

*4th
Psychological Operations Group
(Airborne)*

Leaflets of the Persian Gulf War

Leaflets of the Persian Gulf War

Published by the 4th Psychological Operations Group (Airborne), Fort Bragg, NC, ©1991

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From the Commander

This book contains exemplars of leaflets designed, printed and disseminated in support of Coalition Forces during Operation DESERT STORM. According to numerous sources, including captured Iraqi soldiers, these leaflets were extremely effective in convincing the Iraqi soldiers to cease resistance. Each leaflet in this collection represents the collective efforts of members of the Psychological Operations (PSYOP) team that provided support to Operations DESERT SHIELD and DESERT STORM. The psychological preparation of the battlefield began in earnest in December and radio, leaflet and loudspeaker operations continued non-stop throughout the air and ground phases of the conflict.

The PSYOP radio network, "Voice of the Gulf," broadcast from 19 January until the end of the war. "Voice of the Gulf" was the most reliable source of war news available to the Iraqi soldier throughout DESERT STORM.

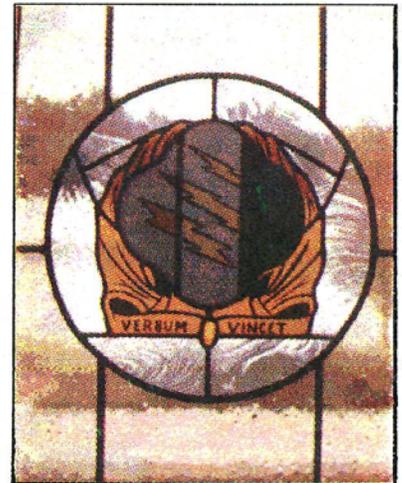
More than 29 million leaflets (approximately 29 tons) were disseminated between 30 December 1990 and 28 February 1991.

Sixty-six PSYOP loudspeaker teams provided tactical support for every major ground unit throughout the ground war. These teams persuaded or instructed thousands of Iraqi soldiers how to surrender.

It is the efforts of these men and women that we acknowledge in this book:

- the PSYOP specialists and illustrators who designed the leaflets
- the printers who printed and packed them for dissemination
- the aircrews of the MC-130s, strike aircraft and bombers who got them to the target
- the radio crews at the ground stations and in the air who broadcast news and surrender instructions to Iraqi soldiers
- the loudspeaker teams who, up close and personal, talked Iraqi fighting men into surrendering
- the soldiers and civilians from numerous allied countries who contributed to the PSYOP effort

Psychological Operations do not win wars alone: they are a force multiplier - one which saves lives. In Operation DESERT STORM, PSYOP was successful in doing that, and we dedicate this booklet to the fighting men and women who drew a line in the sand to stop aggression.



Layton G. Dunbar
Layton G. Dunbar
Colonel, Special Forces

This Is Only The Beginning

Right:

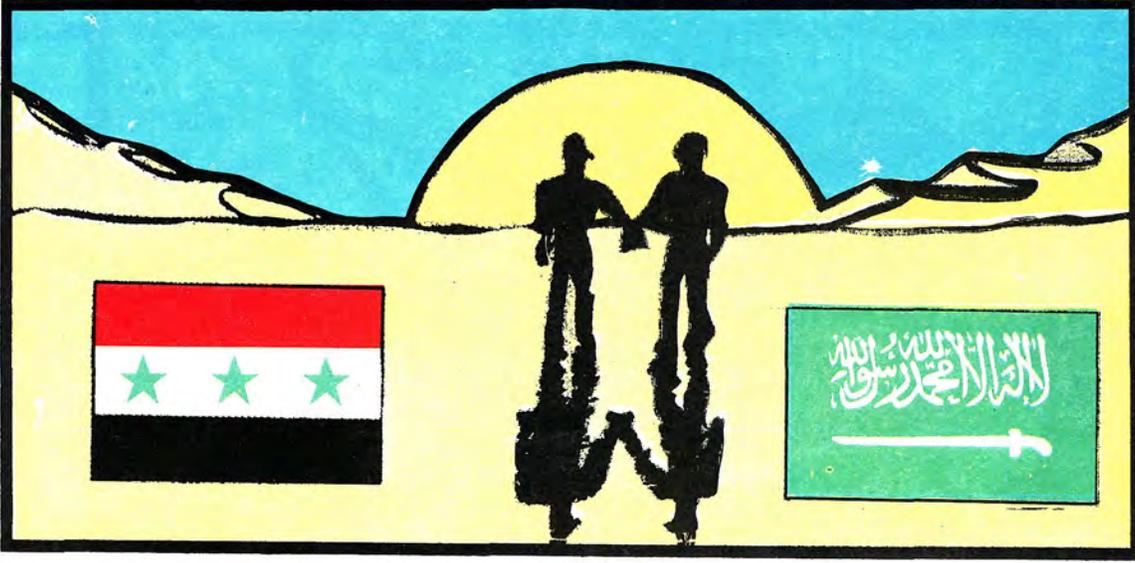
"Iraq Military Forces. Saddam Hussein's policy of aggression is the only reason for the bombing of Iraq. The bombing is intended for military targets only. The Multi-National Air Forces have overwhelming air superiority. Resistance is purposeless. The outcome is inevitable. Save yourselves. Leave your weapons and go immediately to a safe area. Saddam is to blame."



