



THE AIR UNIVERSITY



Think Tank Group 3

Sarah Atherton, Brandon Craig, Ian Crawford, Lindsey Grace, Mark Gronau, Ryan Holets, Passion Julinsey, Stephen Labit, Tae Lee, Tommy Morgan, Michael Pak, Wes Siler



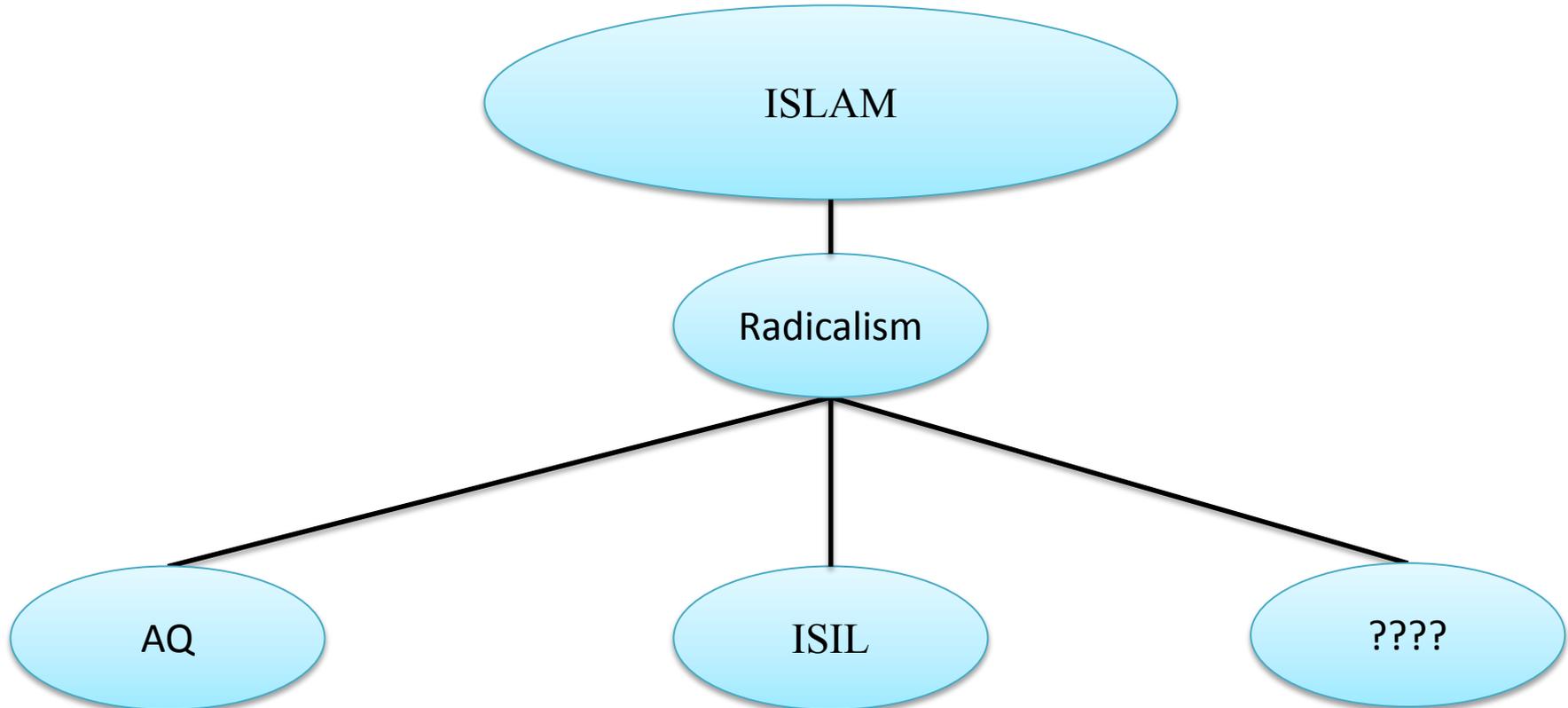
The Pitch



- ISIL as part of radical movement separate from moderate Islam
- Utilization of time-tested central motivators for all people (God, Gold, & Glory)
- An alternative end state to embolden & unify opposition to ISIL
- Two-tiered campaign used to balance broad efforts with specific targeting
- Indirect messaging essential to engage target market and entice would-be recruits

