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JUSPAO FIELD MEMORANDUM

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PSYOPS

SPECIAL CHIEU HOI PSYOP CAMPAIGN
SPONSORED BY THE MINISTRY OF OPEN
ARMS CHIEN DICH "NGUON SONG MOI"
(NEW SOURCE OF LIFE CAMPAIGN)

DISTRIBUTION
STANDARD

APPROVED BY:
DIRECTOR, JUSPAO
AUGUST 27, 1968

JUSPAO POLICY, PLANNING
AND RESEARCH OFFICE
SAIGON, VIETNAM

UNCLASSIFIED

I. INTRODUCTION

The Ministry of Open Arms, in conjunction with the Ministry of Information and the GMI's General Political Warfare Department initiated, on 15 August 1968, a special Chieu Hoi PSYOP effort under the title "New Source of Life." The Ministry's plan was received by JUSPAO on 21 August 1968.

The operational plan developed by the Ministry of Open Arms and disseminated to the field through Open Arms channels, signed by the Minister for Open Arms on 7 August 1968, is attached. Any plans developed by the Ministry of Information and POLWAR will be forwarded separately, if and when received.

Essentially, the campaign involves the utilization of high-ranking Chieu Hoi defectors to travel widely over the Republic of Vietnam to lecture on their experiences and observations and to appear in seminars.

II. NATIONAL LEVEL SUPPORT OF CAMPAIGN

Field Development Division of JUSPAO is producing, in cooperation with the Open Arms Ministry, a series of five leaflets in the form of statements by high-ranking defectors. Texts of these leaflets were received on 20 August 1968. JUSPAO will print these as handouts for dissemination through the COMUSMACV PSYOP structure, and will make them available to the 4th PSYOP Group and its four battalions for additional printing and dissemination.

JUSPAO also will produce aerial tapes in the different dialects, based on the leaflets. These will be distributed as per the established distribution formula.

III. LOCAL SUPPORT OF CAMPAIGN

Field PSYOP personnel are encouraged to assist in this campaign as follows:

1. Coordinate with the Chieu Hoi Service, the Vietnamese Information Service, and the local POLWAR representatives.
2. Assist as requested in the scheduling of appearances by members of the Visiting Teams mentioned in the Ministry of Open Arms plan.
3. Distribute materials produced at the national level.
4. Utilizing the material contained in the speeches, lectures, and seminars held by the visiting high-ranking returnees, produce and disseminate leaflets, posters, tapes, radio broadcasts and other PSYOP materials as appropriate and feasible.

Inclosure:

Ministry of Open Arms Plan for the "Nguon Song Moi" (New Source Of Life Campaign)

"NEW SOURCE OF LIFE" CAMPAIGN

I. GENERAL OBSERVATION

II. General Situation

The present "talk and fight" tactics of the Viet Cong, coupled with other Communist plans to counter our Chieu Hoi effort, and treacherous propaganda on a peaceful solution through neutral coalition government, have created some psychological impacts on the returnees, cadres, soldiers and the civilian population, as well as on the Communist troops.

111. Returnees: Apprehensive and concerned about possible Communist retaliation in the future.

112. Our Cadres and Soldiers: May be confused by unfavorable solutions offered by the Communists.

113. Civilian Population: Become apprehensive, bewildered, tend to maintain a "wait-and-see" attitude, creating favorable conditions for covert Communist propaganda and motivation.

12. Chieu Hoi Activities

At the present time, the North Vietnam Communists are not only stepping up their military aggression against the Republic of Vietnam, but also are resorting to political chicanery, such as using the Paris peace talks to spread their distorted propaganda, in an attempt to impress public opinion in the world and in the country.

The "talk and fight" tactics of the Communists reflected truthfully the above attempt, and in the meantime opened to them favorable conditions for a reshuffle of their internal ranks and spread of their anti-Chieu Hoi network in all respects so as to hopefully save their ranks from being disorganized in the face of the Government's successful Chieu Hoi Program.

