



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
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IN REPLY REFER TO

OPNAVINST 3434.1

N515

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OPNAV INSTRUCTION 3434.1

From: Chief of Naval Operations

Subj: PSYCHOLOGICAL OPERATIONS

- Ref:
- (a) DODI S-3600.1, 9 Dec 96, Information Operations (U)
 - (b) CJCSI 3210.01, 2 Jan 96, Joint Information Warfare Policy (NOTAL)
 - (c) Joint Pub 3-53, 30 July 93, Doctrine for Joint Psychological Operations
 - (d) OPNAVINST 3430.26, 18 Jan 95, Implementing Instruction for Command and Control Warfare
 - (e) OPNAVINST S3433.1, 4 Aug 95, Military Deception
 - (f) OPNAVINST 3432.1, 29 Aug 95, Operations Security
 - (g) SECNAVINST 5720.44A, 3 June 87, Public Affairs Policy and Regulations
 - (h) CJCSI 3110.05, 1 May 96, Joint Psychological Operations to the Joint Strategic Capabilities Plan (JSCP FY 96) (NOTAL)
 - (i) DoD Directive S-3321.1, 26 Jul 84, Overt Psychological Operations Conducted by the Military Services in Peacetime and Contingencies Short of Declared War (U) (NOTAL)

1. Purpose. To issue guidance for U.S. Navy support to joint Psychological Operations (PSYOP).

2. Scope. This instruction sets forth guidance on the conduct of support to joint PSYOP by U.S. Navy commands, in compliance with references (a) and (b).

3. Background

a. PSYOP are operations planned to convey selected information and indicators to foreign governments, organizations, groups and individuals in order to influence their emotions, motives, objective reasoning, and behavior. The purpose of PSYOP is to induce or reinforce foreign attitudes and behavior favorable to the originator's objectives.

(1) PSYOP are an integral part of military operations and, as such, are an inherent responsibility of all military commanders. PSYOP are applicable across the operational continuum from peacetime presence to conflict. Nations may multiply the

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effects of their military capabilities by communicating directly to their intended targets. Messages may include promises, threats, conditions of surrender, safe passage for deserters, and so forth. The effectiveness of these messages depends on the originator's credibility and perceived capability to carry out the promised or threatened actions.

(2) It is important not to confuse psychological impact with PSYOP. Actions such as shows of force may have a psychological impact, but they are not PSYOP unless their primary purpose is to influence the emotions, motives, objective reasoning, or behavior of a targeted audience.

b. Military PSYOP are divided by reference (c) into four categories: strategic PSYOP, operational PSYOP, tactical PSYOP, and consolidation PSYOP.

(1) Strategic PSYOP are international information activities conducted by U.S. Government agencies. These programs are conducted primarily outside of the military arena but can utilize Department of Defense (DoD) assets and be supported by military PSYOP. Military PSYOP with potential strategic impact must be coordinated with national efforts.

(2) Operational PSYOP are conducted prior to or during war or conflict, and at the conclusion of open hostilities in a defined geographic area to promote the effectiveness of the area commander's campaigns and strategies.

(3) Tactical PSYOP are conducted in the area assigned a tactical commander during conflict and war to support the tactical mission against opposing forces.

(4) Consolidation PSYOP are conducted in foreign areas that are inhabited by an enemy or potentially hostile populace and occupied by U.S. Forces, or in which U.S. Forces are based, to produce behaviors by the foreign populace that support U.S. objectives in the area.

c. PSYOP in Information Operations (IO)

(1) As defined in reference (a), Information Operations are actions taken to affect adversary information and information systems while defending one's own information and information systems. Information Warfare (IW) is IO conducted during time of crisis or conflict to achieve or promote specific objectives over a specific adversary or adversaries. Both IO and IW involve the

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integrated use of PSYOP, operations security (OPSEC), military deception (MILDEC), Electronic Warfare (EW), Computer Network Attack (CNA), physical destruction, and other appropriate measures, supported by intelligence, to deny information to, influence, degrade, or destroy adversary information capabilities while protecting friendly information capabilities against such actions.

(2) IW is a supporting strategy to the overall military strategy. IW takes advantage of the synergistic effects achievable through the integrated use of all IW elements. Each IW element can be employed independently, but their integrated use gives a commander the ability to neutralize or exploit the adversary's information system in a coordinated manner. Each element can be used to enhance the effectiveness of the other tools.

(3) Joint policy guidance for the integration of these elements into an IW strategy is provided in reference (b) under the title "Command and Control Warfare (C2W)." Joint doctrine on PSYOP is provided by reference (c). U.S. Navy implementation guidance for IW and C2W is provided by reference (d).

d. PSYOP, MILDEC, and OPSEC. PSYOP actions convey information not only to intended PSYOP target audiences but also to foreign intelligence systems. Therefore, PSYOP must be coordinated with counterintelligence, MILDEC, and OPSEC to ensure that essential secrecy is realized, counterintelligence operations are not compromised, and messages reinforce the desired target perceptions of the counterintelligence and deception plans as well as PSYOP plans. PSYOP actions can also be executed to support MILDEC actions or vice versa. Navy policy on MILDEC and OPSEC is set forth in references (e) and (f), respectively.

e. PSYOP, Truth Projection, and Public Affairs (PA)

(1) PSYOP techniques can be used to plan and execute truth projection activities, which are intended to inform foreign groups and populations in a persuasive manner. The purpose of such use is to ensure that intended targets receive and consider the information being disseminated.