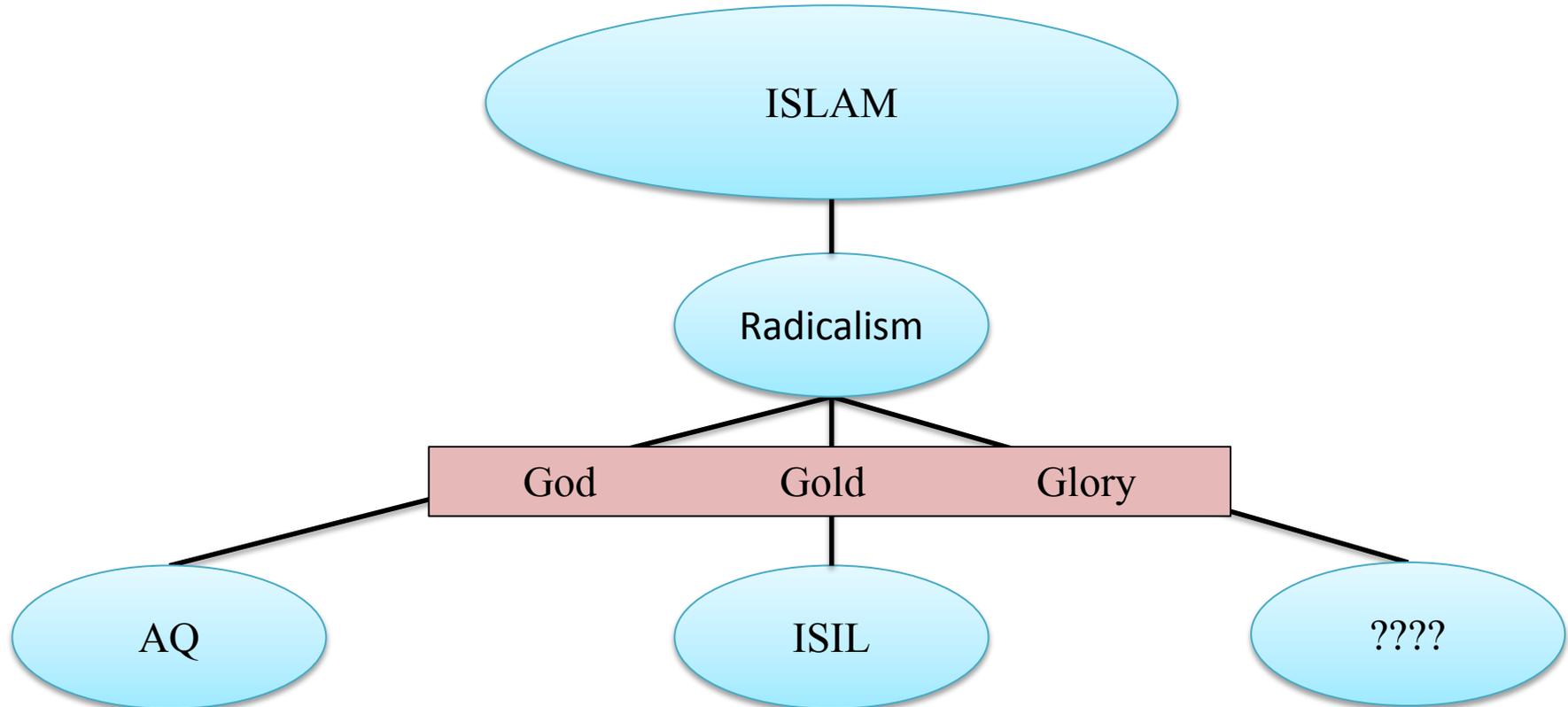


The ISIL Narrative





The ISIL Narrative





ISIL's "God" Appeal



- ISIL attracts Sunni Muslims with low theological resilience by offering:
 - Opportunity to discern and execute Allah's "true" will
 - Place in something greater:
 - Participation in the enactment of Islamic prophecy
 - Life within a tight-knit ideologically aligned community
 - Vengeance against "enemies of true Islam"