For the above reasons, the "New Source of Life" Campaign has been initiated.

To obtain maximum results, this Campaign is based on the following pivotal points:

121. Motivate every effort of the whole people and soldiers in the country to develop the Government's lines and the Chieu Hoi Program in all active operation areas and base areas of the enemy.

122. Combine all our psychological operations potentials to launch a general attack on the enemy's fundamental psywar themes or theories and his anti-Chieu Hoi activities, so as to successfully implement the Chieu Hoi national policy and strengthen the people's confidence in the lines and efforts of the Republic of Vietnam Government.

123. Further publicize and develop the Chieu Hoi Tet offensive to date, so as to encourage and create favorable conditions for the Viet Cong command levels and troops to rally to the Government.

II. PURPOSES

The "New Source of Life" Campaign is initiated for the following purposes:

21. To reassure the returnees.

22. To eliminate the misgivings and confusion among our cadres, soldiers and civilian population; and in the meantime to strengthen their confidence.

23. To push forward, develop, and disseminate the Chieu Hoi national policy to reach the Communist cadres and soldiers on the other side of frontline, so as to neutralize the Communist political propaganda pressures and their anti-Chieu Hoi activities.

24. To spread the Chieu Hoi national policy's influences to all fields of activities in the country and abroad.

The initiation of the "New Source of Life" Campaign is to materialize the Chieu Hoi national policy in the face of the pressing requirements of the country.

III. ORGANIZATION AND OPERATION

31. Conception

311. The Campaign is carried out on the principle of cooperation among three organizations: Chieu Hoi, Information and Political Warfare.

312. Fully exploit the propaganda and motivational effects of the rallies of high-ranking and middle level returnee intellectuals and artists, because they are the witnesses of this war and may have significant influence on their friends who still remain on the other side of the frontline under Communist pressures.

313. Fully exploit the curiosity of the civilian population, because they are more interested in listening to the talks given by the returnees than to the familiar stories told by government cadres and personnel.

314. Properly exploit political seminars conducted between the returnees and our military, civilian and government authorities.

315. With minimum guarantee of security, send returnee teams for activities in districts and outposts, in addition to activities conducted in Province and Corps areas, if necessary.

32. Organisation

321. The Campaign has two organizational lines:

- The Campaign Operating Board
- Visiting Parties (teams)

322. The Campaign Operating Board includes:

- 1 Board Manager
- 4 Assistant Board Managers
- 1 Secretary

And the following sections:

- a. Materials Compilation and Motivation Guidances
- b. Logistical and Financial Support
- c. Public Relations and Press Liaison
- d. Result Assessment

323. Important notes:

The POLWAR Agency and the Information Ministry each will send a representative to participate in the Campaign Operating Board, as Assistant Board Manager and permanent representative of the organization concerned to the said Board.

324. The Chieu Hoi Ministry will hold a special meeting with the participation of the above individuals to discuss problems related to the Campaign.

33. Composition and Operation scope of the Visiting Teams:

331. Phase 1

There will be two teams, each composed of the following constituent parts:

1 Briefing Section

- 10 returnees: 7 military and 4 political cadres

1 Guidance Section

- 4 Civilian Guidance Personnel of the Chieu Hoi Service
(Chieu Hoi cadres)

- 4 military Guidance Personnel (Company grade officers
from the Political Warfare Agency)

332. In addition, at local areas, culture/drama performances as entertainment to attract audiences may be conducted by military and civilian culture/drama teams available in the localities.

333. The above two Visiting Teams will be assigned for activities as follows:

- 1 in Saigon, and the III and IV Corps Tactical Zones

- 1 in Hue, and the II and I Corps Tactical Zones (These two teams will operate at the following localities: Saigon, Pleiku, Can Tho, Bien Hoa, Da Nang, Hue)

IV. BRIEFING AND DISCUSSION THEMES

41. There are three briefing and discussion themes which should be used alternately.

Theme 1: Actual situation in North Vietnam and reason for rallying to the national cause (general)

Theme 2: Actual situation of the enemy in South Vietnam and reasons for rallying to the national cause (general)

Theme 3: Subjects related to the Paris peace talks and other relevant topics

Each briefing or discussion session will include the above three themes to be presented by three returnee lecturers.

