



PSYOP-POLWAR



NEWSLETTER



The PSYOP/POLWAR Newsletter is published monthly by the Psychological Operations Directorate of Headquarters United States Military Assistance Command Vietnam. The purpose of this newsletter is to provide commanders, PSYOP personnel, and POLWAR advisors with a crossfeed of information on the progress of psychological operations and political warfare and to exchange ideas and lessons learned. Readers are requested to contribute items of interest to this office, attention: Operations Branch. Please include credits to units and/or individual contributors as appropriate. Submissions may be made at any time but they must be received no later than the 10th of the month to be included in that month's issue.

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HEADQUARTERS
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PSYOP/POLWAR Newsletter, Volume III No. 8

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1. EQUAL BILLING, EASIER READING

OUR FRESH FACE is indicative of what's new inside. Two issues ago, we said there would be more POLWAR in your future. To accomplish this, we are happy to announce the official appointment of a POLWAR editor to the Newsletter staff.

In an effort to better reach the nuts and bolts psyoperator in the field, we have gone to this more relaxed format. In the interest of being authoritative, we are identifying the contributors of the various items in each issue.

Your comments, criticisms, and contributions to make this a truly useful--as well as informative--publication are eagerly welcomed.

--The Editors

2. "PSYOP PSOAP"

THE SLICKEST COMMUNICATIONS medium in the PSYOP bag also has a 99 and 44/100% chance of becoming one of the most popular PSYOP items.

The Nippon Color Soap Company of Japan has developed a process for printing up to eight different messages, pictures or slogans on eight layers of a single bar of soap. If the inner and outer wrappers are included, this allows for ten separate messages in a single package. In areas where confiscation by enemy elements is likely, the wrappers and outside layers of the soap could be left blank so that the messages would become visible only after several washings.

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Since soap has a high acceptance value, the message bearing bars could be used as give-away items in refugee camps, Chieu Hoi Centers, POW Camps, medical aid missions, and by civic action groups as well as military patrols.

Tests by the 7th PSYOP Group reveal that the messages lasted through several washings and that the ink did not color the lather or stain the hands of the user. The messages or cartoons should be brief and simple, using large letters.

The results of the preliminary testing have been passed to various PSYOP agencies in Vietnam and have thus far been enthusiastically received. Further evaluation is to be conducted by these agencies and may lead to the extensive use of "PSYOP PSOAP" in Vietnam.

-- 7th PSYOP Gp, VN Det.

3. ROK PSYOP IN RVN

SUPPORTING ROK COMBAT units in Vietnam is the mission of the ROKFV Civil Affairs/PSYOP Company. In addition to the headquarters, and the printing and operations sections which are co-located with the U.S. Army's 8th PSYOP Battalion in Nha Trang, there are three field detachments. One is with the White Horse Division in Ninh Hoa, another with the Tiger Division in Oui Nhon, and the last is with the Blue Dragon Marine Brigade in Hoi An. Each detachment is made up of two loudspeaker teams, two audio-visual teams and one civil affairs team.

The company reported nearly 5000 hours of speaker broadcasts among their operations last year and have more than 814 ralliers/PWs to their credit for 1967.

-- 7th PSYOP Gp, VN Det.

4. HOW TO DO IT

TECHNICAL PSYOP TIPS are available to the psyoperator in the field in the form of "Propaganda Guidelines" published by the 4th PSYOP Group. The most recent in the series is number three, "A Systematic Process for Propaganda Guidelines" dated 15 July 1968. Among other things, it contains information on analyzing target audience data, determining credibility factors and developing message content.

-- 4th PSYOP Gp.

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5. OOPS!

SIXTEEN POUND PAPER is what "S" suffixed leaflets are printed on--not 13 lb. paper, as erroneously stated in last month's Newsletter. We'll watch our weight more closely in the future.

--MACPD, Ops Branch

6. COMMONWEAL AND DIVERTISSEMENT

FOR AMERICANS, TELEVISION is primarily a source of entertainment. American servicemen turn to AFVN-TV for relaxation. However, for the Vietnamese Government, television has become a PSYOP medium.

