

APPENDIX E

Priority Intelligence Requirements

The following is a list of priority intelligence requirements (PIR) that may be useful when planning intelligence requirements or tasking for PSYOP-relevant information. See Figure E-1. The list is not intended to be an outline, as some topics may or may not be issues in a particular country and other topics maybe pertinent yet not appear on the list.

PART 1 - SOCIAL ORGANIZATION.

1. Composition of the society by—
 - a. Ethnic groups.
 - b. Age.
 - c. Sex.
 - d. Occupation.
 - e. Role.
 - f. Status.
 - g. Language.
2. Distribution of the people by—
 - a. Occupation.
 - b. Territorial location:
 - (1) Urban.
 - (2) Towns.

Figure E-1. Priority intelligence requirements.

- (3) Villages.
- (4) Tribes.
- 3. The family in society.
- 4. Social stratification—
 - a. Levels.
 - b. Ranks.
 - c. Classes.
 - d. Prerogatives, duties, privileges of each social level.
- 5. Tensions between social groups.
- 6. Each class.
- 7. Suitable psychological operations:
 - a. Messages.
 - b. Themes.
 - c. Symbols.
 - d. Techniques.
 - e. Media.
- 8. Best delivery techniques of PSYOP messages for each group.
- 9. Accessibility of each group to PSYOP media output.

PART 2 - DAILY ROUTINE.

- 1. Specify in detail all activities performed by a person on normal workdays and special days. Give approximate timetable including—
 - a. Hours for rising and retiring.
 - b. Beginning and ending work hours.
 - c. Preparing for and taking meals.
 - d. Time spent in recreation.

Figure E-1. Priority intelligence requirements (continued).

- e. Meetings.
 - f. Shopping.
 - g. Cooking.
 - h. Washing.
 - i. Cleaning.
 - j. Conversation.
2. Different routines for people in various occupations (men, women, and children may have different patterns)–
- a. Farmers.
 - b. Factory workers.
 - c. Markets.
 - d. Merchants.
 - e. Beggars.
 - f. Miners.
 - g. Other laborers.
 - h. School children.
 - i. Military personnel.
 - j. Government workers.
 - k. Administrative personnel at various levels.

PART 3 - HABITUAL CUSTOMS.

1. Habits in the individuals household with regard to–
- a. Food.
 - b. Sleep.
 - c. Bodily functions.

Figure E-1. Priority intelligence requirements (continued).

- d. Cleanliness.
- e. All forms of normal or customary behavior.
- 2. Gestures.
- 3. Postures.
- 4. Body positions.

PART 4 - ETIQUETTE.

- 1. Standards of behavior and actual or normal behavior in relations between individuals including—
 - a. Other members of the household, village or tribe.
 - b. Fellow workers.
 - c. Officials in higher positions and the like including—
 - (1) Salutations.
 - (2) Forms of address.
 - (3) Special address.
 - (4) Rules of hospitality.
 - (5) Politeness toward others IAW—
 - (a) Rank.
 - (b) Age.
 - (c) Sex.
 - (d) Relationship.
 - d. Persons of other nationalities and ethnic backgrounds.
- 2. Special forms of behavior and treatment of higher-ranking officials, old people, children, women, fellow workers.

PART 5 - TRAINING AND EDUCATION.

- 1. Treatment and social training of children.

Figure E-1. Priority intelligence requirements (continued).

2. Children's activities—
 - a. In the home.
 - b. Nurseries.
 - c. Kindergarten.
 - d. Subjects.
 - e. Textbooks.
 - f. Other pertinent matters.
3. Acquisition of traditional cultural patterns.
4. Training in bodily habits, posture, language.
5. Manifestations of—
 - a. Fear.
 - b. Anxiety.
 - c. Affection in children.
 - d. How handled by adults.
6. Education availability:
 - a. Grammar school—
 - (1) Teacher training and education requirements.
 - (2) Subjects.
 - (3) Textbooks.
 - b. Technical school—
 - (1) Teacher training and education requirements.
 - (2) Subjects.
 - (3) Textbooks.