Left:

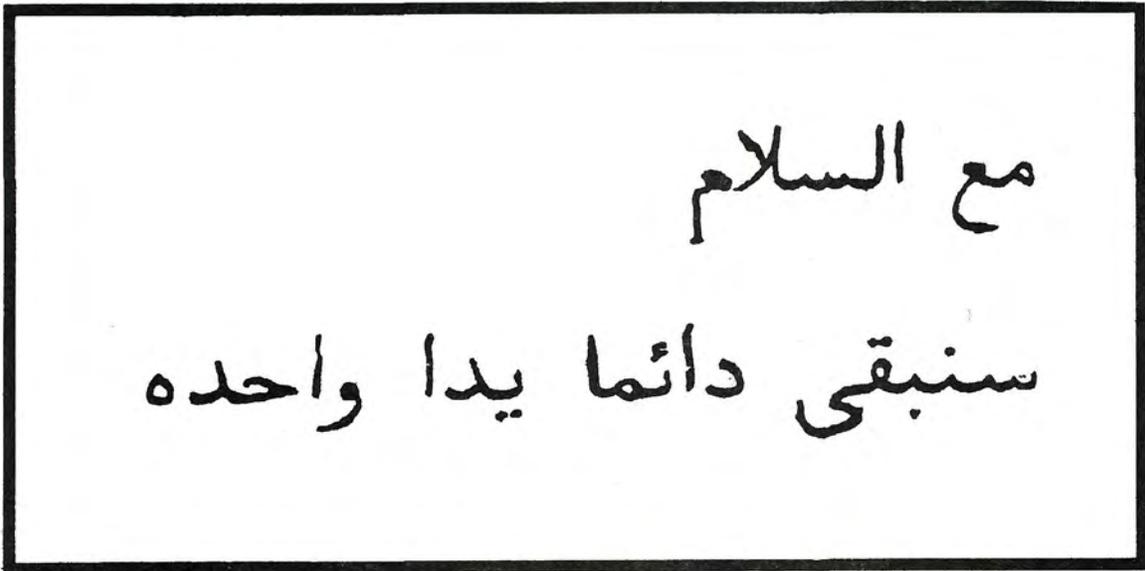
"Warning! This is only the beginning! This could have been a real bomb. We have no desire to harm innocent people, but Saddam is leading you to certain death and destruction. We want you to know the truth! Saddam is the cause. Yes, the Multi-National Forces have the ability to strike anywhere... and at anytime! Warning!"

Sunset



Below:

'In Peace we will always remain hand in hand.'



Stealth Bomber Strikes!

FRONT



Above:

"TOO LATE!"

"The PSYOP campaign told soldiers to leave their vehicles to avoid injury... It proved what President Bush said about not fighting the Iraqi people..."

-A Senior Iraqi Officer

Below:

"This location is subject to bombardment. Escape now and save yourselves."

FRONT



Getting Leaflets On Target



BACK (BOTH LEAFLETS)

Above:

"Warning!

This location will be shelled. Leave your
equipment and save yourselves.

Warning!"

