



Information Operations Campaign Strategy

SOS Class 16E

Think Tank Concept Team



Information Operations Campaign Strategy



Lines of Effort

Desired Effects

1. Education and Training

- OBJ 1.1: Discredit ISIL ideology and recruiting themes
- OBJ 1.2: Expose atrocities and realities of ISIL's desired end-state
- OBJ 1.3: Dilute the ISIL narrative in the information marketplace

- DE 1.1: Enlighten general population on reality and falsehood of ISIL ideology
- DE 1.2: ISIL no longer controls the dissemination of ideology to the world
- DE 1.3: Extreme ideology is difficult to find moderate ideology is abundant

2. Military Intervention

- OBJ 2.1: Inhibit ISIL's ability to communicate message internally
- OBJ 2.2: Destroy critical enabling infrastructure
- OBJ 2.3: Infiltration and Intel gathering
- OBJ 2.4: Control information in and out of ISIL area

- DE 2.1: Inability to communicate ISIL operations, propaganda
- DE 2.2: Eliminate ISIL's ability to disseminate electronic propaganda
- DE 2.3: Coalition forces gather key information on ISIL plans and operations
- DE 2.4: ISIL unable to effectively communicate narrative and agenda to the world

3. Humanitarian and Civic Assistance

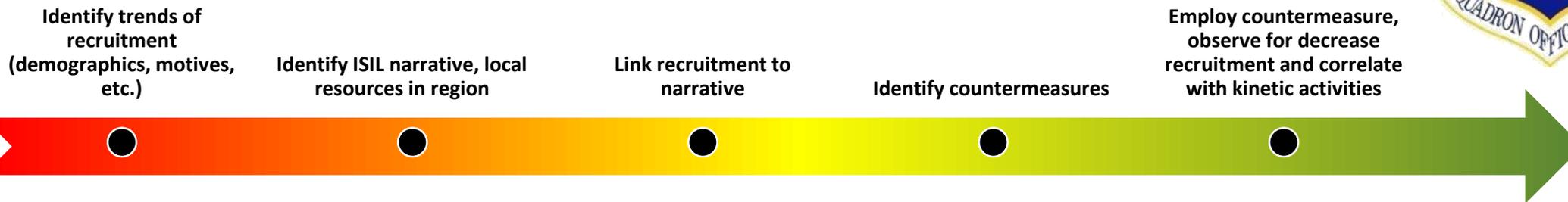
- OBJ 3.1: Affect public opinion positively towards coalition countries
- OBJ 3.2: Incentivize defection of ISIL fighters to a sovereign state
- OBJ 3.3: Incentivize a peaceful way of life
- OBJ 3.4: Empower civilian groups

- DE 3.1: Decrease number of fighters willing to advance the ISIL agenda
- DE 3.2: Eliminate ISIL ability to utilize human capability to support narrative
- DE 3.3: Cessation of everyday struggle and establishment of normalcy
- DE 3.4: Increased NGO and grassroots coordination and cooperation

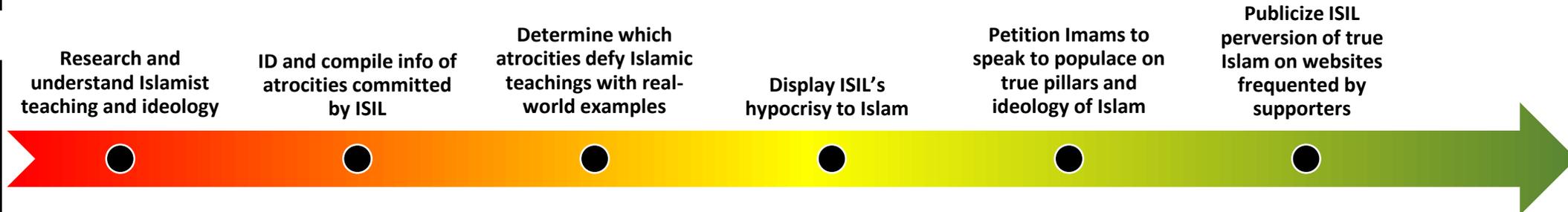


LOE 1: Education and Training

OBJ 1.1:
Discredit ISIL ideology and recruiting themes



OBJ 1.2:
Expose atrocities and realities of ISIL's desired end-state



OBJ 1.3: Dilute the ISIL narrative in the information marketplace



End State: Discredit the ISIL narrative by informing the population of the humanitarian and religious atrocities of ISIL ideology while diluting ISIL propaganda.



