



التحالف الدولي  
GLOBAL COALITION

## FIRST INTERNATIONAL COUNTER-TERRORISM PODCASTS TO LAUNCH

### Understanding terrorism is the first step in fighting it.

The 83-member Coalition against Daesh is launching two sets of podcasts today (Monday) – [Taking Apart Terror](#) (in English) and رأيت داعش - [I Saw Daesh](#) (translated from its Arabic title) in Arabic.

#### **Taking Apart Terror**

This brand-new podcast is presented by former British soldier, [Adnan Sarwar](#), who served in the Iraq War. He is now a TV presenter and journalist. Across 10 episodes, Adnan speaks to experts to learn about every aspect of how terrorist organisations operate: how they're funded, how they communicate, and the role of women. He discovers what's really going on behind the scenes, and what the world is doing to stop them.

The world's leading counter terrorism and extremism experts join Adnan to explore the world of terrorism. Guests include leading professors from universities across the globe who specialise in extremism; organisations which prevent terrorism - and investigative journalists who have risked their lives to bring true stories of terrorism to the world.

*Taking Apart Terror* tells extraordinary stories from a former Al-Qaeda recruiter and features the brave 'Mosul Eye', a citizen called Omar Mohammed who risked his life to tell the world about the atrocities taking place in his city. The harrowing realities of terrorism are shared by a mother who lost her son in the Manchester Arena attack and Nobel prize-winner Nadia Murad who stood before President Trump and demanded help for her Yazidi people, who suffered unimaginable brutality at the hands of Daesh.

*"As a former British soldier who fought in the war on terror and as a Pakistani Muslim growing up in England, the subject of terrorism is personal to me, I've grown up with it. And I know people don't understand it or ignore it because it looks too difficult - it's one of the most important issues today and will be for a while. This podcast will help people who want to know about it but felt they didn't know where to start. This is a good place to."* **Adnan Sarwar, host of *Taking Apart Terror***

#### **I Saw Daesh**

Created for the Middle Eastern region and broadcast in Arabic, *I Saw Daesh* is an investigative journey deconstructing the myths surrounding Daesh - and exploring what local communities in Iraq and Syria are doing to rebuild their lives and prevent violent extremist groups from coming back. The podcasts are hosted by [Souhair Al-Qaisi](#), one of the most respected TV presenters in the Middle East. Souhair is an Iraqi Journalist and UN World Food Programme Celebrity Partner. Because she grew up in Baghdad, she has a deep knowledge of the culture, and covered major events related to Daesh during the occupation

and after the liberation. She still struggles to understand how Daesh was able to control many parts of her country. This series takes both her and the audience on a very personal journey to make sense of what happened.

Across 10 episodes, Souhair speaks to regional experts and eye-witnesses to learn about the roots of terrorist organisations and expose the truth about Daesh - their hidden agenda, how they're funded and how they were defeated geographically. She also highlights current rehabilitation efforts, the role of women in protecting and rebuilding society, and discovers how local communities are trying to recover and prevent Daesh from returning.

People in the MENA region were the most impacted by Daesh's brutality and some have lived under the terrorists' control. Public discourse has always focused on how "terrifying," the violent extremist group is. Most people were influenced by the media coverage of Daesh's brutality and communities started to amplify the culture of fear, mythologizing their exploits, and presenting Daesh's fighters as undefeated.

Using strong PR, Daesh utilised and capitalised on this fear to capture cities. However, Daesh proved to be afraid of empowered communities who know and understand Daesh's lies about religion, history, politics, and finance. These podcasts blow apart the myths around Daesh, and expose them for what they really are. The series will also look at the current state of Daesh and why Africa is of concern to the international community because of increased terrorist activity on some parts of the continent.