Figure E-1. Priority intelligence requirements (continued).

c. College-

- (1) Teacher training and education requirements.
- (2) Subjects.
- (3) Textbooks.

PART 6 - LIFE CYCLE OF INDIVIDUALS.

- 1. Conception.
- 2. Contraception.
- 3. Pregnancy.
- 4. Abortion.
- 5. Birth.
- 6. Infanticide.
- 7. Suckling.
- 8. Naming.
- 9. Childhood.
- 10. Puberty.
- 11. Adolescence.
- 12. Sexual practices.
- 13. Courtship:
 - a. Rights and responsibilities of women.
 - b. Rights and responsibilities of men.
 - c. The role of the family.
- 14. Age at marriage:
 - a. Rights and responsibilities of women.
 - b. Rights and responsibilities of men.

Figure E-1. Priority intelligence requirements (continued).

- c. The role of the family.
- 15. Betrothal:
 - a. Rights and responsibilities of women.
 - b. Rights and responsibilities of men.
 - c. The role of the family.
- 16. Types of marriages and ceremonies:
 - a. Rights and responsibilities of women.
 - b. Rights and responsibilities of men.
 - c. The role of the family.
- 17. Divorce:
 - a. Rights and responsibilities of women.
 - b. Rights and responsibilities of men.
 - c. The role of the family.
- 18. Adulthood.
- 19. Old age.
- 20. Death.
- 21. Suicide.
- 22. Burial techniques and disposal of the dead:
 - a. Normal deaths.
 - b. Deaths from epidemics.
 - c. Soldiers and others in war.
 - d. Opponent soldiers.
 - e. Infants.
 - f. Other related matters.

Figure E-1. Priority intelligence requirements (continued).

23. Ceremonies held at various stages of the life cycle:

- a. Birth.
- b. Transition from puberty to adulthood.
- c. Marriage.
- d. Attainment of old age.
- e. Death.
- f. Burial.
- g. Post burial.

PART 7 - POLITICAL ORGANIZATION.

1. Systems and types of government:

- a. National.
- b. Regional.
- c. Provincial.
- d. Tribal.
- e. Township.
- f. Village.
- g. Parallel governments.
- h. Religious.

2. Political leadership and organizations:

- a. National.
- b. Regional.
- c. Provincial.
- d. Tribal.
- e. Township.
- f. Village.

Figure E-1. Priority intelligence requirements (continued).

- g. Parallel governments.
- h. Religious.
- 3. Prerogatives of leaders.
- 4. Special treatment of leaders.
- 5. Obligations of leaders.
- 6. Councils.
- 7. Quasi-political associations, units, and organizations.
- 8. Crime.
- 9. Law.
- 10. Justice.

PART 8 - ECONOMIC ORGANIZATION.

- 1. Property:
 - a. Types of property-
 - (1) Real estate.
 - (2) Household.
 - (3) Occupational equipment.
 - (4) Personal effects.
 - (5) Ritual objects.
 - (6) Foodstuffs.
 - (7) Livestock.
 - b. Rights of use of property.
 - c. Inheritance.
 - d. Land tenure.
 - e. Dowry.

Figure E-1. Priority intelligence requirements (continued).

2. Production:
 - a. Industry.
 - b. Trade.
 - c. Agriculture.
 - d. Herding.
 - e. Fishing.
 - f. Hunting.
 - g. Trapping.
 - h. Seasonal variations of production.
 - i. Collecting.
 - j. Participants in production.
 - k. Complaints and stresses of people engaged in production.
3. Organization of work.
4. Distribution of products of the different types of production.
5. Stores and shops at all levels.
6. Availability and scarcity of food and consumer goods.
7. Stocks and prices of goods.
8. Farmers' markets.
9. Monetary system.
10. Remuneration for labor.
11. Consumption of items produced and end uses.
12. Rationing systems.
13. Attitudes of people to all of the above.
14. Markets.