V. LENGTH OF CAMPAIGN: Two months (from 15 August thru 15 Oct 68)

VI. OPERATIONAL SCHEDULE

61. Campaign phases:

The Campaign is divided into 5 phases:

611. Phase I (Preparations)

Work Assignments	Period	Responsible Authority	Remarks
- Prepare plans and submit for review and approval	: 29 July to : 2 Aug 68	: Planning and : Regulations	:
- Convene the Chieu Hoi, Information and Polwar Inter-Ministerial meeting (with the participation of Chieu Hoi representatives from the four Corps Tactical Zones)	: 6 Aug 68	: Convened by : the principal : agency	:
- Select guidance personnel and returnees, and compile briefing materials	: 6 Aug to : 10 Aug 68	: By the sections : concerned in the : Operation Beard	:
- Provide motivation guidances (briefing, supervision, discussion) and accomplish administrative process for travel and equipment	: 10 Aug to : 14 Aug 68	: ditto : ditto	:
- Assess results	: 15 Aug	: ditto	:
- The visiting teams depart	: 16 Aug	: ditto	:

612. Phase II (Stage I operations)

From 16 Aug to 31 Aug: The teams operate in the above said cities and towns (order of localities where briefings and discussions are to be conducted will be determined later by the Public Relations and Liaison Section).

613. Phase III (review to screen good and weak points)

From 1 Sep to 7 Sep 68: After completing activities in the above-

said localities, the teams will return to the Central headquarters to screen good and weak points experienced in Stage I operations. Then the two teams will be combined into one, and divided into 8 teams; each team will be composed of 4 returnees and two guidance personnel (1 military and 1 Chieu Hoi cadre) for activities in provinces of the four Corps Tactical Zones.

- I Corps Tactical Zone: 1 team
- II Corps Tactical Zone: 2 teams
- III Corps Tactical Zone: 2 teams
- IV Corps Tactical Zone: 3 teams

614. Phase IV:

From 8 Sep to 8 Oct 1968: The teams depart for activities in the provinces.

615. Phase V (Conclusion of the Campaign)

From 10 Oct to 15 Oct 68: The teams return to the Central headquarters and consolidate results of the campaign.

VII. SUPPORT.

71. Transportation Facilities:

711. From Central headquarters to Corps Tactical Zones and return trips: military aircraft, civilian airline and CORDS, provided by the Chieu Hoi Ministry and friendly agencies.

712. From CTZ's to provinces and vice versa: provided by GVN military commands in the local areas.

72. Equipment and Operating Funds

721. Clothing (furnished by the Chieu Hoi Ministry)

- a. Returnees: civilian clothes
- b. Guidance personnel (Chieu Hoi cadres and Army officers): Armed Propaganda Team uniform.

722. Per diem allowance: Except cadres and military personnel, other team members (returnees who are not cadres) are entitled to a flat allowance of 200 \$ per man per day throughout the period of the campaign.

723. Besides, the Campaign Operating Board will received an imprest fund of to cover expenses incurred by the Campaign.

73. Security: When the teams conduct talks in the local areas, the local military authorities must provide security to these teams throughout their stay in the localities.

74. Organization of briefings, discussion sessions and talks in local areas: Responsibility of local GVN military authorities.

75. Motivation of the press in country and abroad: Responsibility of Information Ministry and Vietnam Press Agency.

76. Psywar entertainment and jubiles: Responsibility of the Polwar Entertainment Battalion.

Seen
Saigon, 7 August 1968
Minister of Chieu Hoi
(Signature)
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