Muslim-American Outreach

The number of American Muslims is estimated to range between 6 and 8 million; their estimated aggregate disposable income is more than $170 billion. There is no single “Muslim community”; Muslims come from many ethnic backgrounds, traditions and cultures. Muslims in America comprise immigrants and their descendants from the Middle East, South and Southeast Asia, Africa and the Balkans, but also many African-Americans.
Who We Are

Allied Media Corporation (AMC) has been serving government and corporate clients with outreach campaigns to hard-to-reach groups, through advertisement and grassroots efforts since 1999. Allied Media Corp. is the leader in multicultural communications.

AMC has a proven track record serving U.S. Government clients. We produce culturally sensitive messages and leverage long-standing relationships with community leaders, ethnic organizations and media outlets to ensure message delivery and results.

Public Relations and Outreach

With rising threats to both the American people’s safety and Muslim Americans’ civil liberties, building relationships with Muslim American communities can be challenging. Our team trains government officials, military officers and soldiers to overcome cultural barriers and understand the cultural sensitivities. Our cultural awareness training is fully integrated to incorporate lessons on situations that may arise with Muslim cultures.

Ethnic Media Relations & Consulting

Ethnic media is scattered and very diverse. Allied Media provides ethnic media expertise to avoid pitfalls and maximize results. AMC has acquired extensive knowledge and built long-standing relationships with ethnic media partners. AMC allows clients to integrate ethnic media into their larger marketing and outreach efforts.

Recruiting

for Hard-to-Reach Groups

In today’s market, there is a clear need to communicate with the Muslim American population. The Department of Homeland Security, the U.S. Military, along with the Intelligence Community all compete to recruit a mission capable workforce to aid efforts in Muslim countries and in the U.S. The requirements are often strict: U.S. citizenship, security clearance (or able to attain one), education, and specialized language proficiency in Urdu, Arabic, Dari or Pashto.

Cultural Awareness Training Services

Allied Media understands the Muslim American Market. Our clients’ messages are crafted with the cultural context and sensitivities of the ethnic communities in mind and displayed strategically to enhance results. This includes creating and disseminating in-language press releases and ensuring media coverage, facilitating media interviews, creating partnerships with Muslim American organizations, communicating with community leaders, as well as utilizing and planning community events. The result is a word of mouth campaign coming from the trusted community influencers in the Muslim American community.
The U.S. Army

Allied Media has executed U.S. Army’s first Arabic and Afghani recruitment campaign for candidates with linguistic and cultural abilities. Allied Media provided media market research, concept and message development, in-language TV commercial production, and TV, radio & print placement. As a result of this campaign, the U.S. Army saw applications increase by 44%.

Counter Narrative

A public awareness campaign to a large Muslim audience on specific social, political, anti-violence and anti-extremism issues. Since this subject is sensitive and a politically charged issue, AMC helped the client to choose the proper words, the appropriate language, and a suitable content to be used in a proper context. AMC worked on a creative plan that communicated the client’s message in an effective manner. The message had to convey the client ideas in a culturally correct manner using the right visuals and text.

AMC designed and distributed posters, pamphlets, stickers, comic books and illustrated children books. In addition, it conceived and developed layered interactive educational games and developed cartoon series and animation segments that complemented the interactive educational game and enhanced the client’s message.

Federal Bureau of Investigation

To help recruit Pashto, Farsi, Arabic and Urdu linguists, AMC was tasked to promote the benefits of a career in the FBI to specific ethnic communities. AMC performed market research to gauge potential candidates’ feelings towards the bureau and develop an effective message, then created TV, radio, print, and online advertising material and placed them in the appropriate ethnic media outlets. Allied Media Corp. continues to assist the FBI in diversity recruitment, market research, creative production, media planning, cultural consulting and cultural awareness training.

N.S.A.

Appealing to (and recruiting) a large number of qualified, bi-lingual candidates is a challenging task for N.S.A.; AMC organized a series of successful job fairs at U.S. universities for students with fluency in Persian, Dari, Arabic, Urdu, Pashto and others. AMC was able to attract a diverse student turnout by sending newsletters, placing posters on student boards and ads in on-campus publications. We also interacted with various ethnic media outside the universities. Allied Media Corp.’s campus recruiting events have been effective in attracting qualified candidates for N.S.A.

Census

The goal of the 2010 U.S. Census campaign was to reach out to every single person in America. As part of the largest campaign in the country, Allied Media was responsible to reach out to communities that speak Arabic, Pashto, Farsi, Armenian, Urdu, as well as Polish and Russian- an estimated population of 40 million people. We have conducted focus groups around the country, created ads in various languages for TV, radio, web, outdoor and print. We launched several public relations campaigns, with the participation of well known community leaders and organizations. Above all, we managed the campaign in an integrated manner that complies with the government’s rules and regulations.

Treasury Department

Allied Media has undertaken a public relations campaign on behalf of the treasury department to disseminate information about new laws regulating money transfers. We have facilitated interviews by print, radio and television with experts in the field. Allied Media was able to generate extensive press coverage in ethnic media that resulted in a higher awareness about the new laws in the ethnic communities. AMC has also conceived and implemented a national postering campaign.
We Build **Bridges** to Communicate With Your Audience

Through community outreach, public relations, diversity recruitment, and public awareness campaigns, Allied Media Corp. builds bridges to ethnic communities and hard-to-reach minorities in the United States.

Ethnic Public Relations and Outreach
Culturally Sensitive Creative Development
Ethnic Distribution / Outdoor Advertising

Recruiting for Hard-to-Reach Groups
Cultural Awareness Training Services
Ethnic Media Relations and Consulting

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