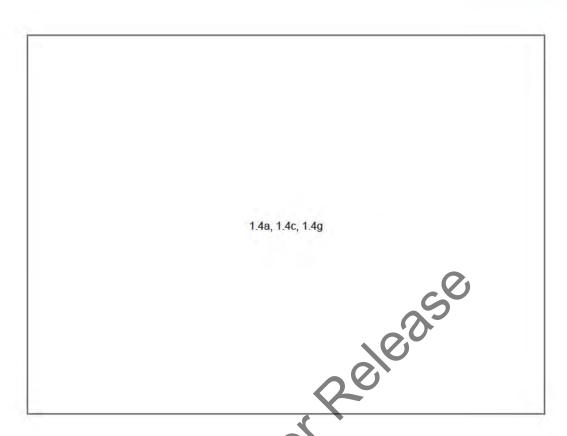
Declassified by: MG Michael X. Garrett, **USCENTCOM Chief of Staff**

Declassified on: 201505



APPROVED



The focus of IO efforts is to **shape** the populace to be receptive to the reconciliation message....

Inform the populace of once the Gol officially takes action...

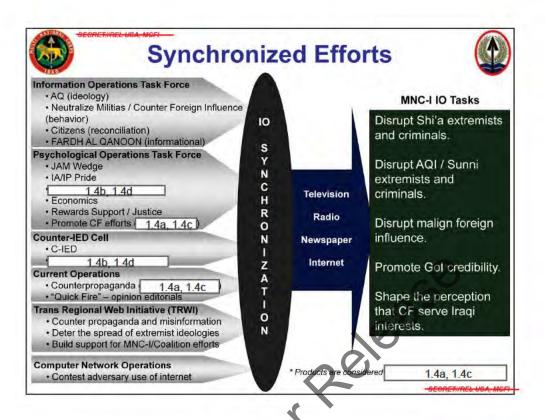
...and to **influence** key audiences/communicators to actively support reconciliation

This will be accomplished utilizing multiple IO tools, once again depending on the audience and the message.

While messages will be picked up by other audiences the main effort is to shape, inform, and influence the Iraqi populace, while negating or countering counter-messages from hostile elements such as 4b, 1.4b, AQ, or other AIF.

Note what is not our target audiences: not the Western media; not the Pan-Arab media; and not the western/US public.

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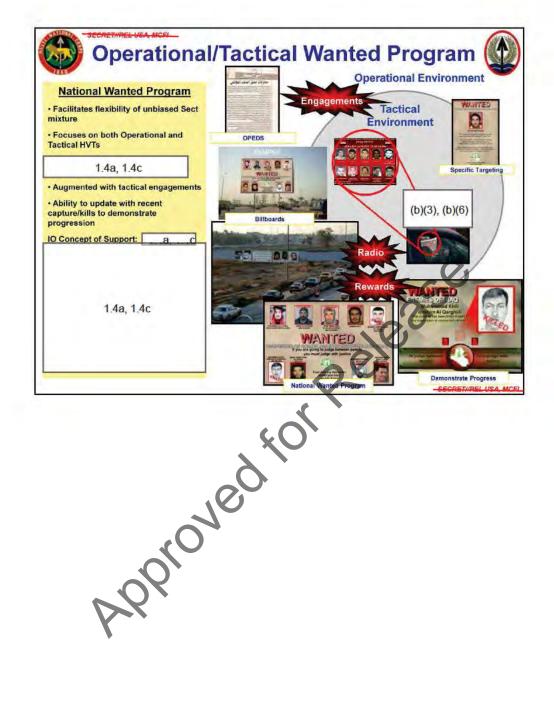
- -4 existing production centers with distinct yet overlapping missions—hence the need to synchronize production, across the dissemination means
 - -Example: CII mission is done across all 4 produ centers;
 - -C-IED affects/is affected by both the Counter-Militia and AQI lines
- -We use these 4 prodn centers to achieve Corps and Force IO tasks...
- -We execute all IO for Corps and Force . Force has no independent IO production capabilities of its own
- -Production Centers:
 - -IOTF: Strategic/operational themes;
 - -POTF: Operational/tactical themes;
 - -C-IED: specific, threat-centric;
 - -CUROPS: all target sets...our primary NP and counter-propaganda effort