Known as THVN (Truyen Hinh Vietnam), Vietnamese television has been operational in the Republic since early 1966. It is government owned and operated and is under the control of the Ministry of Information. Programming consist of news, interviews, musicals, dramas, speeches, children's shows, women's shows, and the coverage of special events. The stations operate on a seven day a week basis, and much of the GVN programming has PSYOP significance. It is designed to have a unifying effect on the populace. The main production facility is in the two story Saigon station. There are also stations in Hue and Can Tho, with others being planned for Qui Nhon and other major RVN population centers.

Several of the governmental ministries are allotted programming time on THVN, including RVNAF under the Ministry of Defense. Currently, RVNAF provides a military newsreel every weekday evening in addition to two 40 to 50 minute productions each week. The target audiences of the RVNAF programming, in order of priority, consists of RVNAF personnel, military dependents, and the general populace. The video-tape programs include segments of news, information, entertainment, indoctrination, sports, education, interviews, and military programming. The majority of this programming has a motivational message. Much of the news consists of coverage of military operations, and emphasizes the success of "RVNAF in action". The cultural groups of the General Political Warfare Department provide musicals, straight dramas, skits, songs, and dance numbers. Often the dramas and songs have anti-communist or pro-government themes. During the TET and May General Offensives, RVNAF television provided

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programming for THVN on a nightly basis. This consisted primarily of newscasts, military newsreels, and announcements from the Ministry of Defense and the Joint General Staff.

The RVNAF programs are produced by the Television Branch of the PSYWAR Department, General Political Warfare Department. The TV Branch staff members do all the planning, writing, casting, and producing of the RVNAF programs. They also do all their own set design, art work, lighting, camerawork, floor directing, and film and slide projector operation. The TV Branch personnel are now attending special, highly accelerated classes in television production/direction and control room equipment operation being taught by US advisory personnel. The RVNAF television staff will soon assume all the operational duties associated with producing their programs, as well as the responsibility for the on-camera direction of the shows. This will lead to better planned productions, more thorough rehearsals, and more effective visual presentations, as well as allow the THVN civilian crew to concentrate more fully on the rest of the station's program schedule.

The US civilian advisors to THVN include JUSPAO personnel as well as JUSPAO-contracted advisors from NBC-International. The advisor to the RVNAF TV Branch is an Army officer assigned to the POLWAR Advisory Division of the PSYOP Directorate.

--MACPD, POLWAR

7. LESSONS LEARNED

EXPLOITING TERRORIST ATTACKS can be counter-productive if not handled properly. Extreme caution must be exercised when evaluating an enemy attack to ensure that exploitation would not provide free publicity for VC might.

Indiscriminate enemy attacks that result in loss of lives and property should be exploited on a quick reaction basis so long as they do not suggest the GVN's inability to provide security. For example, terrorist activity against a hamlet which the VC had previously advertised as disobeying VC orders should not be exploited since it tends to indicate the GVN's inability to provide security.

--4th PSYOP Gp.

8. HEROES OF VIETNAM

HAI BA TRUNG (two ladies Trung) were born early in the first century A. D. in a Vietnam that had been occupied by the Chinese for more than 100 years. In the year 39 A. D. when the Chinese rule became too brutal and oppressive to endure, the Vietnamese rose up in revolt against their foreign masters. Led by the noble lady Trung Trac (whose husband had been killed by the Chinese to throw fear into the rebels) and her equally fearless sister, the Vietnamese defeated the Chinese main forces, captured over 65 enemy forts, and drove the Chinese out of the country. The Vietnamese people proclaimed the Trung sisters queens, and for two years the women ruled an independent Vietnamese state in the area of the Red River Delta. However, the Chinese then returned with a powerful army, led by one of their oldest and best generals, and defeated the outnumbered Vietnamese. After the defeat, rather than surrender to the Chinese, the Trung sisters committed suicide by throwing themselves into a river. This defeat, with the exception of a few short interruptions of Vietnamese rebellions, marked the beginning of a thousand years of Chinese rule over the Vietnamese.

--MACPD, R&A

9. PASSING THE WORD

SLOWLY SPEEDING NEWS would be an accurate description of the POLWAR commentator's output.

