

CIA HISTORICAL REVIEW PROGRAM
RELEASE AS SANITIZED

2003

VIA AIR POUCH

DISPATCH NO: HUL-A-40

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TO PBSUCCESS Stations

DATE 8 February 1954

FROM LINCOLN

SUBJECT((GENERAL Operational Procedures, PBSUCCESS
(SPECIFIC Psychological Intelligence(PI)

A. General:

1. In consonance with existing specific KUFIRE tasks, all PBSUCCESS Stations will henceforth concentrate on Psychological Intelligence(PI) in order to meet the special requirements of PBSUCCESS.
2. Upon receipt of this directive, the Psychological Barometer Reports prepared heretofore will be discontinued. LINCOLN will undertake to prepare for Headquarters and the field, based on overall information, current estimates of the situation.
3. The procedures defined in this Directive will be implemented upon receipt.

B. Necessity:

Political action requires political intelligence. Military operations require military intelligence. Psychological operations require PI. PI furnishes the information on which psychological operations are based; PI furnishes the information by which psychological operations are evaluated.

C. Objectives of PI:

1. To ascertain enemy psychological strengths and vulnerabilities.
2. To ascertain specific means of attacking the enemy by psychological warfare.
3. To ascertain friendly psychological strengths and vulnerabilities.
4. To ascertain specific means of bolstering friendly forces by psychological means.

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5. To ascertain the effectiveness, or lack thereof, of PBSUCCESS KUGOWN activities.

6. To ascertain the psychological readiness of friendly and enemy forces for the implementation of the successive stages of PBSUCCESS.

D. Definition:

1. General

a. PI is a matter of "feel" solidly supported by facts. PI constitutes deliberate, orderly examination of the attitudes in and toward a given situation of both friendly and hostile individuals and social groups. PI systematically analyses the mind and mood of specific individuals and social groups in specific sub-areas of the target. Out of these specific observations, PI at regular intervals makes a general appraisal of the entire target area's attitudes.

b. PI encompasses much that may appear to be mere operational data on the one hand, and mere overt information on the other. In order to assess the value of such materials, the analyst should have a frame of reference which takes into consideration:

- (1) The general and basic conditions,
- (2) The habits prevailing in the target area,
- (3) The special vulnerabilities, and

(4) The traditional receptivity of the people to certain sets of ideas or means of communication. If the target be a government or its armed forces, for example, the collector must be alerted to watch for all information, fact and rumor, which may be directed against the target and against the main elements of its support, so as to create an atmosphere of doubt, confusion, and final loss of confidence in which the target, shorn of major elements of its required support, must retreat, resign its efforts, or disintegrate.

2. Specific

a. Areas

PI for PBSUCCESS will concentrate on nine specific population centers in the target country, and will attempt to provide as complete coverage as possible of the prevailing attitudes in each.

The nine population centers will be identified by the following symbols:

ABLE	DOG	GEORGE
BAKER	EASY	HOW
CHARLIE	FOX	ITEM

True identities will be forwarded by cable.

b. Arenas

(1) Arenas in this instance apply to the special sphere of activity of certain selected groups, cliques, or social levels, for example, the political arena, the military arena, etc. and are limited to the areas described above. The arenas of specific PI interest pertaining to PBSUCCESS are categorized as follows:

- (a) Military - Officers
Non-coms
Soldiers
Police
- (b) Political - Pro-government
Anti-government
- (c) Professional, Business, Landowners
- (d) Labor - Urban(pro and anti-Communist)
Rural(pro and anti-Communist)
White collar, including government employees
(pro and anti-Communist)
- (e) Sociological - Religious groups
Tribal groups
Student groups(pro and anti-Communist)
Women(pro and anti-Communist)

(2) Within the specific areas, PI effort will be targeted at specific arenas indicated above, in order to develop studies upon specific areas and provide material for overall studies of the groups mentioned above.

E. Daily Reports:

1. Reporting Stations

Daily PI reports(negative reports not required) will be made to BENCOLN on the areas and arenas described above.

2. Classification

Since daily PI is principally overt or semi-overt, or capable of being represented as such, it should not be classified. It will, however, be treated as though it were classified CONFIDENTIAL.

3. Pouching Procedures

Five copies of daily PI reports from reporting stations will be sent daily to LINCOLN and to Washington by diplomatic air mail.

4. Format

a. General

Reporting stations will study the format of the "Daily Press Digest" prepared and dispatched by the respective Embassies in which they are located. Daily PI reports will be prepared and mimeographed in a similar manner, as follows:

(1) The daily PI reports will be entitled "Miscellaneous News Digest." The city of origin and date will be indicated directly below this title.

(2) Sufficient relevant detail will be given to identify the source of the information, including, unless unknown, the name and date where a newspaper or periodical; the name of station and time of broadcast where a radio report; and the identity of the speaker or writer, where a conversation or letter.

b. Specific

Although PI is to be unclassified, it will be accompanied by the following code to guide LINCOLN in its evaluation and use

(1) Source Accuracy. For PI purposes, the accuracy of the information provided by a source, rather than the general reliability of the source, will be rated. To take extreme examples, a Communist newspaper may on occasion state facts correctly, and a non-Communist source may be mistaken. In each instance, the reporting officer must judge the content of the report on the following scale:

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- 5 -

- A - Accurate
- B - Possibly Accurate
- C - Probably Accurate
- D - Doubtful
- E - Untrue or Fabrication
- F - Unknown

(2) Coverage. Every report must indicate the coverage of the item reported on, according to the following scale:

- 1 - to more than 10,000 people
- 2 - to between 5,000 and 10,000
- 3 - to between 1,000 and 5,000
- 4 - to between 500 and 1,000
- 5 - to between 100 and 500
- 6 - to less than 100.