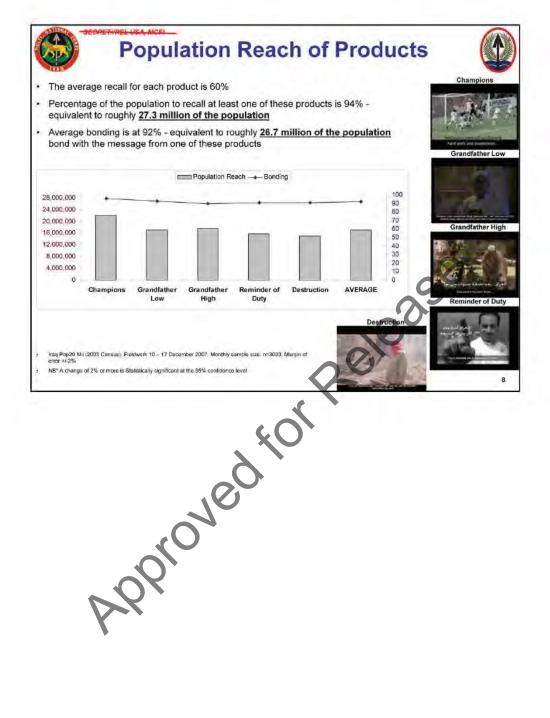
Pages 5 through 7 redacted for the following reasons:

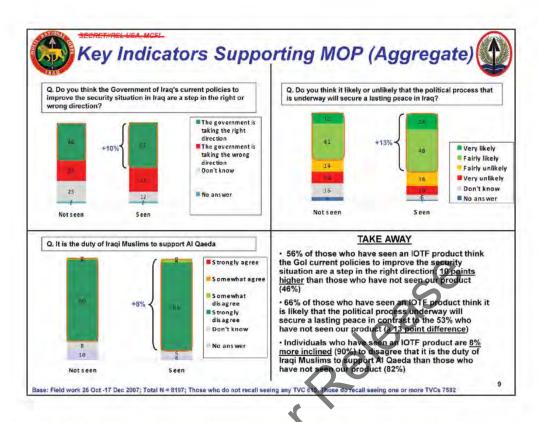
1.4a, 1.4c

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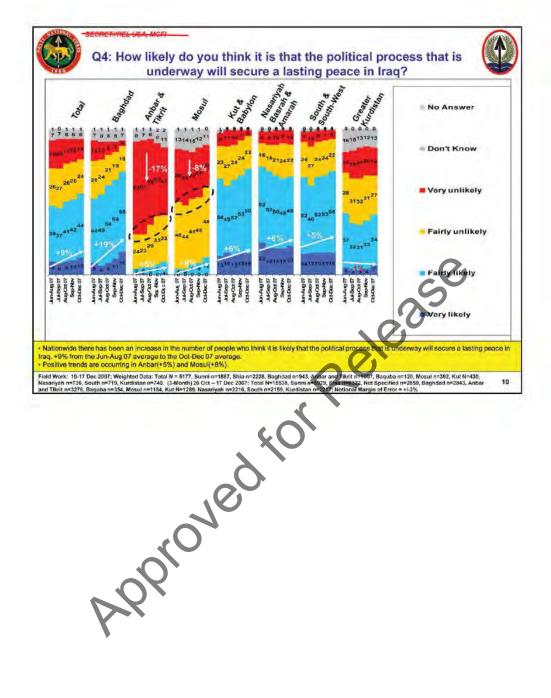


