#### **RELEASE IN FULL**

### CSCC "DEFECTOR'S CAMPAIGN" SUMMARY FROM SEPTEMBER 17 – 25, 2015

### **D**EFECTORS **C**AMPAIGN **S**UMMARY

The "Defector's Campaign" received news coverage in major English, French, German and Arabic-language press outlets. Story links posted to social media sites were retweeted and both pundits and "everyday tweeters" made comments about Daesh and defectors.

More than 9,090 social media mentions (Facebook, blogs, Twitter etc.) and 638 articles related to the campaign have appeared so far. Please see the attached Power Point for more details on story/post numbers and reach which was around 72 million most recently. Self-described Daesh affiliates also responded to the campaign online; a few examples of their defensive reactions are the end of this summary.

The news angle for most stories was the release of the defectors report by the Britain-based International Centre for the Study of Radicalization and Political Violence (ICSR). Most stories highlighted the following information: the number of defectors is increasing and the reasons for defecting include: quality of life under Daesh, the killing of other Muslims, not wanting to be suicide bombers, action/heroism goals not met, and corruption and infighting within Daesh. Please see attached Word document with links to a sampling of stories.

CNN's "Amanpour" show interviewed ICSR's Peter Neuman, who highlighted these topics, as well as discussed how these defectors could become credible voices to deter potential recruits from joining Daesh. He also discussed how difficult it is for people to leave Daesh-held territory and return to their hometowns. He estimates the 58 interviewees represent hundreds who left but do not want to go public for legal or cultural reasons, as well as people who want to leave Daesh but have not found a way to do so. He also discussed sexual abuse issues related to women in Daesh-held territory. The interview was approximately five minutes and posted to CNN's website.

Our Missions in Russia, Brussels, Spain, EU Mission, the UK, France, Turkey, Germany, Qatar, Erbil and the US Mission to NATO are among Embassies that tweeted/retweeted about the report, as is the Sawab Center and Quilliam. Please see the attached Power Point for more information about partners/Missions amplifying the campaign.

News Outlet	HEADLINE & LINK	NOTABLE QUOTES
The New York Times	ISIS Defectors Reveal Disillusionment	"My main reason for leaving was that I felt that I wasn't doing what I had initially come for and that's to help in a humanitarian sense the people of Syria," he said. "It had become something else — so, therefore, no longer justified me being away from my family."
		"The defectors provide unique insight into life in the Islamic State," the report says. "But their stories can also be used as a potentially powerful tool in the fight against it. The defectors' very existence shatters the image of unity and

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		determination that I.S. seeks to convey." Some of the Islamic State's "shininess is wearing off, and it's starting to look less impressive," said Peter Neumann, director of the center and professor of security studies at King's College. "So a lot of people are becoming more confident in coming out," he said.
BBC	BBC: More Islamic State Defectors Speaking Out - Report	The researchers identify several key narratives among the reasons for leaving IS. Most defectors said they were concerned with brutality against fellow Muslims and perceived "un-Islamic" behavior among members, including corruption.
CNN	Defectors: ISIS is Killing Muslims, Not Protecting Them	While many were willing to tolerate the hardships of war, they found it impossible to accept instances of unfairness, inequality and racism. "This is not a holy war," said a defector from India, whom the group had forced to clean toilets because of his color of skin.
The Guardian	The Guardian: Protect Isis Defectors, Western Governments Urged Think tank says states should encourage fighters to leave Isis by helping them to resettle, ensuring their safety and allowing them to speak out publicly	Neumann said the study should have implications for western counter-extremism policy. "None of the defectors talk about Christians or Yazidis being executed, they don't care about that. The brutality they are outraged about is brutality against Sunnis."
Business Insider	Business Insider: Dozens of ISIS defectors explained why they left the terror army	According the Peter Neumann, the director of the center and professor of security studies at King's College, a lot of people are becoming more confident in speaking out against the caliphate as ISIS' shininess is wearing off, and it's starting to look less impressive."
The Telegraph	Jihadists defecting from Isil after failed promises of heroism and luxury cars  Others have fled the terror group because of fears they were to be	The report said the defections had been "sufficiently frequent to shatter IS's image as a united, cohesive and ideologically committed organization".

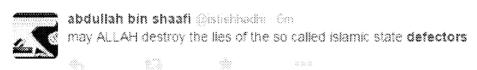
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	used as "cannon fodder" or suicide bombers, says report	It added: "They demonstrate that IS is not the jihadist utopia that the group's videos promise; and that many of its own fighters have deep concerns about the group's strategy and tactics."  It suggested the pace of public defections was increasing with six in ten cases reported this year and a third in the three months to August.
Al Jazeera America	Report documents growing number of ISIL defectors  Study based on testimony of 58 exfighters paints a picture of brutality, corruption and increasing disenchantment	"From the defectors' perspective, toppling the regime didn't seem to be a priority for [ISIL], and little was done to help the [Sunni] Muslims who were targeted by it," the report reads.  "Instead, they argued, most of the group's attention seemed to be consumed by the quarrels with other rebel groups and the leadership's obsession with alleged 'spies' and 'traitors."
The Washington Post	Dozens of fighters are defecting from the Islamic State. Here's why.	Neumann, of ICSR, praised the State Department's Center for Strategic Counterterrorism Communications for its Twitter campaign that highlights stories from defectors.
The Mirror	ISIS terrorists quit because they're not getting the luxury cars and women they were promised	The study, published by the International Centre for the Study of Radicalization and Political Violence (ICSR) based at King's College London, said reports of defections have shattered ISIS' image as a "united, cohesive and ideologically committed organization".  It added: "They demonstrate that IS is not the jihadist utopia that the group's videos promise; and that many of its own fighters have deep concerns about the group's strategy and tactics."
Le Monde (FR)	A report advocates giving the floor to jihadists deserters	This speech reminiscent of Sofiane, a French who left Syria and whose testimony about FranceTVinfo was joined on the panel. "What got me

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		drunk, it is the daily injustices," he recounted.  "For example, when you are looking for an apartment, you are put on a waiting list. And a local emir who has several wives, which is known, will directly get a big house! While a young French like me, who nevertheless left everything to his country, it is done sleeping in disgusting stuff. "The Syrians, they, think the opposite: according to the study, they feel treated worse than foreigners. In one case as in the other, it is far from the dream of an ideal Islamic society.
Direct Matin	Daesh jihadists leaving victims with false promises	Some also left after being shocked by the extreme brutality shown by executives Daesh: abuses against civilians and hostages and even against members of Daesh executed by paranoid and obsessed by leaders "traitors"

#### ISIL REACTION



A response from an ISIL member on our Google+ account to one of the Defectors banners. According to his profile he is from Algeria:

https://plus.google.com/u/0/+1987meuldji/posts

comment: Baqiya wa Tetemaddad (Remaining and Expanding) you Tyrants of the world..... The soldiers of the Caliphate are on the lookout for you... There is no escape

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