7 - Unknown

(3) Sensitivity. Since daily PI reports are intended for use in psychological operations, it is essential that the reporting officer indicate the sensitivity of the information according to the following scale:

- g - paraphrase very carefully
- h - some paraphrase required
- i - no paraphrase required.

(4) Test Questions.

(a) From time to time, LINCOLN will send to the reporting stations for PI, by cable or pouch, certain test questions to be applied to the geographic areas and social

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groups being covered. A sample test question might read:
"What is the reaction to the military pacts now being negotiated by ODYOKE with KMFLUSH, DTFROGS, and WSHOOFS?"

(b) All replies to specific test questions will be identified by the symbol prefix "Q", plus the serial number of the specific test question involved, e.g., "Q-15."

5. Cable Reports

a. When the Chief of any reporting Station deems it essential, he may report daily PI items by cable, or may comment on pouched items by cable. Chiefs of Station are instructed to make the most sparing use of cables for PI.

b. Daily items of PI interest, but too sensitive for transmittal by unaccompanied pouch, will be cabled.

F. Weekly Reports:

1. Reporting Stations

Same as for Daily Reports.

2. Classification

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3. Pouching Procedures

ODACID pouch each week, two copies to LINCOLN, two to Washington.

4. Format

a. Reporting Stations will submit, in a thousand words or less, in regular dispatch form, their Weekly Evaluated PI Estimates of the PI situation on the areas and arenas described in paragraphs 2a and b above.

b. This Weekly Evaluated PI Estimate will be divided into two parts:

(1) Estimate of the Enemy Situation.

(2) Estimate of the Friendly Situation.

c. The Weekly Evaluated PI Estimate will give Station Chiefs an opportunity to express their views on information at hand and on the general psychological situation.

G. LINCOLN Use of Reports:

1. LINCOLN will utilize the Daily PI reports for short-run KUGOWN guidance and preparation of PW materials.
2. LINCOLN will collate the Weekly Evaluated PI Estimates from Reporting Stations, plus FBIS, US Press reports, ODACID reports, etc., in order to prepare for Headquarters a Weekly PBSUCCESS Evaluated PI Estimate which will be furnished to Reporting Stations.
3. To fulfill objectives in paragraph C, above.

H. Timeliness:

In all PI reporting, timeliness is of the essence.

[JEROME C. DUNBAR]

Attachments: 2

Distribution:

- 4 - PBSUCCESS Stations
- 1 - []
- 5 - WASH
- 5 - Files

JCD/JN/gfb
7 Feb. 54

Sample
only

ATTACHMENT NO. 1

MISCELLANEOUS NEWS DIGEST

Guatemala City, Guatemala

February 6, 1954

1. On the evening of 26 January, Colonel Enrique PARRINELLO de Leon, Army Chief of Staff, is said to have told another high-ranking Guatemalan Army officer that he is not only opposed to Communism but has a deep-rooted hatred of it. Colonel PARRINELLO said that even though he has no use for President ARBENZ and hates his Communist leanings he refuses to resign his post of Army Chief of Staff because he wants to be on the scene when ARBENZ' government falls to the opposition.
(C6h)
2. Seen only in COBAN posters put up 2 February showing Uncle Sam treading on poor Guatemalan farmers and charging that Yankee Imperialists are crushing people and despoiling them of their gains.
(A5i)
3. Oscar CONDE, owner of Radio Universal, arrested on night of 5 February. News program on his station, called Radio Sucesos, has been reporting anti-government news. Gave Senator WILEY's speech full play and suggested White Paper evidence might be inaccurate or even fabricated. Relation between broadcasts and arrest uncertain at this time.
(A4i)
4. On the evening of 25 January, a friend advised he had been told by several members of the Partido Guatemalteco del Trabajo (PGT-Communist) that the Communists are anxiously attempting to stir up some form of violence in order that the government authorities will have an excuse to retaliate by publicly announcing that the government had been attacked and that in order to insure its future the government is forced to declare the country under martial law. Friend believes that the government may be seeking an excuse to impose restrictions, particularly muzzling press.
(F6i) Q-15
5. DIAZ, El Espectador editorial writer, overheard to remark in restaurant that government planning expand White Paper at OAS Conference by introducing additional evidence in support of attack against American intervention in Guatemalan affairs.
(B6h)
6. Bus driver on discharging passengers in vicinity U.S. Embassy 4 February wisecracked: "Make your application for political Asylum here and now, Ladies and gentlemen." Some laughs, no growls.
(A6i)

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ATTACHMENT NO. 2

ESSENTIAL ELEMENTS OF PI

- I. Areas: ABLE, BAKER, CHARLIE, DOG, FOX, HOW, EASY, GEORGE, ITEM
- II. Arenas: Military(Officers, NCO's, Soldiers, Police)
Political(Pro-Government, Anti-Government)
Professional, Business, Landowners
Labor(Urban, pro and anti-Communist; Rural, pro and anti-Communist, white collar, including government employees, pro and anti-Communist)
Sociological(Religious groups, tribal groups, student, pro and anti-Communist, groups, women, pro and anti-Communist)

III. Grading:

<u>Reliability</u>	<u>Coverage</u>	<u>Sensitivity</u>
A - accurate	1 - more than 10,000	g - paraphrase very carefully
B - possibly accurate	2 - between 5,000 and 10,000	h - some paraphrase required
C - probably accurate	3 - between 1,000 and 5,000	i - no paraphrase required
D - doubtful	4 - between 500 and 1,000	
E - untrue or fabrication	5 - between 100 and 500	
F - unknown	6 - less than 100	
	7 - unknown	

IV. Test Questions: Q(plus no.) - To be prepared by LINCOLN.

V. Timeliness: Essential

(Detachable for daily guidance)

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