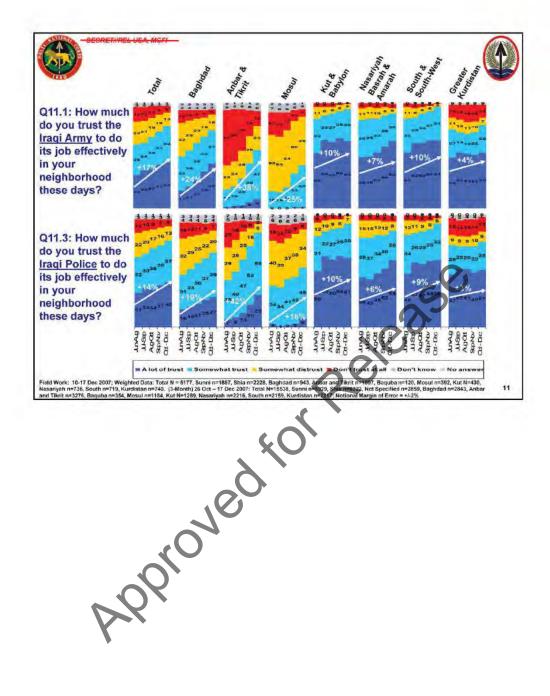


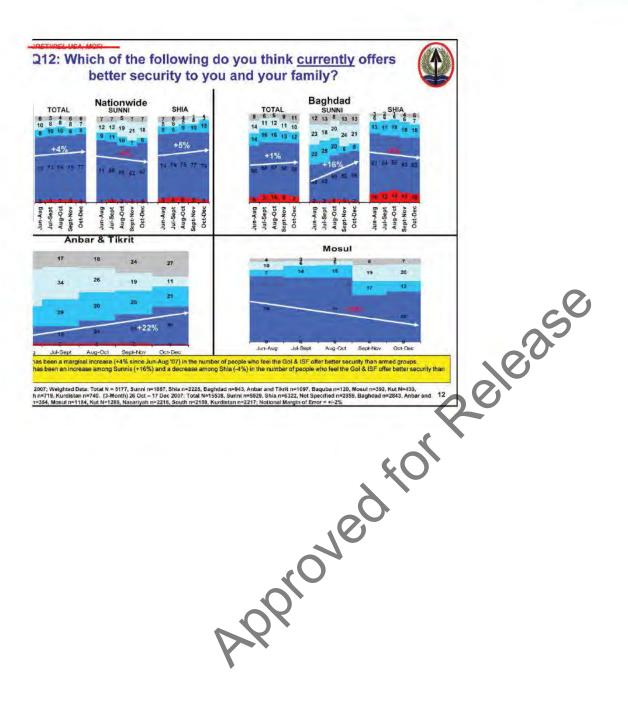


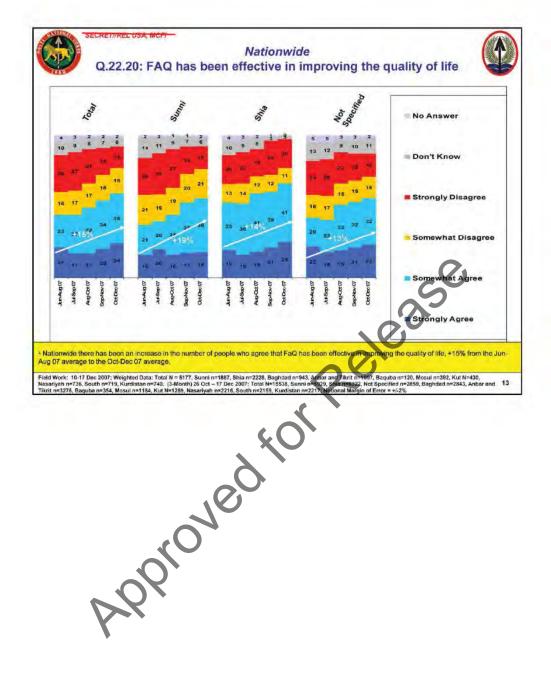


- Do you think the Government of Iraq's current policies to improve the security situation in Iraq are a step in the right or wrong direction?
 - MoP 6 = +15%, MoP 8 = +14%, MoP 9 = +1%
- Do you think it likely or unlikely that the political process that is underway will secure
 a lasting peace in Iraq?
 - MoP 6 = +19%, MoP 8 = +15%, MoP 9 = +9%
- It is the duty of Iraqi Muslims to support Al Qaeda
 - MoP 6 = +14%, MoP 8 = +5%, MoP 9 = +9%









Page 16 redacted for the following reason:

1.4a, 1.4c

Approved for Release



PSYOP Approval Process



Detainee Image / Name Release

Approval Authority

Detainee Visual Image and Name Release (FRAGO 322 to OPORD 07-01 252150DSEP07)

Detainees with ISN assigned:

Photo and/or Name release - CDR, MNC-I or his designee.

Detainees without ISN assigned:

"Photo only" or "photo w/ identifying information" (Including Names) - CDR, USCENTCOM

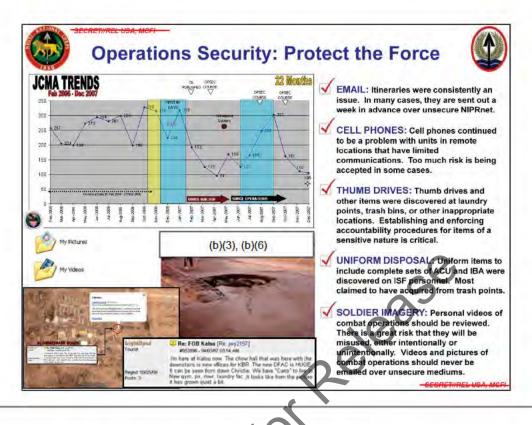
a. Requires an "Operational Needs Statement" for release prior to ISN.

"Name only" releases - CDR, MNC-I

a. Requires an "Operational Needs Statement" for release prior to ISN

1.4a, 1.4c

Next Slide



1.4a, 1.4c

Next Slide

