



By

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LAJNA PARTICIPATION IN PR

Introduction

- PR in AMC is an effort to enhance awareness of our community in the USA by meeting with the officials and legislators.
- Since USA is a free country Huzur^{aba} has stressed upon USA Jama'at to be actively involved in PR.
- USA Govt. can press upon the other countries to change the laws and to put a stop on the unjust treatment of Ahmadis.

How do we start?

- Every Jama'at should have a team of people who get activated when we need.
- Energize and mobilize local efforts towards public relations.
- PR body is mandated by Jama'at constitution. Supporting across the Jama'at are media teams and auxiliary teams like Majlis Sultan-ul-Qalam and media watch. There are 100-150 people working at all times.

Expectations of Huzur for PR in USA

- 1) Work on Issue of persecution of Ahmadis.
- 2) Develop contacts and relationships.
- 3) Arrange meetings with Senators and congressmen.
- 4) In next 10 year the whole country should know about Jama'at e Ahmadiyya.
- 5) Every single Ahmadi should be encouraged to write a letter or contact the local legislative office.
- 6) Seek guidance when not sure!

PR is not a new concept

- PR practiced by Holy Prophet Mohammad (saw).
- He^{saw} used Hikma. Sometimes he did not even tell sahaba where he was going, lest they tell their wives.
- Hadhrat Umar^{ra} was the spokesman for Arabia before Islam.
- PR by Hadhrat Masih-e Mauood^{as}, Khalifa Saani^{ra} in the making of Pakistan
- The extraordinary PR by Khalifa IV^{rah}.

3 Levels of PR

✓ **National level:**
congressional work,
intellectual outreach

✓ **State Level:**
Governor and state reps,

✓ **Local level:**
Mayor, city councils

Methodology

- ❖ **Why should they help Us? What is their vested interest?**
- ❖ **Plan ahead and approach them with a strategy.**
- ❖ **Rehearse your message and align it with our Jamaat's message.**
- ❖ **Establish these relations in a normal times like in their campaign times as their constituents so that we can use their acquaintance in our difficult times.**

Some verbatim

1)Jamaat's Official Name is,
"Ahmadiyya Muslim Community"

2)We are the Muslims who believe in the Messiah Mirza Ghulam Ahmad Qadiani

Don't confuse them with "Hadhrat" or "Alaihissalaam" Allah tells us to use Hikma.

- To win the hearts language is very important.
- **Why does it matters if you believe in the Messiah?**

"We condemn all kinds of terrorism and Jihad of sword. We condone world peace".

"We are peaceful Law abiding citizens our slogan is, Love for all Hatred for none". Unlike the Saudis flag!!

How to Approach the officials

- Tell them that “Such and such is what we can do for you”.
- You can start with their campaign e.g.; schools, village planting trees, shelter homes adoption. Etc.
- Show concern about the National security.
- Once this radicalism grows it will only spread to other religious minorities.
- For example the rights of Christians, Jewish and Hindus in Pakistan.

Challenges of growing as PR

- Get involved at your local level because if we did not, we will have a lot on stake.
- Each Ahmadi is a PR representative and a vicegerent of Khalifa.
- Year of elections is very important.
- President every 4 yrs.
- Senators every 6 yrs.
- Congressmen every 4 yrs.

Do your part.

- **Set practical goals.** Once you commit then carry it through.
- **PR is our tradition** and has been there all along.
- **Our humbleness** puts us in doubt so start with prayers then who do you come in touch with is all Allah's work.
- **Evolution** in Jama'at is spectacular.
- **We have to Destroy the roots of persecution.**
- **When US make a move other countries follow!!**

PR in USA

- It is at 3 Levels
- **1. Governmental level;**
 - Presidential office, Senators, congress.
- **2. NGOs Human Rights**
 - College professors, medical school or Law school Professors, Authors.
- **3. Media Affairs.**

Current Issues

- **1. Need to Change the constitution of Pakistan bring back the constitution of 1973.**
- Nationwide the PR team members were contacting their congressmen and Senators to endorse a letter from Jackie Spier to the Secretary of the State.
- This process was put to a halt when we heard that the President of Pakistan said.....

Current Issues

- 2. Need to Get Ahmadis a Priority two refugee status.
 - Ahmadis should be entitled to a second priority refugee status with reduced evidential burden for persecution.
 - In the report of Secretary of the state, Hillary Clinton, Ahmadis already have a refugee status.

Next event

- In the last year we have met 100 senators.
- **We Organized a Day on the Hill.** When all of our PR members visited the Washington White house and Lajna was busy making appointments for the senators even at the last minute I had made appointment. Lajna contacted 78 Senators.
- **Another day on the Hill**
- April 23rd 2010 11-11:30 am
- Let us Pray! Pray and Pray sometimes Prayers do what other things could not do...