LOE 2: Military Intervention



OBJ 2.1: Inhibit ISIL's ability to communicate message internally

Gather intel on location of propaganda production hubs

Track sharing of propaganda through email/social media

Attack online profiles of ISIL supporters



COAs

OBJ 2.2: Destroy critical enabling infrastructure

Free communication of social media

Identify high-traffic pro-ISIL sites

Spam and overload pro-ISIL sites

Disable ISIL capability to effectively use Social Media



COAs

OBJ 2.3: Infiltration and Intel gathering

Gather intel

Create central collection and intel analysis node

Process, exploit, disseminate intel

Apply lessons learned to local IO campaigns to dissuade joining ISIL



COAs

OBJ 2.4: Control information in and out of ISIL area

Identify sites ideal for wireless internet access

Build and launch test high altitude internet balloon prototypes

Establish "front page" of internet service and determine/implement block list

Controlled internet use in desired areas for threat mitigation



COAs

End State: Inhibit ISIL communication, operations, and propaganda while gathering key information on ISIL plans and operations



LOE 3: Humanitarian and Civic Assistance



OBJ 3.1: Affect public opinion positively towards coalition countries

Leverage marketing campaigns calling for Islamic community outreach and charity

Shia & Sunni leaders denounce radicalism

Bring community outreach and aid to region

Develop outreach into community building

COAs

OBJ 3.2: Incentivize defection of ISIL fighters to a sovereign state

Devise UN humanitarian plan to aid refugees

Recruit sponsorship of NATO, Red Cross, IRC for humanitarian operations

Work with locals to provide "way out" other than ISIL

Work with neighboring countries to provide resources to refugees (e.g., food, water, etc.)

Bolster security in Syrian region with coalition forces

COAs

OBJ 3.3: Incentivize peaceful way of life

Analyze ISIL manifesto to define roles of women

Contrast the life of females with ISIL and Peshmerga

Coordinate with industry to promote Peshmerga line of clothing

Debut empowering clothing line and marketing campaign at fashion event

Proceeds from clothing line used to support woman & children fleeing ISIL

COAs

OBJ 3.4: Empower civilian groups

ID organizations with anti-ISIL narrative

Work with orgs to help focus movement

Allow movement to create organic anti-ISIL narrative

Enable orgs to disseminate narrative

Work with state leaders denouncing ISIL

Publicize anti-ISIL narrative

COAs

End State: Decrease ISIL's ability to use human capital by marginalizing the social and economic benefits of ISIL membership



Multitude of COAs



LOE 1: Education and Training

OBJ 1.1

1. Grassroots Movement
2. Anti-propaganda Internet Videos
3. Indirect State Department Action
4. Moderate Muslim Grassroots
5. Federally Funded Research & Development Center
6. Re-Brand ISIL Campaign
7. Religious Appeal
8. Counter Messaging
9. Viral Campaign
10. Information Related Capabilities
11. Systematic Approach

OBJ 1.2

1. Moderate Muslim Grassroots
2. Use Offensive Cyber Operations
3. Female Recruitment
4. Counter and Discredit

OBJ 1.3

1. Enable Social Media

LOE 2: Military Operations

OBJ 2.1

1. Project Loon
2. Counter ISIL Social Media

OBJ 2.2

1. Counter ISIL Social Media
2. Use Offensive Cyber Operations
3. High Altitude Internet Balloons

OBJ 2.3

1. Soft Power Focus
2. Project Loon
3. Central Debrief Collection Node

OBJ 2.4

1. Project Loon
2. High Altitude Internet Balloons

LOE 3: Humanitarian and Civic Assistance

OBJ 3.1

1. Indirect State Department Action

OBJ 3.2

1. Providing a Way Out
2. Soft Power Focus

OBJ 3.3

1. Female Recruitment

OBJ 3.4

1. Grassroots Movement

One Objective
Two Objectives
Three Objectives