ISIL's "Gold" Appeal



- ISIL attracts impoverished Muslims by offering:
 - Chance to immediately improve living conditions/status
 - Residence in utopian Caliphate
 - Personal benefits: money, power, sexual fulfillment
 - New family



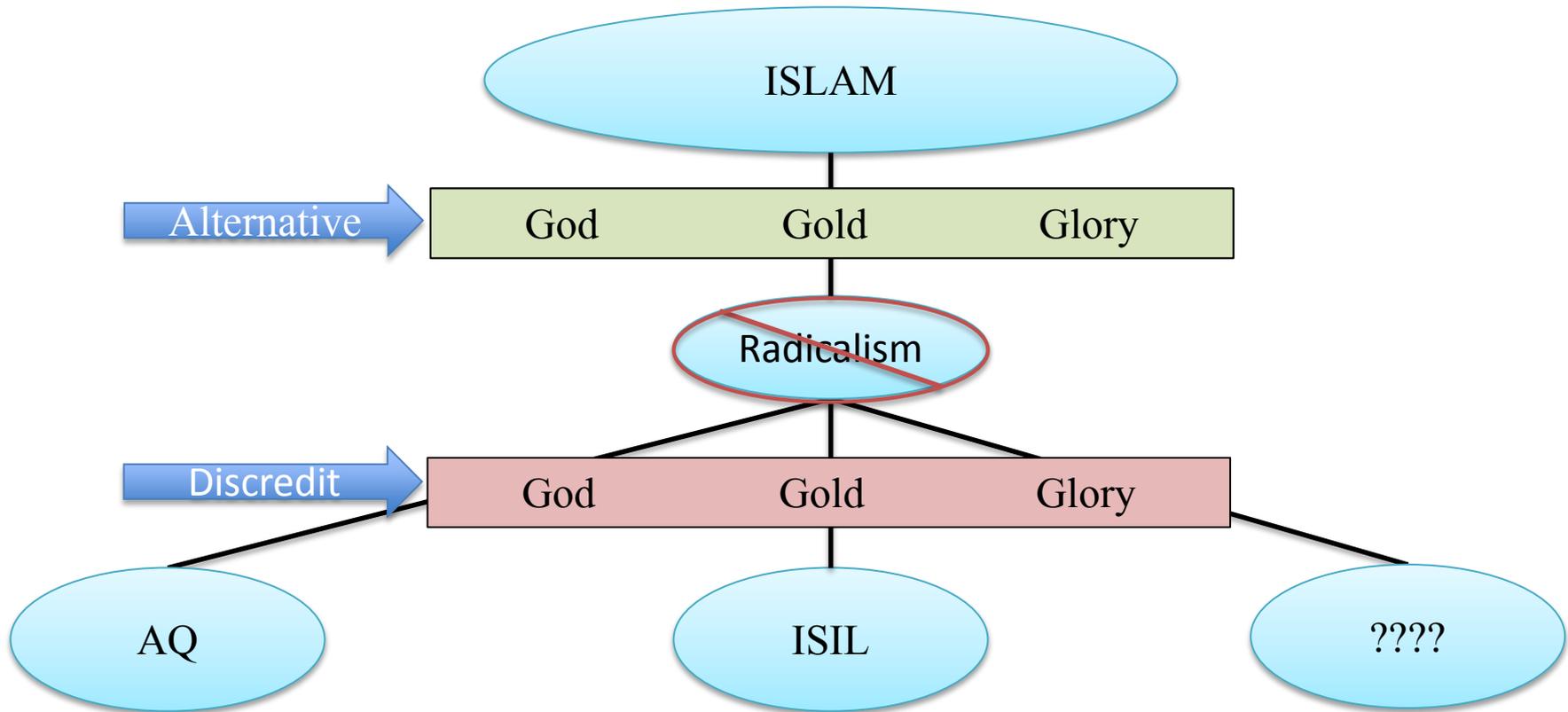
ISIL's "Glory" Appeal



- ISIL attracts outsiders by offering them:
 - Adventure
 - Promise of a meaningful life, work that matters
 - Positional power within a triumphant Caliphate
 - Potential for upward movement
 - Divine protection and eternal significance (martyrdom)

