

# WHO SPEAKS FOR ISLAM?

## What a Billion Muslims Really Think

### FORUM SERIES

DES MOINES, IOWA  
27 MAY 2008  
300 ATTENDANCE

OMAHA, NEBRASKA  
28 MAY 2008  
200 ATTENDANCE

NAPLES, FLORIDA  
17 NOVEMBER 2008

SPRINGFIELD, ILLINOIS  
27 JANUARY 2009

MISSOULA, MONTANA  
17 MARCH 2009

OTHER VENUES TBC

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U.S. CENTER FOR CITIZEN DIPLOMACY  GALLUP

## Worldwide research results challenge myths about Muslims

A national series of forums co-sponsored by The U.S. Center for Citizen Diplomacy, Gallup, Inc. and the World Affairs Councils of America will discuss the findings of a new poll published in a book, *Who Speaks for Islam? What a Billion Muslims Really Think*. The forums will discuss Gallup's largest study of Muslim populations worldwide that included interviews with 50,000 people from 35 countries. The survey results challenge current Western myths about Muslims.

The first two of five national forums were held in the Midwest: in Des Moines, Iowa, on May 27 at the Des Moines Public Library and in Omaha, Nebraska, on May 28 at the Creighton University Law School. Three additional forums are scheduled this fall in Naples, Florida; Springfield, Illinois; and Missoula, Montana. Dalia Mogahed, co-author



of *Who Speaks for Islam?*, will be the featured speaker for the forums.

**“In the wake of 9/11, U.S. public officials seemed to have no idea what perception Muslims had about the bombings.” said Mogahed. “Despite widespread media coverage of global terrorism, little is known about what Muslims worldwide really think and feel.”**

Gallup investigated these perceptions by conducting six years

of research among the world's Muslim community. This study challenges conventional wisdom and sheds light on what motivates Muslims worldwide. The result of this research is *Who Speaks for Islam? What a Billion Muslims Really Think*, written by Mogahed and John L. Esposito.

Mogahed led the analysis of Gallup's unprecedented study. She is the senior analyst and executive director of the Gallup Center for Muslim Studies, Washington, D.C. and directs the Muslim-West Facts Initiative through which Gallup, in collaboration with The Coexist Foundation, communicates the findings of the study to key opinion leaders in the Muslim World and the West. ■



### Dalia Mogahed Background

Dalia Mogahed is a Senior Analyst and Executive Director of the Gallup Center for Muslim Studies. With John L. Esposito, Ph. D., she is coauthor of the book *Who Speaks for Islam?: What a Billion Muslims Really Think*.

Mogahed leads the analysis of Gallup's unprecedented survey representing the opinions of more than 1 billion Muslims worldwide, including Muslims in the West. She also directs the Muslim-West Facts Initiative. Mogahed is a member of Women in

International Security, serves on the leadership group of the Project on U.S. Engagement with the Global Muslim Community, and is a member of the Crisis in the Middle East Task Force of the Brookings Institution.

Mogahed earned her master's degree in business administration with an emphasis in strategy from the Joseph M. Katz Graduate School of Business at the University of Pittsburgh. ■

## WHO SPEAKS FOR ISLAM?



“In these fraught days of heightened tension and increasing hostility, few books could be more timely.”

ARCHBISHOP DESMOND TUTU,  
NOBEL PEACE PRIZE WINNER

### Media Coverage

**By Michael Morain, DSM Register:**

<http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=/20080525/ENT01/805250303/1046/ENT>

**By Noah Feldman, NY Times:**

[http://www.nytimes.com/2008/03/16/magazine/16Shariah-t.html?\\_r=2&oref=slogin&pagewanted=all](http://www.nytimes.com/2008/03/16/magazine/16Shariah-t.html?_r=2&oref=slogin&pagewanted=all)

**From City Journal:**

[http://www.city-journal.org/2008/18\\_2\\_cultural\\_jihadists.html](http://www.city-journal.org/2008/18_2_cultural_jihadists.html)

**From the Weekly Standard:**

<http://www.weeklystandard.com/Content/Public/Articles/000/000/015/066chpzg.asp?pg=1>

**John Esposito in the Washington Post:**

[http://newsweek.washingtonpost.com/onfaith/john\\_esposito/2008/03/who\\_speaks\\_for\\_islam.html](http://newsweek.washingtonpost.com/onfaith/john_esposito/2008/03/who_speaks_for_islam.html)

