

APPENDIX B

Format for PSYOP Estimate

The purpose of a PSYOP estimate is to provide information on the PSYOP aspects of military operations to aid the commander in accomplishing his mission. The estimate is usually prepared by the PSYOP staff in the G3 section in close coordination with the supporting PSYOP commander and other coordinating staff sections. In any case, the supported G3 is responsible for its preparation. Once completed, the PSYOP estimate becomes an annex to the operations officer's estimate of the situation.

The estimate should be as thorough and detailed as time will permit. When time allows, a detailed written estimate maybe made. When time is pressing, the format alone serves as a mental checklist to ensure all elements of the PSYOP situation are considered. The detail varies with the level and type of command. The format, with explanations, for a PSYOP estimate is shown in Figure B-1, pages B-1 through B-6.

(CLASSIFICATION)

Headquarters*

Place

Date, time, and zone

PSYOP ESTIMATE OF THE SITUATION NO. _____ **

(U) **REFERENCES:** a. List maps and charts.

b. Include other relevant documents (BPSs, SPSs, SPAs, and intelligence estimates).

*When the PSYOP estimate is distributed outside the issuing headquarters, the first line of the heading is the official designation of the issuing command, and the final page of the estimate is modified to include authentication by the originating section, division, or other official, according to local policy.

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Figure B-1. Sample format for a PSYOP estimate.

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**Normally, PSYOP estimates are numbered sequentially within a calendar year. The PSYOP estimate is usually distributed as an appendix to the J3 operations annex to the estimate.

1. () **MISSION.**

a. () State the mission of the command as a whole as taken from the commander's mission analysis, planning guidance, or other statement.

b. () Describe the PSYOP mission to support the maneuver commander's mission.

2. () **SITUATION AND CONSIDERATIONS.**

a. () Characteristics of the AO. In this paragraph, summarize data about the area taken from the intelligence estimate, area study, or BPS, with specific emphasis on significant factors influencing PSYOP (terrain, weather, population, and culture).

b. () Opponent Forces.

(1) () Inside the AO.

(a) () Strength and Dispositions. Refer to the current intelligence estimate.

(b) () Capabilities. Discuss opponent capabilities taken from the current intelligence estimate with specific emphasis on their impact on PSYOP.

(2) () Outside the AO.

(a) () Strength and Dispositions. Refer to the current intelligence estimate, as well as any timely SPSs or other current documents.

(b) () Capabilities. Discuss capabilities taken from current reports and documents obtained from intelligence sources or other government agencies with specific emphasis on their impact on PSYOP.

c. () Nonbelligerent Third Parties (UN, foreign workers, Red Cross, World Health Organization, and the media).

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Figure B-1. Sample format for a PSYOP estimate (continued).

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(1) () Strength and Dispositions.

(2) () Capabilities.

d. () Competitors. List allies, neutral countries, multinational corporations.

(1) () Strength and Dispositions.

(2) () Capabilities.

e. () Friendly Forces.

(1) () Present Disposition of Major Elements. State the estimate of the strengths of the major elements, including allies and other services. Because of the nature of the information presented here, this subparagraph may have to be marked Not Releasable to Foreign Nationals (NOFORN).

(2) () Own COAs. State the COAs under consideration (obtained from the operations estimate) and the potential psychological impact of these COAs on friendly, neutral, and hostile audiences.

(3) () Probable Tactical Developments. List major developments necessary in the initial and subsequent phases of the proposed operations.

f. () Personnel Situation. State known personnel problems, if any, that may affect the PSYOP situation. Consult the personnel estimate for details. (Examples of personnel problems include shortages of linguists and skilled operators for indigenous equipment.)

g. () Logistic Situation. State known logistic problems, if any, that may affect the PSYOP situation. See logistic estimate for details. (Examples of logistic problems include the lack of transportation and adequate facilities.)

h. () CA Situation. State projected developments within the CA field likely to influence or affect the PSYOP situation. Consult the CA estimate for details. (Examples of CA situations include large numbers of DCs, infrastructure problems, EPWs, and refugees.)

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Figure B-1. Sample format for a PSYOP estimate (continued).