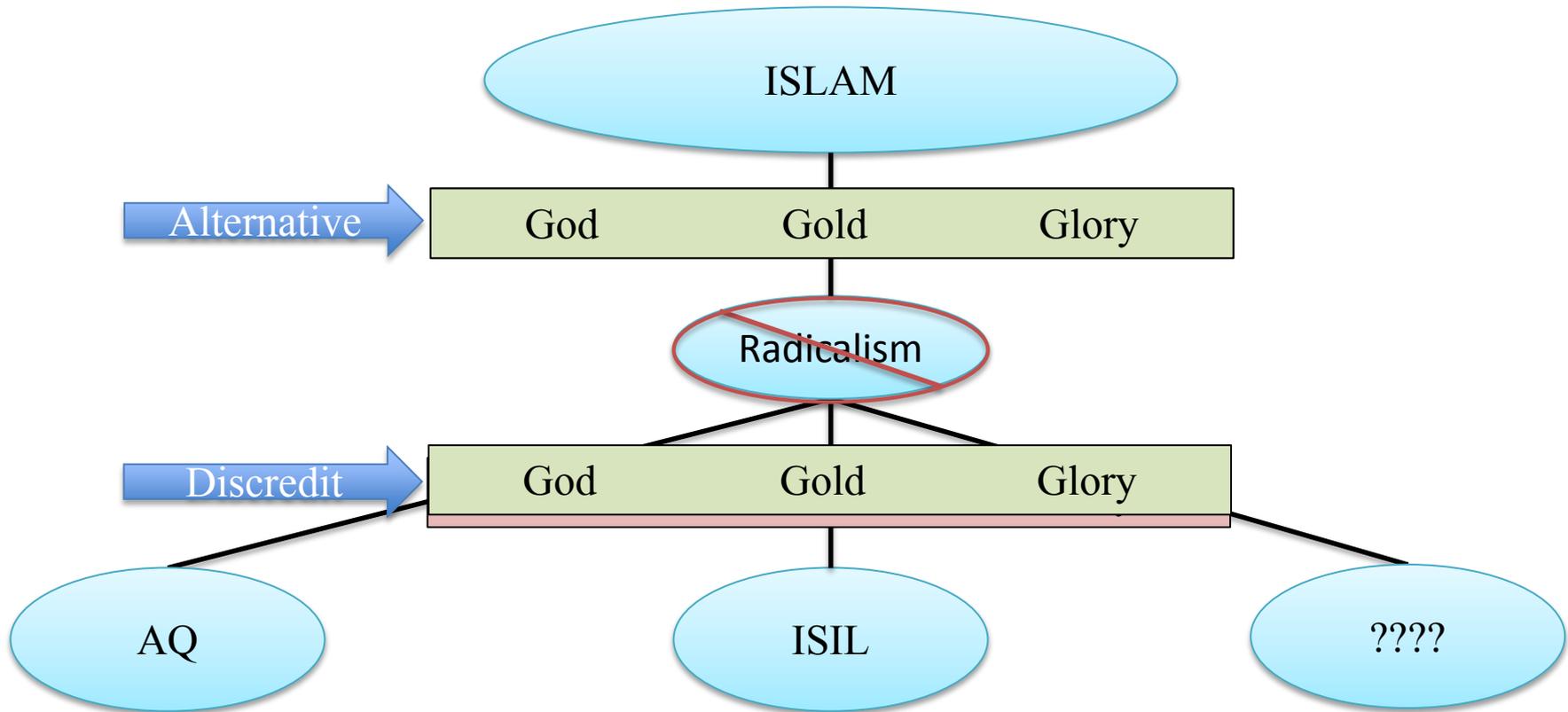


Countering the ISIL Narrative





Countering the ISIL Narrative





Countering ISIL's "God" Appeal



- **Alternate narrative:**
 - Appeal to Quran's notions of peace, love, and tolerance; depict their embodiment in contrast to ISIL
 - Illustrate Muslim community as unified in its resistance to ISIL's beliefs
- **Discrediting ISIL's "God" appeal:**
 - Unmask ISIL's hypocrisy (child slavery, Sunni on Sunni violence, etc.) in context of Islamic doctrine
 - Portray ISIL as isolated, alone, and heretical in its beliefs



Countering ISIL's "Gold" Appeal



- Alternate narrative:
 - Peaceful alternative narrative can provide adequate economic status
- Discrediting ISIL's "Gold" appeal:
 - Destroy utopian image of ISIL's "Caliphate" territory; expose true living conditions
 - Discredit al-Baghdadi by questioning his character, credentials, and motives; portray him as contrary to Mohammad



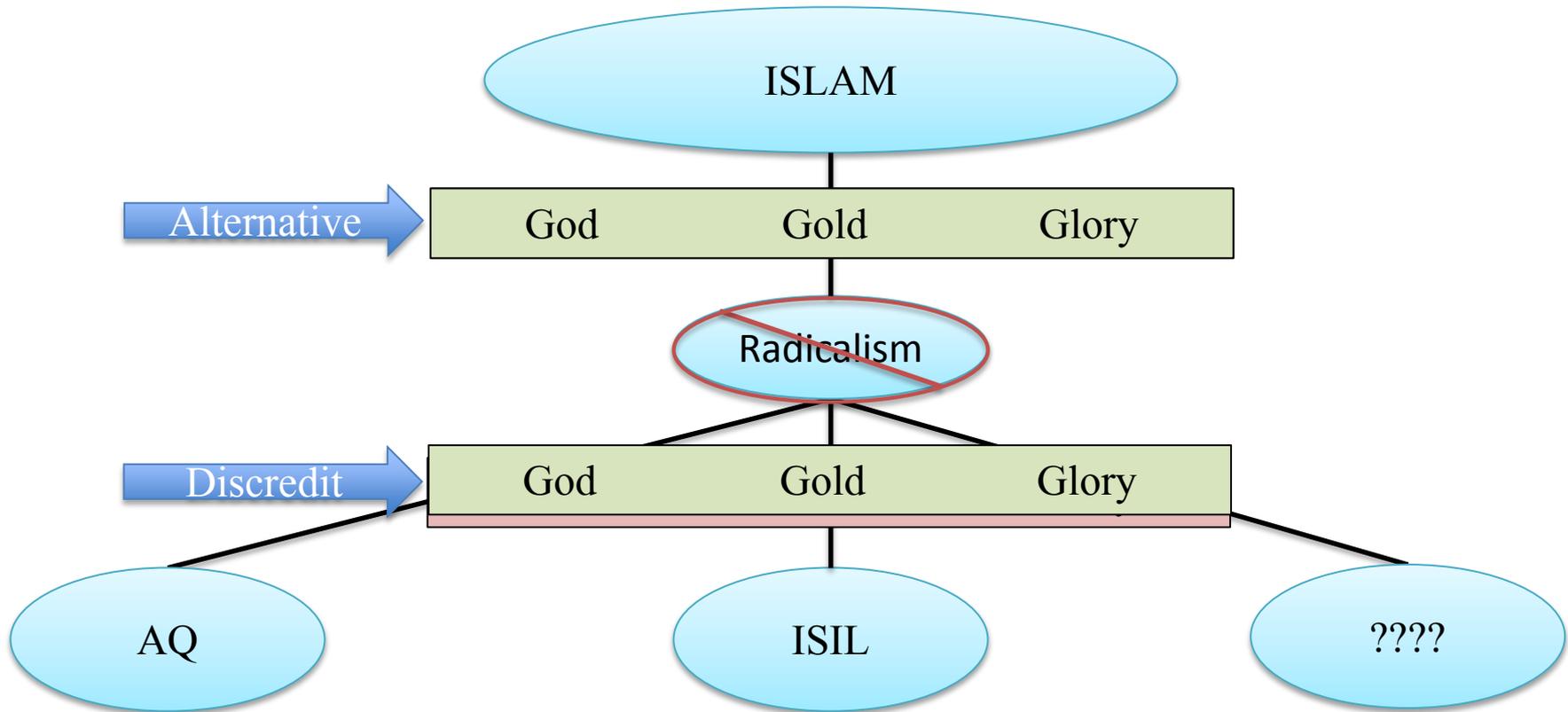
Countering ISIL's "Glory" Appeal



- **Alternate narrative:**
 - Depict alternative examples of Muslims living meaningful, connected lives and ways to join them
 - Describe compassion displayed by Muslim communities which accepted ISIL's rejected/escaped members
- **Discrediting ISIL's "Glory" appeal:**
 - Theologically question the virtue of dying for ISIL
 - Expose ISIL's brutality and violence against former members and ex-recruits



How do we accomplish this?





This is Islam Campaign



- “This is Islam” Two-tiered Campaign
 - Strategic/Broad Efforts: social media
 - Wide and instantaneous dissemination of a unifying message
 - Difficult to assess effectiveness
 - Umbrella for follow up/future efforts
 - Tactical/Focused Efforts: grassroots mobilization
 - Cements message by coordinating with local agencies (NGOs, moderate religious institutions/clerics, etc.) to bring a face to a name
 - Measurement analytics more readily available



Example #1



- Dept of Homeland Security (DHS) campaign against al-Shabaab
 - 2011: 20x Somali Americans left Minneapolis to join al-Shabaab
 - 2014: DHS organized counter narrative, goal was to engage Somalis to prevent further recruitment
 - US Attorney's office released social media video featuring Somalis denouncing al-Shabaab narrative





Example #1



- Result: Two Tier approach proven effective
 - Video was effective when combined with coordinated ground efforts to revector disaffected Somali Americans
 - Local law enforcement liaisons created additional videos for Somalis (“Know Your Rights” Handbook, “Community at Work,” etc.)
 - African Development Center NGO: \$500K in business loans, \$1.5 mil in economic development for Somalis per year
 - Young Somali-American Advisory Council: articulates Somali grievances, works with involved agencies to address



Example #2



- Indonesian NGO Lazuardi Birru sponsors YouTube videos and graphic novels
 - Former member of Jamaah Islamiyah (JI) offered to tell story of conversion to moderate Islam
 - NGO conducted focus groups testing youth reception
 - Story depicts Nasir Abas' path to a better life and new understanding of Islam



“I’m an ex-JI and asking people not to engage in violence. The comic book is suitable...since I was myself recruited at 16 years old.”



Example #2



- Result: Graphic novels cemented YouTube narrative; provided measurement analytic
 - 20K initial prints of “I Found the Meaning of Jihad” led to increased distribution to schools in all 34 Indonesian provinces
 - JI threatened, attempted counter by planting IEDs in book distributions
 - NGO worked with Indonesian National Counter Terrorism Agency and local police to ensure safe distribution

