

DEPARTMENT OF THE ARMY  
HEADQUARTERS, 6TH PSYCHOLOGICAL OPERATIONS BATTALION  
APO SAN FRANCISCO 96227

AVGM-6A

NOV 4 1968

SUBJECT: Pretest of Adhesive Stickers

Commanding Officer  
4th PSYOPS Group  
ATTN: Chief, PDC  
APO 96307

1. Reference Memorandum, your office, subject as above, dated 20 October 1968, the following report is submitted.
2. A questionnaire was prepared to assist the interpreters in the testing process of the adhesive stickers. A copy of the form with a consolidation of the responses is attached as inclosure 1. Two days were spent testing the stickers in Bien Hoa and the surrounding areas. A total of 60 subjects were tested.
3. The introduction of the adhesive sticker to this area was received with rather limited enthusiasm. The initial response of the people was that the stickers were very colorful. Most of the subjects were well aware that this was GVN propaganda and implied that it was a good idea as long as they were not personally involved. The general public was quite uninterested in the program and it was felt they should naturally resist involvement in any propaganda of such obvious nature.
4. The adhesive stickers are a violation of JUSPAO Field Memorandum 42, Section 2, Article a: "Do try to be subtle; attempt to develop PSYOP items which do not appear to be 'obvious propaganda.'" Whenever a hostile (and to a lesser extent, neutral) audience is exposed to messages which are blatantly propagandistic, they immediately develop a resistance to persuasion. The psyoperator should always be alert to the need for developing and discovering innovations in dissemination of propaganda messages so that they are difficult to identify as attempts to persuade."
  - a. A slogan such as "VC are Evil" is something less than subtle. Consequently, any sane person would have reservations about advertising his sympathies in such a blatant manner--particularly in a hostile area.
  - b. Some drivers suggested that the stickers be placed inside the Lambretta. This would limit the audience to passengers and may suggest that the sticker was

placed there by a passenger rather than the driver. A greater number of subjects suggested that the stickers be placed on trees or walls by the side of the road. This would relieve the individual of the responsibility of personally endorsing the message, thereby eliminating the threat of enemy countermeasures directed against the individual.

5. To some people the adhesive stickers are an obvious American innovation. Adhesive stickers and orange and black color combinations are not common in South Vietnam and even though they easily attract the attention of the people, they tend not to take such gimmickry seriously. (JUSPAO Field Memorandum 42, Section 3, Article a: "Do not include anything in PSYOP items that may identify it as originating from an American source unless such identification is specifically desired.") The target audience would be more receptive to an approach that is characteristically Vietnamese.

6. The least repugnant of all the slogans was "Follow the Example of Le Loi." Le Loi is revered by nearly all Vietnamese, however it will be remembered that he led the people in guerilla warfare against the Chinese who were then the ruling power. Are the Viet Cong not engaged in a guerilla war against the GVN who is presently in power?


7. "The VC are Evil" and "The VC are Bloodthirsty" were the least popular of the slogans. The credibility of these slogans is unquestioned for the simple reason that anyone foolhardy enough to display these slogans may well find out just how evil and bloodthirsty the VC really are. These slogans are also in direct contradiction to JUSPAO Field Memorandum 42, Section 3, Article f: "Do not insult or anger the man you are trying to persuade. The effects of argument by insult are more often counterproductive. A VC is not likely to rally after reading Chieu Hoi leaflets which call the VC terrorists, tyrants, oppressors, aggressors, etc. Even a man who is wavering in his loyalty to the VC may become sufficiently angered by such references that his will to fight may be increased."

a. Name calling and gimmickry are both rather undignified attempts at persuasion and could very well result in an unfortunate response from the people of South Vietnam.

8. The subjects were rather ambivalent toward the remaining slogans. It is the opinion of our Psychological Operations Development Center that the adhesive sticker is not a suitable media for dissemination of PSYOP material.

FOR THE COMMANDER:

1 Incl  
as

  
LARRY E. GARRETT  
CPT., Inf  
Adjutant

## PRETESTING OF ADHESIVE STICKERS

1. The initial reaction of Lambretta and bus drivers to the stickers:

50% found them very colorful  
20% would be afraid to use them  
15% said it was the first they had seen of this  
10% too bright  
5% GVN propaganda

2. Objections of drivers to placement on their vehicles. Why?

50% The GVN cannot protect us from VC terrorists  
20% should be put on walls and trees along the road  
20% don't want trouble  
10% would put them on inside of Lambretta

3. Opinion of vehicle passengers and general population:

70% Indifferent  
20% good, if put in the right place  
10% sounds good, but are like many other slogans.

4. Unfriendly action, if any, against the sticker program.

We encountered no hostility

5. Which slogan received the least favorable comments? Which the best?

Follow Le Loi's example received the best comments.  
VC are Evil and VC are Bloodthirsty received the least favorable comments.

6. Additional comments:

It was often noted that the messages were too short.

*Included #1*