(2) Military PA are the public information and community relations activities directed toward the general U.S. public, including U.S. military and DoD civilian personnel, by the various elements of the DoD. PA provides objective reporting, without the intent to propagandize. PA does not use PSYOP

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techniques. Reference (g) sets forth Department of the Navy (DoN) policy and regulations for PA.

4. Policy

a. In accordance with reference (h), it is the policy of the DoN to support the conduct of joint PSYOP whenever practical. In order to maximize U.S. Navy support to joint PSYOP, the Navy shall:

(1) Coordinate and deconflict Navy peacetime forward presence operations with the Overt Peacetime PSYOP Programs (OP3) of the Unified Commanders in Chief (CinCs) in accordance with reference (i). Whenever possible, Navy peacetime forward presence operations shall be integrated into the Unified CinCs' OP3s.

(2) Ensure Unified CinCs are notified of the capability of deploying naval forces to support joint PSYOP.

(3) Develop and maintain the capability to transport via sealift and airlift joint PSYOP assets (personnel and equipment) into theater.

(4) Integrate PSYOP into its training and exercises where appropriate. Specifically, the Navy shall:

(a) Incorporate PSYOP training into Navy IW/C2W training.

(b) Incorporate exercises with joint PSYOP forces into pre-deployment exercises for Naval Expeditionary Forces (NEFs), Carrier Battle Groups (CVBGs), and Amphibious Ready Groups (ARGs).

(5) Establish appropriately trained PSYOP liaison officers on the command staffs of Fleet CinCs, Numbered Fleet Commanders, NEF Commanders, CVBG Commanders, ARG Commanders, and Joint Task Force Naval Component Commanders.

b. The Navy shall undertake a periodic review of existing Navy systems to determine their capability to support joint PSYOP. As part of this review, the Navy shall:

(1) Identify unmet joint PSYOP requirements and ascertain if those requirements can be met by using or modifying existing Navy assets, or by procuring new Navy assets.

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(2) Interact with U.S. Special Operations Command (USSOCOM) and the other Unified CinCs to determine if there are joint operational needs not codified in a validated joint requirement. If such operational needs exist and could be met using naval assets, the Navy shall coordinate with USSOCOM to formalize the needs in a requirement, and the Navy shall endeavor to meet that requirement.

5. Responsibilities

a. Chief of Naval Operations (CNO) will advise the Chairman of the Joint Chiefs of Staff concerning U.S. Navy support to joint PSYOP matters. Specifically, in accordance with references (d), (h) and (i):

(1) The Deputy CNO (Plans, Policy and Operations) (N3/N5) will:

(a) Have overall responsibility for development of service PSYOP policy.

(b) Act as the Navy representative to the Office of the Secretary of Defense (OSD), the Joint Chiefs of Staff (JCS)/Joint Staff, the other Services, and other agencies regarding PSYOP matters.

(c) Assign the Information Operations Policy Branch (CNO (N515)) as the Navy's Office of Primary Responsibility (OPR) for PSYOP matters.

(2) The Director of Space, Information Warfare, Command and Control (CNO (N6)) will:

(a) Determine the required periodicity for the review of existing Navy systems for capability to support PSYOP, and direct such reviews.

(b) Monitor and review Navy PSYOP-related activities and programs, doctrine, missions, and concepts of employment.

(c) Evaluate Navy PSYOP capabilities and provide implementation guidance as required.

(d) Ensure Navy PSYOP capabilities are adequate to support Unified Command requirements for PSYOP from naval platforms.

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(e) Coordinate with USSOCOM to ensure adequate funding for Navy PSYOP programs.

(f) In conjunction with CNO (N3/N5), keep the Joint Staff, Navy Commanders in Chief (CinCs), and other Service components informed of Navy actions to develop PSYOP capabilities or correct PSYOP deficiencies.

(g) Serve as resource sponsor for all Navy cross platform PSYOP systems programs.

(h) Coordinate with CNO (N8) to ensure Navy PSYOP systems programs meet Navy and joint operational requirements or required operational capabilities.

(3) The Deputy CNO (Resources, Warfare Requirements and Assessments) (N8), in coordination with CNO (N6) will:

(a) Review PSYOP or PSYOP-related operational requirements and required operational capabilities.

(b) Ensure appropriate capabilities are designed into or added to Navy systems to meet Navy PSYOP and PSYOP-related operational requirements.

(c) Serve as the resource sponsor for all Navy single platform (platform unique) PSYOP systems programs.