(CLASSIFICATION)

i. () CE Situation. State the CE situation, emphasizing known CE problems that may affect the PSYOP situation. Consult the CE estimate for details.

j. () Assumptions. State assumptions about the PSYOP situation made for this estimate. Since basic assumptions for the operation have already been made and will appear in planning guidance and in the plan itself, they should not be repeated here. Certain PSYOP assumptions that may have been made in preparing this estimate should be stated here. (For instance, will the population be friendly or hostile? Will the conduct of PSYOP be permitted?)

k. () Special Features. List anything not covered elsewhere in the estimate that may influence the PSYOP situation, such as themes and actions to be stressed or avoided. (For example, in certain Middle Eastern countries, female soldiers will have to cover themselves from head to toe when venturing outside U.S. military facilities.)

l. () PSYOP Situation. State known or anticipated PSYOP problems that may influence the selection of a specific COA and the PSYOP status. (For instance, what is the prevailing mood or atmosphere?)

(1) () Disposition of PSYOP Units.

(2) () PSYOP Situation. Include considerations such as occupied and liberated areas and any missions, directives, objectives, or guidance from higher authority.

(a) () Inside the AO.

(b) () Outside the AO.

(3) () Requirements for Indigenous Personnel Support.

(4) () Peculiarities of Operations to Be Supported That May Have an Impact on PSYOP. Include, for example, planned use of nuclear or chemical weapons, the possibility of pursuit or exploitation across international boundaries, the planned use of deception measures, and previous operations and their effect on the opponent's morale.

(5) () Other factors or considerations that may detract from or help accomplish PSYOP objectives (for instance, the former Soviet Union's support of a UN resolution during Operation Desert Shield).

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Figure B-1. Sample format for a PSYOP estimate (continued).

(CLASSIFICATION)

3. () **ANALYSIS OF OWN COAs.** This paragraph is an orderly examination of the PSYOP factors influencing the proposed COAs to determine the manner and degree of that influence and to isolate the psychological implications that should be weighed by the commander in his own estimate of the situation.

a. () Analyze each COA from the PSYOP point of view to determine its advantages and disadvantages for conducting PSYOP. The detail in which the analysis is made is determined by the level of command, scope of contemplated operations, and urgency of need.

b. () The PSYOP factors described in paragraph 2 above establish the elements to be analyzed for each COA under consideration. Examine these PSYOP factors realistically and include appropriate considerations that may have an impact on the PSYOP situation as it affects the COAs (for example, climate and weather, terrain, hydrography, enemy capabilities, and other significant elements, including political, economic, sociological, and psychological). (Throughout the analysis, the PSYOP staff officer must keep PSYOP considerations foremost in his mind. The analysis is not intended to produce a decision, but to ensure that all applicable PSYOP factors have been considered and are the basis of paragraphs 4 and 5.)

4. () **COMPARISON OF OWN COAs.**

a. () Compare the proposed COAs to determine the one that offers the best chance of success from the PSYOP point of view. List the advantages and disadvantages of each COA affecting PSYOP.

b. () Develop and compare methods of overcoming disadvantages, if any, in each COA.

c. () State a general conclusion on the COA that offers the best chance of success for PSYOP.

5. () **CONCLUSIONS.**

a. () State the COAs under consideration that can be supported from a PSYOP standpoint, ordering them from best to worst.

b. () State significant disadvantages that may make a COA less desirable or completely unsupportable from the PSYOP perspective.

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Figure B-1. Sample format for a PSYOP estimate (continued).

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c. () Review significant anticipated PSYOP problems, possible solutions, and limitations on COAs imposed by these problems.

(signed) _____
G3/PSYOP Staff Officer

ANNEXES: (List by letter and title.) Use annexes when the information is in graphs or is of such detail and volume that inclusion in the body makes the estimate too cumbersome. Letter annexes sequentially as they occur throughout the estimate. When the PSYOP estimate is distributed as an annex to the J3/G3 operations estimate, the annexes become appendixes.

DISTRIBUTION: (According to procedures and policies of the issuing headquarters.)

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Figure B-1. Sample format for a PSYOP estimate (continued).