**The Politics of God, from NY Times :**

<http://www.nytimes.com/2007/08/19/magazine/19Religion-t.html?ei=5070&en=723b83427cb0736b&ex=118836000&emc=eta1&pagewanted=all>

Iowa Public Television first broadcast the May 27, 2008 forum on Create/World digital channel July 17, 2008. Visit: [http://www.iptv.org/series.cfm/15841/intelligent\\_talk\\_television/ep:146](http://www.iptv.org/series.cfm/15841/intelligent_talk_television/ep:146)

NPR (KIOS 91.5 FM) and CTI 22 (on Cox Cable Channel 22) in Nebraska broadcast the May 28, 2008 forum throughout June, July and August 2008 . This forum was sponsored in cooperation with the Asian World Center at Creighton University. To view the entire forum, please click the video link on the AWC website at: <http://www2.creighton.edu/ccas/asianworldcenter/nationalforum/index.php> ■

### Frequently Asked Questions (from Gallup)



**How did you define the "politically radicalized" and "moderates" in *Who Speaks for Islam*? What a Billion Muslims Really Think?**

In the book *Who Speaks for Islam?*, we define the "politically radicalized" as respondents who A) answered a "5" when asked to rate the extent that 9/11 could be morally justified on a 5-point scale, where "1" is "cannot be justified at all" and "5" is "completely justifiable," and B) said they view the United States unfavorably. A population-

weighted average of 7% fit these criteria. We labeled those who said 9/11 could not be completely justified as "moderates." We further broke this group down into those who were pro-United States and those who were anti-United States.

**How do you decide what questions to ask?**

Gallup has been in the business of asking people questions for a long time -- we know which questions and question formats will yield valid answers. Starting first with a knowledge base of the region, culture, or issue, we develop a research question based on something we want to know more about and measure over time. We then determine how to convert it into questions

that people will know how to answer across cultures -- questions that measure public values, perceptions, attitudes, and desires. These questions possibly could have never been asked before in a poll, or could be longstanding questions never asked of a certain group.

**How do you get permission from authorities to poll in a country, region, city, town, or village?**

It varies. In several countries and regions, such as the United States, Europe, or in sub-Saharan Africa, there is no formal policy. Some countries require government approval of the questionnaire (including China and some countries in the Middle East); sometimes a government may require that certain

*“Rarely does a book come along to provide the statistical evidence for moving forward on cross-cultural dialogue, urging introspection while highlighting the misconceptions held by many in the East and West. **Who Speaks for Islam?** provides the mirror by which we look onto ourselves as we reach out to each other.”*

— HER MAJESTY QUEEN  
RANIA AL ABDULLAH QUEEN  
OF JORDAN



## Sample Logistics



### DALIA MOGAHED | SLIDE PRESENTATION: @25-30 min.

After presentation moderator opens floor to questions: Q&A is @20 minutes

- 2-3 handheld microphones (one stays with moderator)
- @5 minutes before ending--Final question

### WRAP-UP & CLOSING BY MODERATOR

- Thank Dalia Mogahed for her presentation
- Ms. Mogahed will sign books [She will first meet briefly with the press—unless media interviews precede event]
- Thank audience for attending

### MEDIA & MS. MOGAHED: To be confirmed

- Room reserved for media, or
- Ms. Mogahed joins attendees & signs books in designated area. ■

“The key to understanding contemporary Islam is making sense of the disparate views of 1.3 billion Muslims — and no recent book has made a greater contribution to this crucial effort than *Who Speaks for Islam?* Cogent, concise analysis of extensive Gallup-collected data make this book required reading for anyone who cares about the future of relations between the West and the Muslim World.”

NOAH FELDMAN, HARVARD LAW SCHOOL, AUTHOR OF *THE FALL AND RISE OF THE ISLAMIC STATE*



MAY 27 FORUM: Q & A

### Sample Event Timeline

#### ADVANCE CHECKLIST

- Forum PR & marketing
- Speaker releases
- AV checks; Tech. person to operate PowerPoint w/ computer
- Equipment: 2 cameras | risers; 1-3 screens for AV; PowerPoint; podium w/ microphone; (2-3) Handheld microphones for Q&A; “mult-box “
- Audience seating: Amphitheatre style w/ 2 aisles; small tables & chairs; other
- Tables for partner organization information, book sales, & caterer/food & beverage needs

