



TV News/Current Affairs

FINALIST

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The Project Network Ten
ISIL is Weak

ISIL is Weak achieved an unprecedented response worldwide. Within hours of being broadcast and posted online, it had attracted millions of views around the world and been rebroadcast or reported on by news services in the US, UK and Europe. The segment also reached more than 130 million people on Facebook.

The segment avoided speculation, instead taking viewers directly into ISIL's strategy and exposing ISIL's propaganda by quoting directly from its official magazine. This innovation allowed the report to provide a well-reasoned humanitarian plea for the audience to unite in defiance of ISIL's ultimate goal to have the West turn on its Muslim population.

