

OIC Wants To Have Own TV Channel To Address Muslims On Issues Affecting Them
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KUALA LUMPUR, Oct 21 (Bernama) -- The Organisation of Islamic Cooperation (OIC) plans to have its own TV channel to address Muslims worldwide on issues affecting them and encourage solidarity among the ummah (followers of the faith).

In this regard, an ad-hoc committee meeting was held in Jeddah on Tuesday to finalise the launch process of the OIC TV Channel, said an OIC statement.

The meeting discussed a draft feasibility study on the launch and matters pertaining to legal and financial aspects, as well as the formation of an advisory board.

The board will assist in the submission of the study at an open-ended expert level meeting for approval, which would subsequently represent its recommendations to the ministers of information and foreign affairs for adoption.

In his speech at the meeting, OIC Secretary-General Iyad Ameen Madani said the TV channel would address Muslims across the Islamic world, discuss issues affecting them, create awareness of the ummah's culture and encourage solidarity among Muslims.

"The Islamic world is today in an urgent need to have a serious and purposeful television channel that would be able to make a positive change on its behalf and contribute to achieving goals that Muslim countries and people aspire for," he said.

In his speech delivered by Department of Public Information and Communications director, Maha Mustafa Akeel, Madani also said that the OIC TV channel would broadcast in various parts of the world.

"It will speak to everyone to deliver correct information and consolidate knowledge for all," he added.

The draft study was submitted by entertainment audiovisual content producer, Lola New Horizon (Madrid, Spain), Media Research and Consultancy (Madrid) and Creative Media Solutions (Dubai).

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