



The reason we did a podcast is because this is how to reach young people today. They are not watching TV or listening to the radio. They are on Instagram, Spotify and iTunes. You have to go where they are. Content today has to be made for mobile phones, not TV shows. The thing Edin got right was that it empowered us to speak to young people through digital media and social media institutions. People are more willing to listen to people like themselves, rather than (I beg you to forgive me) people in suits and ties and politicians and law enforcement & official figures. The messenger is just as important as the message.

I spoke with my editors about giving airtime to extremists. It makes for an exciting news story no doubt. And editors say it is better to hear their views and challenge them. I would agree, except when such views are publicly proclaimed, it normalises them and gives legitimacy to the hate preacher. They are also not equipped to rebut claims made against a religion - or people who misquote scripture to justify violent actions.

This is why the UNAOC Edin programme was so important & useful because it brought together faith leaders & media makers to learn from each other. Often faith leaders do not have the religious knowledge/understanding to sufficiently challenge extremists.

A quote I heard in a speech by a religious leader a few years ago has stayed with me ever since. The Head of the Ahmadiyya Muslim Community, Hazrat Mirza Masroor Ahmad said:

It is not the duty of the media to glorify or give wall-to-wall coverage of extremist actions. Notoriety is what extremists want. We have to tell people what happened and name the people who did it. It seems like a fair point, but we have to look at the bigger picture.

I was shocked when an ISIS propaganda video was shared on the Facebook page of my news organisation.

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I interviewed someone called Yossi, who said that when he was a teenage Jewish extremist, he thought that if he was to do something violent, the media would put him

endless coverage it did, would so many western Muslims have been inspired to join them?

There is still anger to this day about foreign wars which were deemed to be unjust and illegal and yet they and the global arms trade continues unabated.

Wars have caused havoc & suffering and in turn created extremists who seek in, it seems as though economy & wealth is more important than peace & morality.

A former MI6 countries are trying to stop terrorism but on the other hand, they arm and train

people still tell me all the time. We live in a global village and whatever happens in another country affects us wherever we are. And the people who have no other outlet to vent their frustrations, they are the ones who join the extremist groups. Young people care world.

This is why they no longer trust mainstream media and official institutions including their own governments. And why they then turn to social media where their voice can be heard and taken seriously -

Ahmadiyya Muslim Community. It has no cases of radicalisation despite having branches all across the world. This is because it has:

- Consistent messaging & guidance which counters extremism. That means giving a clear alternative to the narratives of terrorists. So things like:

The true concept of Jihad in Islam is primarily a personal spiritual struggle, not a violent war.

see its flag alongside the British flag or flags of other countries)

Your faith is not in conflict with western values of freedom & democracy

You should be grateful to the country you live in for the opportunities it gives