Using a 20-KW shortwave transmitter, the Voice of the Vietnamese Armed Forces Radio Station is now beaming a daily broadcast aimed at soldiers in the field who have no other radio contact with Saigon.

The announcer slowly repeats each phrase of his commentary in order to give his listeners time to copy it and pass the information on to members of their respective units.

The new program is primarily concerned in reaching the fighting man in isolated areas. However, the needs and desires of all Vietnamese soldiers and their families are considered in selecting the daily program content.

Many of the units in the southernmost Delta provinces and northern areas are out of reach of the medium wave RVNAF Station in Saigon.

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The shortwave program, broadcast on 7,240 KHZ from 1500 to 1600 daily, is designed especially for them.

Commanders of some 70 units located in all provinces have agreed to have the news and indoctrination messages from Saigon written down and then read to their troops at command information classes.

All commentary scripts are written and prepared by the staff of the General Political Warfare Department in Saigon.

The program began as an experiment to determine the range and coverage area of the 20-KW shortwave transmitter, but response from the field was so overwhelmingly favorable that it was included in the regular broadcasting schedule of RVNAF Radio.

--MACPD, POLWAR

10. EXPLOITABLES

VC/NVA VULNERABILITIES ARE listed in JUSPAO Field Memorandum #56 of 31 July. This paper identifies a series of most useful vulnerabilities and provides a wealth of information helpful in exploiting them.

--JUSPAO, PLANS

11. POPULAR DEFENSE

NATIONAL PEOPLE'S SELF-DEFENSE month has been set for the month of August by the Ministry of the Interior. A JUSPAO Policy is in the offing, but in the meantime field PSYOP personnel may wish to start gearing up to publicize any self-defense activities in progress in their area.

--JUSPAO, PLANS

12. FACE TO FACE

A JUSPAO FIELD Memorandum on the organization and operation of U. S. - supported Culture-drama teams is in preparation. Since the national mobilization program has depleted JUSPAO's Van Tac Vu (culture-drama) teams, this paper will establish standards and

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suggest operational methods for U. S. support of teams organized at the provincial level. Local teams would be composed of personnel assigned to ARVN POLWAR, Armed Propaganda Teams or other government agencies, and those who enjoy a draft-exempt or draft-deferred status.

-- JUSPAO, PLANS

13. MOPICS BOOST MORALE

SHOOT'EM UP WESTERN and Chester Morris "Adventure" films along with Vietnamese documentary and troop information films constitute the film fare available to RVNAF troops in the field and in service schools throughout the Republic.

In all, 150 RVNAF tactical and training units are served by the film distribution section of the Motion Picture Branch, Psychological Warfare Department. Commercial films in English and French are rented from US film distributors by the PWD, and these, along with Vietnamese psychological warfare and troop information films, are distributed to RVNAF units on a priority basis.

Traditionally, American cowboy films have been the most popular among the entertainment films available from PWD. However, kinescope films reproduced from THVN television video tapes of live musicals and dramas have recently been surpassing the westerns in popularity. Plans are now being made to produce one kinescope film each month from live television shows. These will be reproduced in several copies each using PWD's motion picture facilities.

But Gary Cooper, Randolph Scott, and all the others are in no danger of losing their following. The RVNAF soldiers all seem to agree that watching the celluloid heroics of these men helps pass the long lonely nights far from home and family.

-- MACPD, POLWAR

14. CULTURAL FREEDOM WINS DEFECTORS

MUSIC AND DRAMA included in a PSYOP broadcast of Chieu Hoi messages prompted the defection of Professor Pham Thuan Tai, former editor of the National Liberation Front magazine.

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"Authors in the North must write what they are told to write," Tai said in an interview, "always reflecting the Communist line in accounts of love and war". He further stated that the SVN broadcasts, which carry the death penalty to Northerners caught listening to them, made him realize that he should be living in a free society where he could utilize his talents and develop them further. The Voice of the Army and People of the Republic of Vietnam convinced him that South Vietnam had such a society.