*"As an Iraqi journalist who grew up in this culture and covered Daesh's news and key events in the region, I still cannot comprehend how these terrorists managed to penetrate the society or control many parts of my country. I believe awareness is the first step for positive change. While the "I Saw Daesh" podcast will highlight the need for communities to be agile to potential threats, I am keen to send messages of hope and resilience to the young generation who have been impacted the most by Daesh's destruction. The youth are now looking for the future...they need to know about opportunities and possibilities to move ahead in their lives and recover."* **Souhair al Qaisi, host of I Saw Daesh.**

**Both podcast presenters are available for interview:**

**Contact for Souhair al Qaisi: [Souhair.Alqaisi@in2-comms.com](mailto:Souhair.Alqaisi@in2-comms.com)**

**Contact for Adnan Sarwar: [sarah.foster@carverpr.co.uk](mailto:sarah.foster@carverpr.co.uk)**

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## NOTES TO EDITORS

*Taking Apart Terror* is available on Apple, Spotify and all podcast providers. This is a Fresh Air production, hosted by Adnan Sarwar. You can listen to the first two episodes here: <https://smarturl.it/takingapartterror>

*I Saw Daesh* is available on Acast, Apple, Spotify, Podo and all podcast providers. This is an IN2 production, hosted by Souhair Al Qaisi. More information is here: <https://theglobalcoalition.org/en/isawdaesh>

### **About Adnan Sarwar:**

Adnan Sarwar is an award-winning television presenter and journalist. A former British soldier who served in the Iraq war alongside the US Marines, he has substantial hostile environment experience as a soldier and as a journalist. He has worked for the BBC, Channel 4 and ITV covering topics from the Partition of Pakistan and India, Iraq fifteen years after the invasion, male circumcision in the Jewish, Muslim and black African communities and the high altitude mountain passes used by migrants to get from Italy into France.

He won the Premio Luchetta Award for Reportage in 2020 for his documentary on gang warfare and drugs trade in South Africa and was nominated for the Royal Television Society Journalism Award in 2021 for a film on infiltrating a people-smuggling gang moving people between France and the UK. He has a Masters degree in Film Production where he trained as a writer/director. Aside from film, he won the Financial Times Essay Prize for a piece on identity, edited for The Economist newspaper and during his time in the military qualified in mountain leading, skiing, parachuting and bomb disposal.

#### **About Souhair Al-Qaisi**

Souhair is one of the most established Iraqi Journalists and TV presenters in the Middle East and currently the main anchor at Rotana group. She was a senior news anchor and TV presenter with the pan-Arab pioneer broadcasting group in the region, Middle East Broadcasting Center (MBC). Gaining much popularity, Souhair was chosen by Fox in 2008 to be of the most known 10 Iraqi personalities. After her outstanding humanitarian efforts to help the victims of Daesh in Iraq, she was chosen in 2017 by Arabian business magazine as one of the most influential Arabs in the world.

Having visited the riskiest places in Iraq and IDP camps, Souhair is dedicated to bringing awareness to the humanitarian suffering of people living in harsh conditions across Iraq. She is one of the first UN celebrity partners to visit West Mosul after liberation in 2017 and provide coverage of the fragility of these communities. With over 5 million followers on social media, Souhair try to bring promote peace, social cohesion, and tolerance.

#### **About The Global Coalition Against Daesh:**

The Global Coalition against Daesh is a group of 83 member countries dedicated to degrading and ultimately defeating Daesh.

The Coalition's 83 members are committed to tackling Daesh on all fronts, to dismantling its networks and countering its global ambitions. Beyond the military campaign in Iraq and Syria, the Coalition is committed to: tackling Daesh's financing and economic infrastructure; preventing the flow of foreign terrorist fighters across borders; supporting stabilisation and the restoration of essential public services to areas liberated from Daesh; and countering the group's propaganda.

#### **About Fresh Air Productions:**

Fresh Air Production is one of the UK's leading producers of podcasts for brands, businesses and organisations. Previous work includes investigating the crimes of Vladimir Putin in the award winning 'The Big Steal', 'Call of the Wild' for WWF, and 'Unearthed: Mysteries from an Unseen World' for Kew Gardens. They were UK Production Company of the Year 2019, and are dedicated to creating fascinating, creatively brave, commercially successful podcasts. 'Taking Apart Terror' is produced by Jayne Morgan.

#### **About IN2**

IN2 is a specialist strategic communications company that creates positive change for clients and for the communities they support. IN2 specialise in higher-risk environments where reliable information is often harder to obtain or be believed. The company's research analysts have built trusted and robust local networks which give them extensive reach into some of the world's most challenging regions. These grassroots insights inform the nature of their innovative strategies. IN2 works with clients to craft content that is dynamic, insightful and locally relevant to deliver lasting and positive change. The company believes that creativity drives innovation.

**More information is available by contacting the Global Coalition:** [communications@theglobalcoalition.org](mailto:communications@theglobalcoalition.org)

Presenter and brand logo images – see following pages:







