

**SENSITIVE BUT UNCLASSIFIED****RELEASE IN FULL**

(U) Tab C: Target Actors

(U) These target actors serve as the conceptual focus of ICC coordinated communications. When applied to specific geographical locations (Tab B), these categories may be used to analyze and describe more refined audience segments.

1. (U) Prospective ISIL Supporters. Prospective supporters are those individuals who are currently susceptible to ISIL radicalization and recruitment. These are mostly young males, between 15 and 35 years of age (although older men and, increasingly, young women, are also susceptible to radicalization and recruitment.) Some prospective supporters may have been involved in petty crime prior to their encounter with ISIL, but others may have no criminal experience. Furthermore, prospective supporters exhibit varying degrees of religious education and observance, and are likely motivated by a mix of ideological (religious duty), situational (solidarity, humanitarian interest, grievances), and personal (agency, adventure, money, honor) factors.
2. (U) Immediate Influencers. Immediate influencers are those persons who possess a relationship with prospective supporters, and who may be best postured to positively intervene and disrupt the radicalization process. Relationships can be familial, communal, spiritual, or official. Immediate influencers necessarily constitute a wider audience, comprised of parents, teachers, friends, coaches, imams, law enforcement personnel, or others. These individuals may not share many of the prospective supporter's motivations, and as recent press reports suggest, they often appear unaware that someone in their circle – whether family, neighborhood, team, or Mosque – is seriously considering joining or supporting ISIL.
3. (SBU) Cultural Influencers. Cultural influencers are those persons or institutions who directly shape social discourse, and thereby normative views. For the purposes of this plan, cultural influencers may be religious authorities, political figures, media personalities (and related institutions), entertainers, and intellectuals. As shapers of public opinion and social mores, cultural influencers have an indirect degree of influence over the decisions of both prospective supporters and immediate influencers. However, while cultural influencers appear to be overwhelmingly against ISIL, they often struggle to morally outbid the group. Furthermore, while some cultural influencers often explicitly condemn ISIL's methods they may just as often confirm the terror group's political and social "diagnosis" or underwrite its professed goals.
4. (U) Prospective Future ISIL Supporters. Prospective future supporters are school aged children, both male and female, who are not currently targets of ISIL recruitment but who may be susceptible to future radicalization.