(4) The Director of Naval Intelligence (CNO (N2)) will:

(a) Act as focal point for intelligence support to all aspects of Navy PSYOP planning, execution, and feedback. His responsibility as focal point includes coordinating and directing Office of Naval Intelligence support to Navy PSYOP, and coordinating national intelligence community support for Navy PSYOP.

(b) Ensure that intelligence collected by naval forces that is useful to joint PSYOP planners is forwarded to appropriate national or DoD intelligence agencies for dissemination to joint PSYOP planners.

b. Fleet CinCs will:

(1) Ensure that peacetime forward presence activities within their Fleet are coordinated and deconflicted with the OP3

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of the Unified CinC(s) in whose Area of Responsibility (AOR) the Fleet forces are operating.

(2) Integrate peacetime forward presence activities within their Fleets into the Unified CinC's OP3 when feasible.

(3) Strive to incorporate PSYOP activities and interoperability with joint PSYOP forces into fleet exercises.

(4) Designate a member of their staff as a PSYOP liaison officer, to be responsible for:

(a) Coordination with theater CinC and USSOCOM PSYOP planning elements for PSYOP liaison officers in their chain of command.

(b) Acting as primary point-of-contact for joint PSYOP forces regarding support to joint PSYOP.

(5) Provide the staff PSYOP liaison officers appropriate training to ensure familiarity with joint PSYOP doctrine, policy, organization, and conduct.

(6) Require subordinate Numbered Fleet Commanders, NEF Commanders, CVBG Commanders, ARG Commanders, and Joint Task Force Naval Component Commanders to likewise designate trained staff PSYOP liaison officers.

(7) Require deploying NEFs, CVBGs, and ARGs to identify their capabilities to support production or dissemination of joint PSYOP materials, as well as any ships or aircraft configured to accept joint PSYOP assets. Provide a list of PSYOP support assets to the PSYOP planning element of the Unified CinC(s) in whose AOR the NEF/CVBG/ARG will be operating.

c. The Chief of Naval Education and Training (CNET) will:

(1) Ensure that Navy IO/IW/C2W training incorporates appropriate PSYOP training modules.

(2) Coordinate training of designated Navy personnel with PSYOP responsibilities in joint PSYOP training programs.

d. The Naval Systems Command(s) (NAVSYSCOMs) will:

(1) Modify applicable existing Navy systems when possible to fulfill validated Navy or joint operational requirements.

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(2) Develop and procure applicable Navy PSYOP systems when necessary to fulfill validated Navy or joint operational requirements.

e. Commander, Naval Security Group Command (COMNAVSECGRU), in his capacity as the CNO's technical agent for IO/IW/C2W training, manpower, and equipment, in coordination with the CNO and the Naval Component Commanders, will ensure service IW/C2W training, manpower, and equipment appropriately incorporate PSYOP and PSYOP capabilities to support this policy.

f. Commander, Naval Doctrine Command (COMNAVDOCCOM), in coordination with the CNO, COMNAVSECGRU, and the Naval Component Commanders, is assigned responsibility for development of Service doctrine and concepts for PSYOP that are consistent with this policy and joint PSYOP doctrine, and that meet the requirements of the Naval Component Commanders.

g. Fleet Information Warfare Center (FLTINFOWARCEN), as the Navy's IW Center of Excellence per reference (d), will:

(1) Act as the Fleet CinCs' principal agent for development of Navy PSYOP tactics, procedures, and training.

(2) Coordinate Navy PSYOP tactics, procedures, and training with joint PSYOP organizations and the other Services' PSYOP elements.

(3) Incorporate PSYOP training into battle group tactical training exercises.

(4) Augment operational staffs, as required for specific missions, with C2W officers/enlisted personnel trained in PSYOP.

(5) Provide tailored PSYOP training, advice, and assistance to Naval Component Commanders that are planning, executing, or supporting joint PSYOP.

(6) Assist commanders in PSYOP exercise and operational planning.

(7) Maintain and deploy specialized PSYOP equipment and systems not permanently installed on Navy units.

(8) Coordinate with USSOCOM and other Services' PSYOP organizations to ensure Navy PSYOP tactics, procedures, training, exercises, requirements, and procurement are consistent with those of the other organizations.

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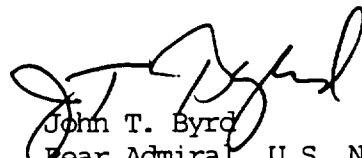
(9) Coordinate with USSOCOM and USASOC to determine PSYOP transport space and handling requirements and to ensure that, insofar as possible, the Navy can accommodate joint PSYOP equipment sea and air lift requirements.

h. The Naval Information Warfare Activity (NAVINFOWARACT), in its capacity as the CNO's principal IW technical agent, will:

(1) Act as technical agent for development and acquisition of Navy special technical capabilities supporting PSYOP systems.

(2) Conduct and/or manage all technical partnerships activities with national level agencies for technology development and applications to support Navy PSYOP capabilities.

(3) Act as principal technical interface with FLTINFOWARCEN for the transition of PSYOP special technical capabilities for naval and Navy-supported PSYOP.



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