

unit's actions.

PLANNING. The basic requisites for an effective PSYOP plan include:

- An intimate knowledge of the history, background, current environment, and attitudes of potential target groups.
- An intimate knowledge of the insurgent's organizations, motivation, sources of resources (men and materiel), and how they are obtained.
- A knowledge of the strengths and weaknesses of ideological and political opponents.
- An assurance that PSYOP plans and programs support national objectives.
- A knowledge of all means of communication available to carry out PSYOP.
- The ability to classify the population by audience type so that themes can be tailored to influence specific groups.
- The availability of continuous, timely, accurate, and detailed intelligence (including effect of current PSYOP programs; i.e., posttesting).

SUPPORTED OPERATIONS. PSYOP themes must be tailored to support the type of operations and campaigns being conducted. Section IV of this chapter discusses campaigns.

- The authority to approve specific PSYOP messages, based on approved themes, may have to be delegated to local level PSYOP personnel with a knowledge of distinctive local target groups. This should improve the effectiveness and credibility of the PSYOP program with the local groups. Locally developed PSYOP material must be monitored by PSYOP staffs all the way up to the national level.
- PSYOP themes in support of consolidation campaigns should stress the security that is afforded the population and the benefits that have been and can be gained with popular support.
- PSYOP themes supporting strike campaigns should stress the necessity of the operations and efforts being made to provide for the safety of the civilian population. PSYOP themes directed against the insurgent forces should stress the futility of fighting, importance of family ties, and the acceptability of amnesty programs. The decision to employ PSYOP before beginning tactical operations is weighed carefully against compromising surprise and security.
- PSYOP themes supporting remote area operations are tailored to maintain the morale of government forces and to win the support of any local population.
- PSYOP themes supporting populace and resources control operations