* * * *

CULTURE AND ART are looked down upon by the Communists as evidenced by the case of Doan Chinh, son of one of North Vietnam's foremost composers. Chinh was one of the more than 140 members of the Quyet Thang Regiment who rallied in early June. He was only a private first class while less-educated NVA soldiers held higher rank. This was because his family moved in cultural circles and were, therefore, not considered hard core Communists. "You must be from the working class to hold high positions in the Communist Army", Chinh explained. Until he defected, Chinh fought in the trenches by day and sang his father's songs for his buddies at night.

--Stars and Stripes

15. HOI CHANH HUNT

INTENSIVE CHIEU HOI recruiting is planned during the period September-December 1968. This plan is in cooperation with the Ministry for Open Arms and will merge into the 1969 TET campaign scheduled to begin the first of next year.

--MACPD,Plans

16. FIELD FLICK

KIT CARSON SCOUTS and other Hoi Chanh in action will be the subject of a two-reel film to be produced in 1969. The idea is to show the contributions made to the nation by Hoi Chanh working as members of Armed Propaganda Teams, RD teams, the Armed Forces, the Militia, as hamlet and village officials, and as good citizens earning a living and contributing to community welfare.

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Suggestions for this movie are welcomed; please send them through channels to JUSPAO's Field Development Division.

--JUSPAO, FDD

17. NOVELTY MEDIA

CHILDRENS KITES AND paper market bags are being distributed through CORDS/POD to the Provinces. One hundred thousand of each of these items overprinted with PSYOP and Chieu Hoi messages have been procured from commercial contractors.

--MACPD, Plans

18. VIP CAMPAIGN GETS RESULTS

OVER ONE THOUSAND informants received over a million piasters for goods and information they provided under the Volunteer Informant Program. Here is a partial listing of items for which payoffs were made during the first quarter of CY 68: enemy locations - 603; motor rounds - 1579; M-14/M-16 rifles - 21; AK-47 rifles - 54; booby traps - 120; mines - 364; tons of rice - 14; small arms rounds - 46, 403.

--MACV,AG

19. WORD FROM THE TOP

"PSYOPS POLICY PAPERS" representing U.S. Missions PSYOP policies and "Field Memoranda," which serve in the implementation of these policies, are issued by JUSPAO. Considerable research and staffing go into these documents in order to provide timely and meaningful guidance and background on issues of national importance. They provide current guidance for local Psyoperations, and when the need arises, can be of considerable value as reference material. Watch for a complete index of current "PSYOPS Policy Papers" and "Field Memoranda" to be distributed in the near future.

--JUSPAO,FDD

20. CONSIDERATION PAYS OFF

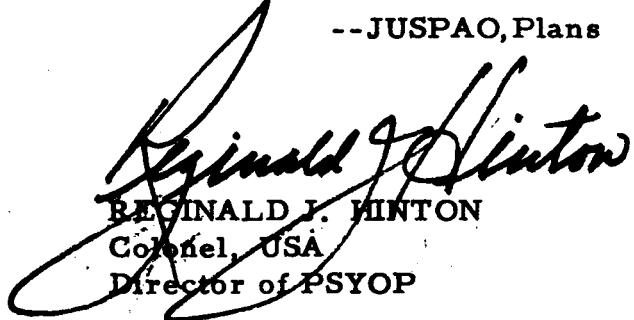
INNOCENT CIVILIAN DETAINEES are given food and are entertained by motion pictures, television, and printed matter in a center operated by the 9th U. S. Infantry Division until transportation can be arranged to return them to their homes. Recently, several civilians, as they were preparing to depart, expressed a desire to talk with the officer-in-charge. According to the Vietnamese custom, an elderly gentleman was selected to represent the group and express their appreciation for the good treatment received at the center. The Viet Cong, it was pointed out, painted a very dark image of the American soldier; however, the group found this to be untrue, and said they would carry the true picture back to their friends and relatives.

--MACPD, R&A

21. KNOW YOUR NEIGHBOR

NATIONAL IDENTIFICATION CARDS will be required of local citizens by the GVN in the near future. A PSYOP support program scheduled to begin about mid-September will be built around posters, leaflets, facsimiles of the ID card and tapes of the campaign song which JUSPAO is preparing.

--JUSPAO, Plans


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