

In the Name of God, the Most Gracious, the Most Merciful

“General Guidance and Instructions”

Important notice: to all the brothers in charge of the media of the wilayat:

We would like to clarify that the official media offices in the wilayat are platforms belonging to the central media that is in charge of exterior publishing, and the wilayat have been authorized to run them on behalf of the center to activate the media work. Therefore, we want all the brothers to follow the guidance of the central media, otherwise the granted authorization to the wilayah will be withdrawn.

What is the work of the media offices of the wilayat?

The work of the wilayat includes many parts, most importantly:

- Documenting: this takes place by documenting everything that happens in the wilayat including news and events, and [subsequently] publishing it via news bulletins, video and photo reports, individual and breaking images and statements.
- Publishing the media products that come from the center such as the releases of (al-Furqan, al-I`tisam, al-Hayat, al-Furat and `Amaq) and other products like announcements and statements.

The wilayah has permission to publish: (news, images, photos reports, video reports and statements).

News:

Each wilayah should cover news that takes place inside it, and cooperate with the military media, which includes the following:

1- Military news: includes offense and defense military operations, the bombing of enemies to the Islamic State, and everything related to the military work whether it was individually executed operations (such as martyrdom operations) or operations executed by groups (such as raids and others).

2- Shari`ah news: includes news related to al-Hisba, courts, Da`wa, mosques and other news related to Shari`a matters that take place inside the wilayah.

3- Services: includes all news related to the services that take place inside the wilaya such as fixing and cleaning roads, water, electricity, and other related topics.

4- Miscellaneous: The wilayah should mention miscellaneous and various events that are not included in the topics above such as snowfall in areas of the Islamic State, the rise of water level in a river, and other events.

Caution:

The short news should be posted in a group before publishing alongside the name of the wilayah only. Then, it will be collected by assigned brothers to publish it in the three news bulletins.

After documenting these news items, they should be delivered to the Media Monitoring Committee to edit and publish them, as the main duty of the “publisher” of the wilayah media arms is to publish the military news using two different templates:

1- The breaking news red template: This one should include the precise details of the military event such as location, results, weapons used...etc.

2- The regular template: This one should include the same content of the red template, however, this template should be used for news of events that took place more than 24 hours ago after the Committee’s assessment that it won’t be breaking news anymore.

The rest of the documented news can be good for publishing via `Amaq Agency or al-Naba newspaper.

Photo reports:

The goal of photo reports: The goal of the photo reports is to deliver an image [to the public] about what is going on within the Islamic State, the status of Muslims there, the way services and Diwans work, and other topics. This is done by publishing a number of images that should be uploaded in one link alongside a cover-picture that carries the title in a certain order.

Restrictions for photo reports:

1- The photo report should carry a clear idea which is the most important thing.

2- Professional photography.

3- High definition photography.

4- Taking extra care of the first picture (the cover picture) with regards to the font and design.

5- The number of pictures should not be less than 6 pictures (including the cover picture), otherwise they’ll count as individual pictures and would not be sufficient to deliver the idea behind a photo report.

6- All should try to stay away from repeating the same idea.

7- Unified design is a must (the officially approved template) (fonts and color).

8- Avoid repeating the same picture but from different angles unless it is very necessary to do so.

9- The numbering of a photo report should be based on the sequence of the report starting from the first day of the Hijri month.

10- The publisher should follow the unified form for tweets, which is:

Wilayat #Aleppo, #Hama, #Homs, ...etc.

The title

The link

Pictures should be published alongside the tweet and should come directly under the tweet. Also, the report should be uploaded to a RAR file and published as a file and not as a link, and if it was one picture, then it should not be uploaded to a RAR file, rather it should be published directly.

Videos:

Video release: A video release is a series of clips edited and prepared in a professional way that has an idea, scenario, or commentator.

Restrictions of publishing a video release:

1- Unifying the design (fonts, introduction and conclusion).

2- The method used to compress the video release should be unified.

3- When there are big mistakes, the video should not be published. All mistakes should be corrected: the small and big ones.

4- The brothers should appear in a very suitable appearance, and they should be well spoken, and we will not accept anything less than that.

5- Filming should be done using more than one camera; any bad filming using one camera will be rejected.

The [video] release should be sent from the wilayat to the Committee to be checked to make sure it meets the high criteria.

All brothers in all the wilayat should do voice recording with a microphone because it has a big effect on the quality of the voice.

- **The publisher should follow the unified form of the tweet:**

Wilayat #Jazirah #Kirkuk #Ninawa ...etc.