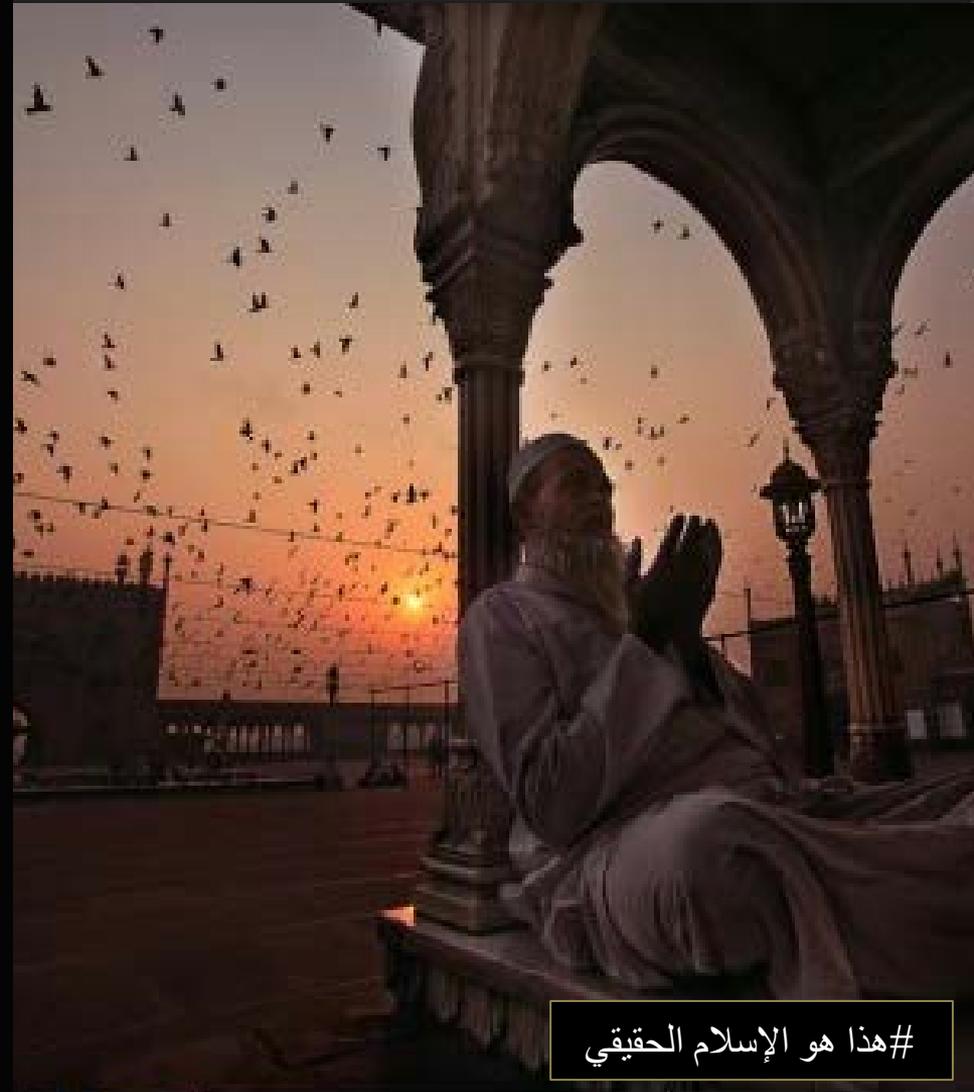


Proposal: “This is Islam” Trailer



- Non-attributable trailer offers initial material for 1st Tier of “This is Islam” campaign
 - Broad target market impacted by unifying message
 - Anti-ISIL sentiment subtle to begin with to entice Muslims in all walks of life
 - Full film can be produced encouraging adherence to peaceful aspects of Islamic theology
 - Must be followed up with 2nd Tier efforts to be effective





#هذا هو الإسلام الحقيقي



#Çac'estvraislam



#EsteeselIslam





#Этоислам



#伊斯兰教



#Индиниисломаст



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
سُورَةُ الْكَافِرِينَ
الَّذِي لَمْ يَلِدْ وَلَمْ يُولَدْ
وَلَمْ يَكُنْ لَهُ كُفُوًا أَحَدٌ



#derwirklicheIslam



#Esteéoverdaderoislamismo



#هذا هو الإسلام الحقيقي

#ଶି ଚିତ୍ତେ ଚିତ୍ତେ

#EsteeseIslam

#Iniadalah

#ЭтОислам

داد اسلام ده #

#伊斯兰教

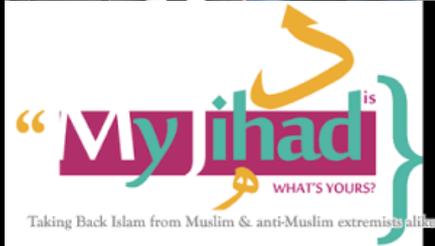
#Индиниисломаст

#Çac'estvraiislam

#derwirklicheIslam

#Esteéoverdadeiroislamismo

#This Is Islam



Exit full screen