Leaflets Delivered

A PSYOP leaflet campaign is effective only if the message reaches the target audience in a timely manner. Leaflet disseminators use mathematical formulas to plot with reasonable accuracy the distance and direction that a leaflet travels before hitting the ground. Wind speed and direction are two important variables used in these formulas. Drop a leaflet from an aircraft in flight, and that leaflet will be blown at about the same speed and direction as the wind. The wind's speed and direction may change at the different altitudes a leaflet passes through, but the constant pull of gravity acting on the leaflet causes it to fall at a fairly predictable rate. The distance a leaflet travels from the release point to the target is called drift. Another important variable used in the dissemination formulas is the falling rate of the leaflet. This falling rate is based on the leaflet's size, weight and rotation pattern in the air. Leaflets that autorotate (rotate about the longest axis) have a more stable type of descent than leaflets which flip-flop or spiral in flight. By combining the wind's speed and direction at drop altitude and that of the layers below, and the motion of the leaflet and its rate of descent, the disseminator can select a release point from which the leaflet cloud will drift from an aircraft to the designated impact area which contains the target audience.

Smoking Tank



Above:

"Your equipment is subject to bombardment."



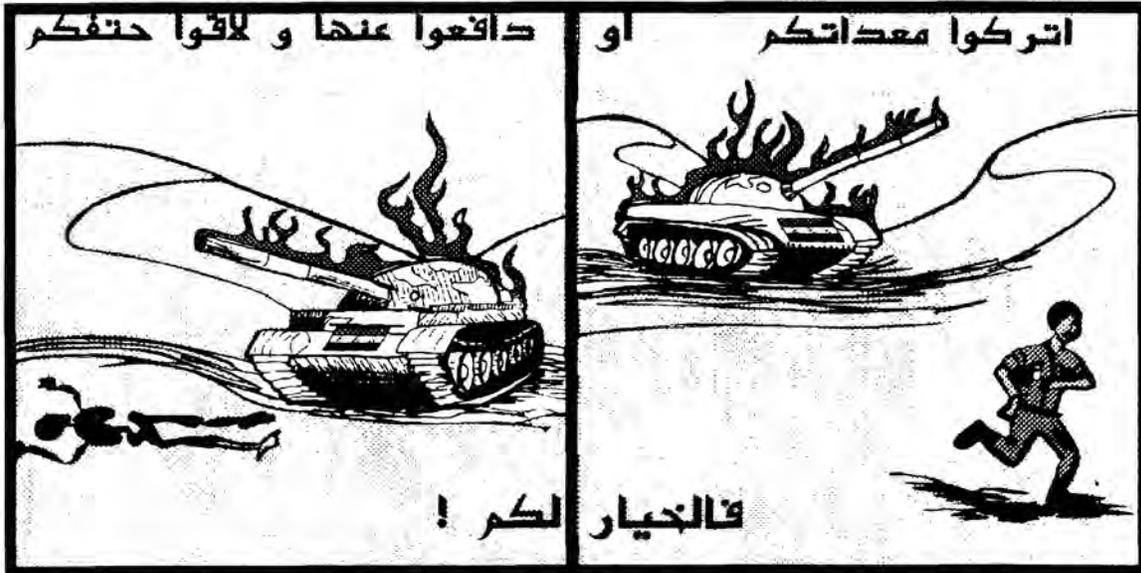
"Iraqi troops dug in along the Kuwait border are under barrage by more than allied bombs. The enemy is being hit daily by U.S. leaflets promising good treatment for surrender and death if they resist... U.S. officials decline to discuss the operations, which they say are secret."

DAILY NEWS, Fort Walton Beach, FL 3 Feb. 1991.

Left:

"Warning!
This location will be shelled. Leave your equipment and save yourselves.
Warning!"

Burning Tank



Above:

"Leave your equipment or defend
it and die!"
"The choice is yours!"



Left:

"Warning!
This location will be shelled. Leave your
equipment and save yourselves.
Warning!"

"The PSYOP effort was focused on breaking the Iraqi will to resist, and on increasing the fears of the Iraqi soldiers, while pointing out that the Coalition was opposed not to the Iraqi people, but only to Iraq's national policy."