#### SET-UP & LAYOUT REVIEW: @ 2 hours before event

#### STAFF & VOLUNTEERS/REGISTRATION ARRIVE AT VENUE: @1 hour before event

- Key message briefing
- Logistics/Discuss program contingencies (i.e., media & AV)
- Review layout & key shots with photographer
- One table | Registration & sign-in sheets, name tags, evaluations/question sheets, and media kits
- Tables (one each) partner organizations

- Booksellers table (% proceeds to non-profit; determined in-advance)

#### DOORS OPEN TO PUBLIC: 30 minutes before event

- Public Reception
- Arrival: ETA; Dalia Mogahed & Moderator & VIP Guests
- Greeting/Welcome committee

#### ATTENDEES ASKED TO BE SEATED: @15 minutes before program

#### WELCOME/INTRODUCTIONS (3-4 min.)

- Opening remarks.
- Acknowledgements: Gallup, World Affairs Council and U.S. Center for Citizen Diplomacy

- Overview of program: est. one-hour

- Dalia Mogahed will speak for est. 25-30 minutes
- Introduce moderator for Q & A Period; est. 20 minutes
- Ms. Mogahed will meet briefly with the media following the audience Q&A (to be confirmed-- have room reserved)
- Introduce person who will introduce Dalia Mogahed

#### INTRODUCTION OF DALIA MOGAHED (2min)

April 2008 issue of the **Foreign Service Journal** picked the U.S. Center for Citizen Diplomacy's website as "Site of the Month." The Center acts "as a clearinghouse for the thousands of programs that offer opportunities for citizen diplomacy and helping citizens of any age locate the program or activity best suited to them. The Center's user-friendly Web site also offers information on education and training programs, seminars and workshops related to diplomacy, as well as such useful advice as "Ten Things You Can Do To Support Diplomacy."

We're on the Web:  
[www.uscenterforcitizensdiplomacy.org](http://www.uscenterforcitizensdiplomacy.org)

[www.worldaffairs councils.org](http://www.worldaffairs councils.org)

## WHO SPEAKS FOR ISLAM? FORUM

U.S. CENTER FOR CITIZEN DIPLOMACY

### EVERY CITIZEN A DIPLOMAT

The U.S. Center was established in 2006 and is headquartered in Des Moines, Iowa, USA. The Center is a non-partisan, non-profit, 501(c)3 organization. It promotes opportunity for all Americans to be citizen diplomats and affirms the indispensable value of citizen involvement in international relations.

FOR MORE INFORMATION ON "WHO SPEAKS FOR ISLAM? FORUM", VISIT:  
[http://www.uscenterforcitizensdiplomacy.org/us-center-programs/forums/who\\_speaks\\_for\\_islam/index.php](http://www.uscenterforcitizensdiplomacy.org/us-center-programs/forums/who_speaks_for_islam/index.php)

### Continued from page 2, Frequently Asked Questions

questions be cut. In some cases, the questions we ask will determine whether we get permission to poll in that country.

In most rural areas, to show respect and gain credibility as strangers in a village, we request permission of the village elder. In other cases, we inform the local police. It's a balance of what's legally possible and what's practically possible.

#### What's makes up a representative sample?

Approximately 1,000 people in a country that captures urban/rural, young/old, and literate/non-literate who are selected randomly by a process of categorizing a country into segments so that all people in that country are accounted for. We then drill down to a region, to an area, to a city/town/village, to a household, and



finally to a person in the household.

Compare it to blood testing: You don't need to take more blood from a bigger animal than a smaller one to test what's in the blood. ■

For complete set of Q & A, visit:  
<http://www.gallup.com/consulting/worldpoll/106654/Frequently-Asked-Questions.aspx>

#### Save the Dates

TUESDAY, MAY 27, 2008  
Des Moines, Iowa

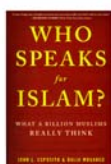
WEDNESDAY, MAY 28, 2008  
Omaha, Nebraska



### U.S. CENTER FOR CITIZEN DIPLOMACY

in partnership with Gallup and World Affairs Councils of America, launches the first two forums in a national series:

### WHO SPEAKS for ISLAM? *What a Billion Muslims Really Think*



In conjunction with a new publication, *Who Speaks for Islam?*, that is the culmination of a multi-year polling effort in 35 countries that disproves Western myths about Muslims.

FEATURING CO-AUTHOR: Dalia Mogahed, senior analyst and executive director of the Gallup Center for Muslim Studies, Washington, D.C.

MIDWEST PRESENTATIONS: In collaboration with Asian World Center of Creighton University, Iowa Sister States, Iowa Council for International Understanding and Rotary International of Des Moines, A.M.

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