Figure E-1. Priority intelligence requirements (continued).

15. Barter system.

16. Black market.

PART 9 - MILITARY ORGANIZATION.

1. Types of military organization:

- a. Police.
- b. Paramilitary.
- c. Home guard.
- d. National military.

2. Unit organization:

- a. Combat units.
- b. Service support.
- c. Other.

3. Military leadership:

- a. National staff.
- b. Political role.
- c. Regional and division leaders.

4. Composition of military force:

- a. Religious.
- b. Racial.
- c. Class.

5. Training.

PART 10 - IDEOLOGICAL AND RELIGIOUS BELIEFS AND PRACTICES.

1. Beliefs about—

- a. Men.
- b. Women.

Figure E-1. Priority intelligence requirements (continued).

- c. Children.
- d. The supernatural.
- e. Religion in politics.
- 2. Ceremonies.
- 3. Rituals.
- 4. Meetings.
- 5. Detailed descriptions of proceedings.
- 6. Sacred or venerated objects.
- 7. Cultural heroes.
- 8. Myth.
- 9. Religious organizations and societies.
- 10. Secret societies.
- 11. Beliefs associated with warfare.
- 12. Religious education.

PART 11 - KNOWLEDGE.

- 1. Methods of recording and communication:
 - a. Writing systems.
 - b. Languages.
 - c. Dialects.
 - d. Audio tape recordings.
 - e. Shorthand systems.
 - f. Motion pictures.
 - g. Videotape players/recorders.
 - h. Photography.

Figure E-1. Priority intelligence requirements (continued).

- i. Verbal traditions.
 - j. Nonverbal traditions.
 - k. Maps.
- 2. Methods of counting and reckoning.
- 3. Measures of—
 - a. Weights.
 - b. Distance.
 - c. Surface.
 - d. Capacity.
 - e. Time.
 - f. Value.
- 4. Seasons.
- 5. Weather.
- 6. Climate.
- 7. History.
- 8. Myth.
- 9. Cultural heroes.
- 10. Stories.
- 11. Songs.
- 12. Poetry.
- 13. Sayings.
- 14. Current events.

PART 12 - COMMUNICATIONS.

- 1. Television communications:
 - a. Number of transmitters.

Figure E-1. Priority intelligence requirements (continued).

- b. Types of broadcasting facilities:
 - (1) Government.
 - (2) Public.
 - c. Number, type, and distribution of receivers.
 - d. Frequencies:
 - (1) Ultra high frequency (UHF).
 - (2) Very high frequency (VHF).
 - (3) Other.
2. Radio communications:
- a. Number of transmitters.
 - b. Types of broadcasting facilities:
 - (1) Government.
 - (2) Public.
 - c. Number, type, and distribution of receivers.
 - d. Bands and frequencies that can be received:
 - (1) AM.
 - (2) FM.
 - (3) Shortwave (SW).
 - (4) Other.
3. Wire-diffusion systems.
4. Publications:
- a. Books.
 - b. Magazines.
 - c. Newspapers.
 - d. Direct mail.

Figure E-1. Priority intelligence requirements (continued).

- e. Flyers.
- f. Distribution of publications.
- 5. Literacy:
 - a. Adults:
 - (1) Men.
 - (2) Women.
 - b. Children:
 - (1) Boys.
 - (2) Girls.
- 6. Availability of foreign language published materials.
- 7. Motion picture industry:
 - a. Languages.
 - b. Types of films.
 - c. Distribution.
 - d. Movie theaters.
- 8. Languages and types of recorded material.
- 9. Public information organization in area and content of media.
- 10. Censorship.
- 11. Attitude, reaction, and credibility of people to indigenous public information.
- 12. Number of people who listen to or see nonindigenous products.
- 13. Word-of-mouth communication and gossip systems.
- 14. Meetings, speech making, and other modes of information dissemination.
- 15. Postal system.