Conduct of the Persian Gulf War, An Interim Report to Congress,
Department of Defense, 1991.

B-52 Bomber

"In the battlefield for the coming ground war, smart bombs and the massive B-52 bombardments destroyed about half of the Iraqi tanks and artillery in Kuwait. The severing of roads and bridges from the Kuwait theater almost stopped food and other supplies from reaching the troops in the area. The pounding was heavy and continuous, and greatly demoralized the Iraqi troops. Leaflets were dropped on these troops- by aircraft and in artillery shells-urging them to surrender. In the leaflets, General Schwarzkopf's psychological warfare specialists told the Iraqis which units would be bombed the next day. Further, the leaflets promised good treatment for prisoners. "We told them our concern was not to destroy Iraqi troops but to get the leaders to leave Kuwait," said Central Command's Brigadier General Neal.

"We told them in the leaflets," he added, "to stay away from equipment as we would bomb that. This gave them a perception that "they weren't dealing with infidels... we had a face of humanity."

War In The Gulf, Thomas B. Allen, F.Clinton Berry, Norman Polmar, Turner Publishing p203.



Above:

"This is your first and last warning! Tomorrow, the 16th Infantry Division will be bombed! Flee this location now!"

Below:

"The 16th Infantry Division will be bombed tomorrow. The bombing will be heavy. If you want to save yourselves leave your location and do not allow anyone to stop you. Save yourselves and head toward the Saudi border, where you will be welcomed as a brother."

غداً سوف تضرب فرقة المشاة السادسة عشر وسيكون
القصف شديد، إذا أردت النجاة أترك مكانك ، ولا تسمح
لأحد ان يمنعك. أنقذ نفسك وتوجه الى الحدود
السعودية وسوف تجد من يستقبلك كأخ.

B-52 Bomber



Above:

"The 16th Infantry Division will be bombed tomorrow. Leave this location now and save yourselves."

"Leaflets had a significant impact on soldiers deserting. Most desertions were caused by radio reports of B-52 bombings..."

-An Iraqi General

Below:

"We have already informed you of our promise to bomb the 16th Infantry Division. We kept our promise and bombed them yesterday. Beware. We will repeat this bombing tomorrow... Now the choice is yours. Either stay and face death or accept the invitation of the Joint Forces to protect your lives."

سبق ان اخبرناكم بعزمنا على قصف الفرقة السادسة عشر (١٦) المشاة ولقد حافظنا على هذا الوعد وتم قصفها بالامس

احذروا

سنكرر القصف مرة اخرى غداً.... الان اصبح الخيار لكم
اما البقاء ومواجهة الموت او قبول دعوة القوات المشتركة للحفاظ على حياتكم

Desert Storm Is Coming



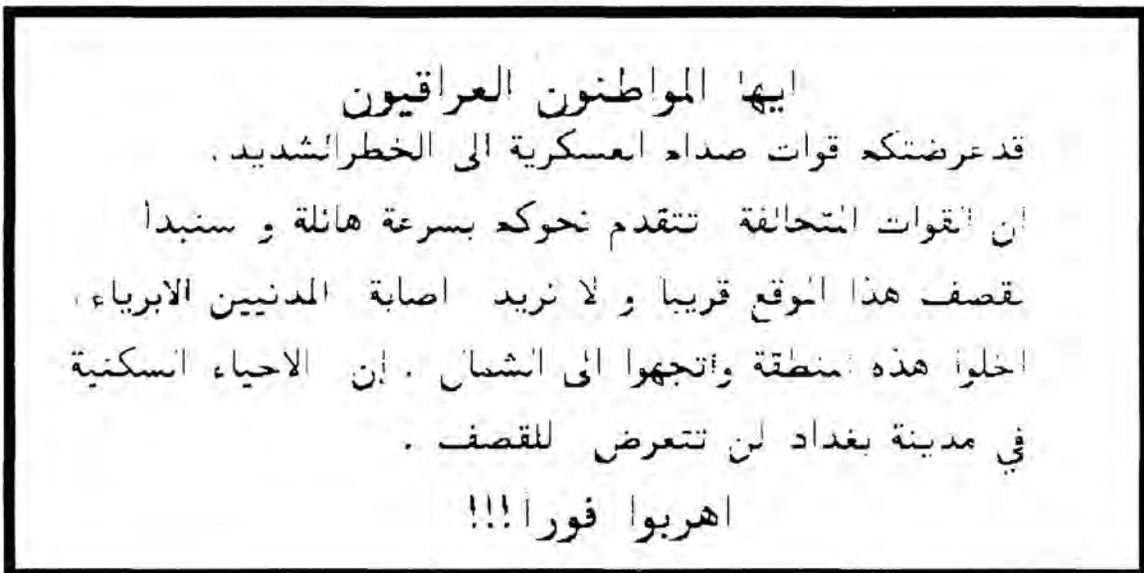
Above:

Translation:

"Desert Storm is coming to your area. Flee Immediately!"

Below:

"Iraqi citizens, Saddam's military has placed your lives in danger. The Coalition Forces are coming. We will be striking this area soon. We do not wish to harm innocent citizens. Evacuate this area immediately and head north. Civilian areas in Baghdad will not be targeted. Flee immediately!"

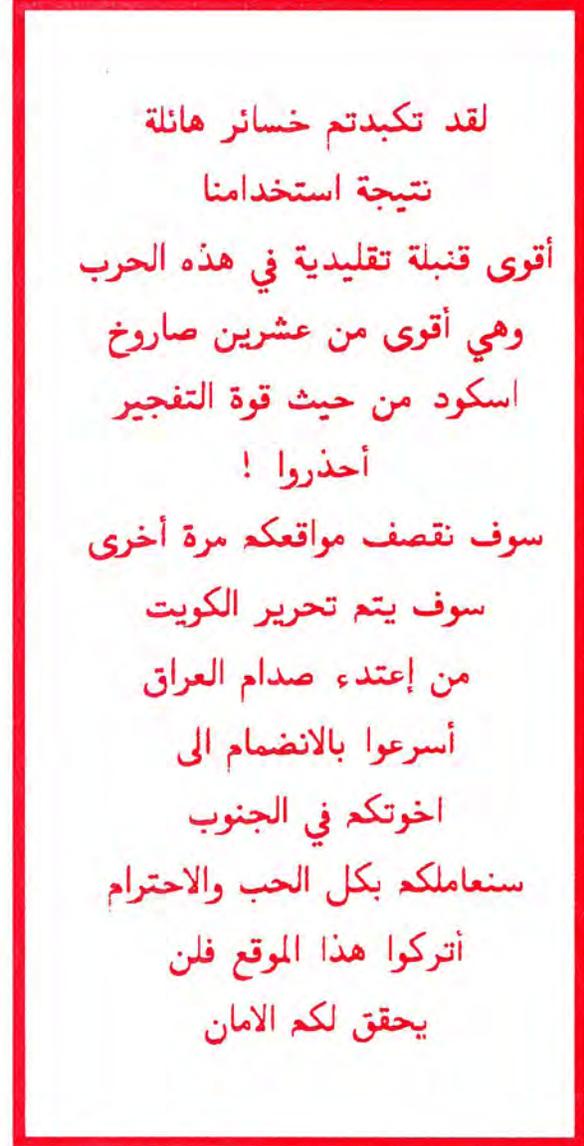


Daisy Cutter



Above:

'Flee and Live, or Stay and Die!'



Above:

'You have just experienced the most powerful conventional bomb dropped in the war. It has more explosive power than 20 SCUD missiles. You will be bombed again soon. Kuwait will be free from aggression. Flee south and you will be treated fairly. You cannot hide.'

Fade To Black



Above:

"Supreme Firepower, Long Range and Lethal Weapons!"

"Psychological operations played a key role in the destruction of enemy morale and contributed to the large-scale surrender and desertion of Iraqi soldiers. According to statements by an Iraqi division commander, PSYOP leaflets were a great threat to troop morale, second only to the Coalition bombing campaign."

Conduct of the Persian Gulf Conflict, An Interim Report to Congress, Department of Defense, 1991 p5-3



Building Surrender



Below:

"The United States abides by the rules of the Geneva Convention. Ceasing fire will provide you the following:

- Humane Treatment
- Food and Water
- Medical Treatment
- Shelter
- Return to your homes after hostilities."