Link of the video release

The banner

- **It is prohibited to upload the video release on uploading websites without obtaining permission from the Committee and it should be sent [to the Committee] before publication exclusively via WhatsApp.**

Individual images:

These images are mostly used in breaking news, and also in the miscellaneous news, which we talked about previously. Usually, news comes with one or more images.

They could also be used in topics that don't need to be published in a photo report, and in this case, the image should be high quality and well chosen.

Individual images can be divided into two types:

Miscellaneous images: They should follow the unified appearance (the template)

Breaking news images: They should be done as follows:

1- The publisher should follow the unified way of publishing, and the content of the tweet should be as follows:

Wilayat #Name of the wilayah

Title

Link

Pictures should be published alongside the tweet and should come directly under the tweet. Also, the report should be uploaded to a RAR file and published as a file and not as a link, and if it was only one picture, then it should not be uploaded to a RAR file, rather it should be published directly.

Statements:

No wilayah is allowed to publish any statement without the approval of the Committee, especially the statements about the policy of the [Islamic] State.

As for the [chat] rooms in which the work takes place, there are three of them:

First: (pre-publishing):

Everything you want to publish should be put in this room to be reviewed by the brothers in the room. This does not apply to the video release, which should be sent exclusively via WhatsApp **alongside the cover page of the release.**

It is not permissible to publish (video releases, photo reports, individual images, breaking news images and statements) unless the Committee approves it.

After the review is completed, and following the recommendations of the committee, the final version should be delivered to the (publishing) group, and the only [activities] that take place inside the (publishing) room are **publishing without any comments or editing.**

The materials ready to be published should be posted on the (pre-publishing) room, and they should not be sent on privately [direct messaging] unless it is very necessary for important military events.

Second: (publishing):

This room should contains materials that have been agreed to be published; including video releases, photo reports, individual images, breaking news images, statements and news, after passing through the pre-publishing room for reviewing and editing, except for the video releases and statements which have to be sent [directly] to the Committee.

This room should only be used for publishing, which means only the link to be published, the tweet, or other similar items should be placed in it. And it is completely not permissible to comment, edit, or review in this room.

Third: (following up):

This room is used for communication between the media personnel of the wilayat to discuss important issues and participate in wider scale publishing.

We advise [brothers] not to hold unnecessary discussions or topics that are unrelated to the work, rather all private discussions should take place on private [channels]. Also, do not exchange drawings such as cartoonish and other alike topics.

We also advise the brothers to avoid innovation because it is mostly the main cause of mistakes.

Caution: All the brothers should not show [faces] of Muslims receiving Hudud [punishments] except for the apostates. Also, the cameraman, before the start of filming, should advise the brother who recites the statement (before carrying out the Hudud punishment) to advise the [audience] brothers to not show signs of happiness for the killing or whipping of a Muslim.

The Islamic State has one flag, which is the well known flag. No report is accepted with a different flag such as a white flag or any other flag other than the Islamic State flag.

Caution: The cameramen should be reminded to avoid filming the apostates saying the Shahadah [declaration of faith] before executing them, and if this happens, it should be removed during the editing of the clip.

General cautions:

We would like to draw the attention of all brothers to avoid exaggerating in acting and making the Islamic State look in a way that is not true in the video releases, photo reports, or individual images.

General cautions:

We ask all the brothers to cooperate with A`maq News Agency by providing it with details about main events that take place inside the wilayat. Each wilayah should send video clips to A`maq Agency on a monthly basis about the course of battles, events, and other items which were mentioned in the document titled: "Responsibilities of Media Offices towards A`maq Agency". Please read it carefully, and may God reward you the best.

We also ask you to cooperate with al-Naba newspaper and al-Bayan radio and answer all the information they request from you to make their media projects successful.

A reminder:

Our beloved brothers, the word Caliphate should not be used to name certain things such as a rocket, cannon, car...etc.

Caution: We ask all the brothers to not to use this numeric system (123456789), instead use the Indian one in the releases, however, this will be hard to achieve inside the templates.

Caution: All the wilayat should send statistics of their work on the 29th of each Hijri month, and as follows:

- 1- Mention the number of videos alongside the title of each one.
- 2- Mention the number of photo reports alongside their titles.
- 3- Mention the number of individual images alongside their titles and subjects.

The Committee will wait until the 30th [of the current month] or 1st of the following month, and then publish whatever statistics they received on the 1st or 2nd [of each month] based on the accumulative statistics that we have.

And all praise is due to God.