Figure E-1. Priority intelligence requirements (continued).

16. Telephone system.
17. Telegraph and teletype system.
18. Microwave transmissions.
19. Satellite receivers.
20. Symbols.
21. Formats.
22. Significant colors.

PART 13 - PERSONAL CARE AND DECORATION.

1. Cleanliness.
2. Perfumes.
3. Sanitation.
4. Personal Appearance:
 - a. Hairdressing.
 - b. Nails.
 - c. Teeth.
 - d. Cosmetics.
 - e. Tattoos.
 - f. Clothing:
 - (1) Headgear.
 - (2) Body dress.
 - (3) Footwear.
 - (4) Other clothing.
 - g. Personal ornaments.
 - h. Recognition marks.

Figure E-1. Priority intelligence requirements (continued).

- i. Visible symbols of-
 - (1) Rank.
 - (2) Membership in organizations.
 - (a) Emblems.
 - (b) Badges.
 - (3) Status.
 - (4) Tribe.
- j. Weapons.

PART 14 - HOUSING.

- 1. Patterns of housing in-
 - a. Cities.
 - b. Towns.
 - c. Villages.
 - d. Tribes.
- 2. Description of interiors and exteriors of houses.
- 3. List of and placement of all objects found in each room and in and around houses.
- 4. Functions of each room of a house or apartment and facilities near the dwelling.
- 5. Ownership of houses.
- 6. Who lives in the houses - relationship.
- 7. Assignment of houses.
- 8. Arrangement of houses or tents in villages.
- 9. Other structures in villages.

Figure E-1. Priority intelligence requirements (continued).

10. Urban dwellings:
 - a. Houses.
 - b. Apartments.
 - c. Rooms.
11. Relation of dwellings to place of employment.
12. Shortage of housing.
13. Attitude of people to housing.
14. Street people.

PART 15 - FOOD.

1. Food and its preparation.
2. Preparers of the food.
3. Seasonal variations.
4. Availability of food and drink.
5. Cooking techniques.
6. Nature and times of all meals.
7. Condiments.
8. Special customs.
9. Rationing of food.
10. Forbidden food.
11. Food preferences.
12. Water and other liquids consumed:
 - a. Source.
 - b. Availability.
 - c. Preparation.

Figure E-1. Priority intelligence requirements (continued).

13. Stimulants and other drugs and narcotics.
14. Attitudes of the people relating to all the above.
15. Alcohol use, prevalence, and associated customs.

PART 16 - TRAVEL AND TRANSPORTATION.

1. Modes of travel and transportation.
2. Vehicles.
3. Animals.
4. Routes and roads.
5. Restrictions and documentation related to travel and transportation.
6. Resettlement of populations.
7. Migration and migration routes.
8. Expected refugee routes.

PART 17 - THE ARTS.

1. Drawing.
2. Painting.
3. Sculpture.
4. Music.
5. Musical Instruments.
6. Dancing.
7. Singing.
8. Literature.
9. Poetry.
10. Drama.

Figure E-1. Priority intelligence requirements (continue).

11. Comedy.
12. Games.
13. Amusements.
14. Descriptions of the preceding.
15. When and where do they take place?
16. Sponsorship of such activities.

PART 18 - HEALTH AND SANITATION.

1. Medical practices.
2. Modern and traditional medical techniques.
3. Personal hygiene.
4. Training of practitioners.
5. Medical organization and systems.
6. Availability of medical services and supplies at all levels.
7. Attitude and reaction of the people to medical services.

PART 19 - SOCIAL JUSTICE.

1. Laws.
2. Treatment of prisoners.
3. Prisons and jails.

PART 20 - OTHER.

1. Terrorism.
2. Tribalism.
3. Slavery and servitude.
4. Personalities.
5. Key communicators.
6. Propaganda directed against the population.

Figure E-1. Priority intelligence requirements (continued).