests to publications@ahmadiyya.us or Sarjo Trawalley at (family4together@yahoo.com) or (781) 913-6461 or Muneeb Sharif (muneebsharif@gmail.com) at 781 513 0342.

Jazakumullah for your help and support.

Was-Salam

Syed Sajid Ahmad, Secretary Publications, Ahmadiyya Muslim Community, USA

Cell 701 200 1674