تلتزم الولايات المتحدة الاميركية بقوانين و بنود ميثاق جنيف.

إن توقفك عن القتال يؤمن لك التالي:

• المعاملة الانسانية

• الطعام و الماء

• العناية الطبية

• المأوى

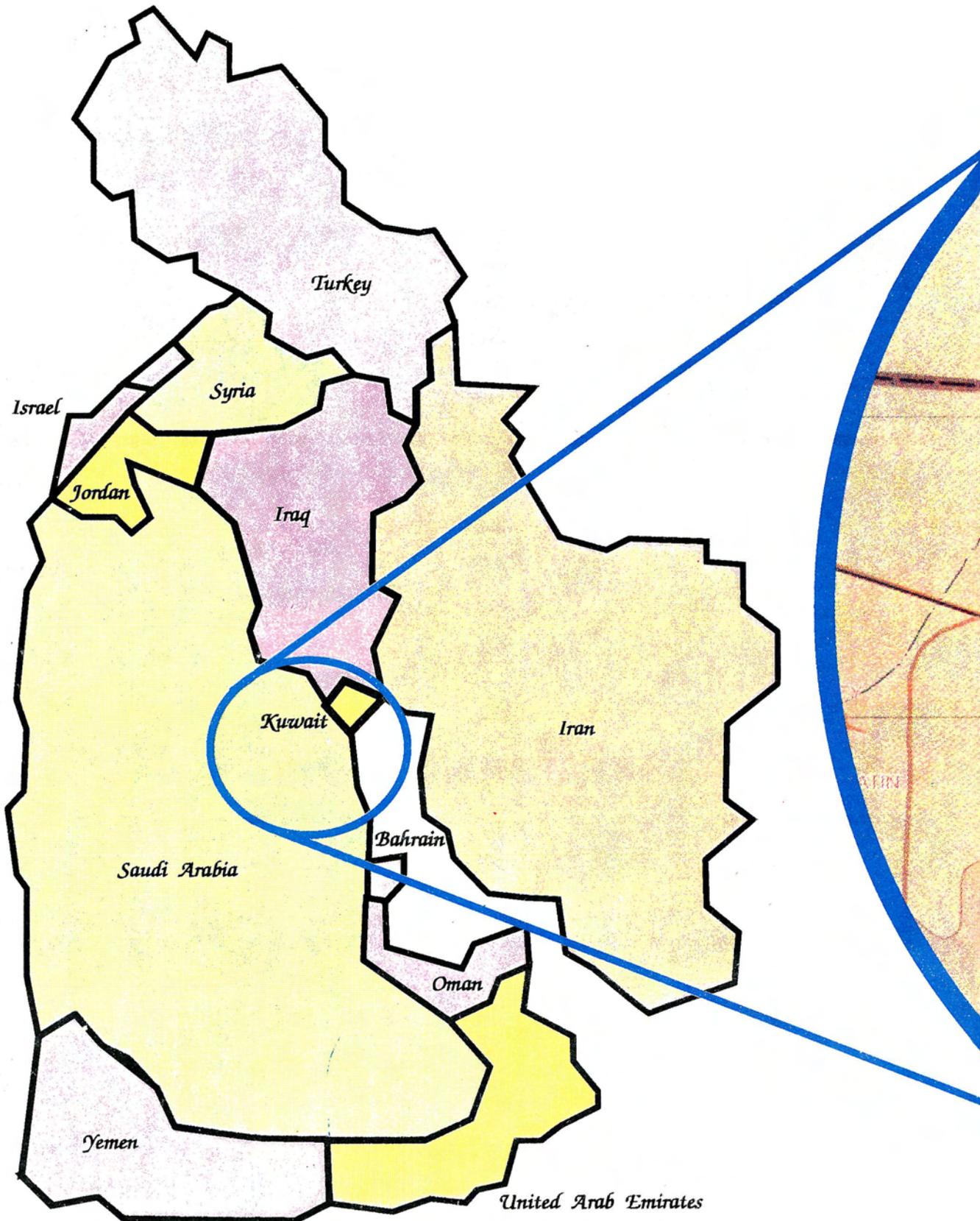
• العودة الى منازلكم بعد انتهاء الحرب

PSYOP METHODS

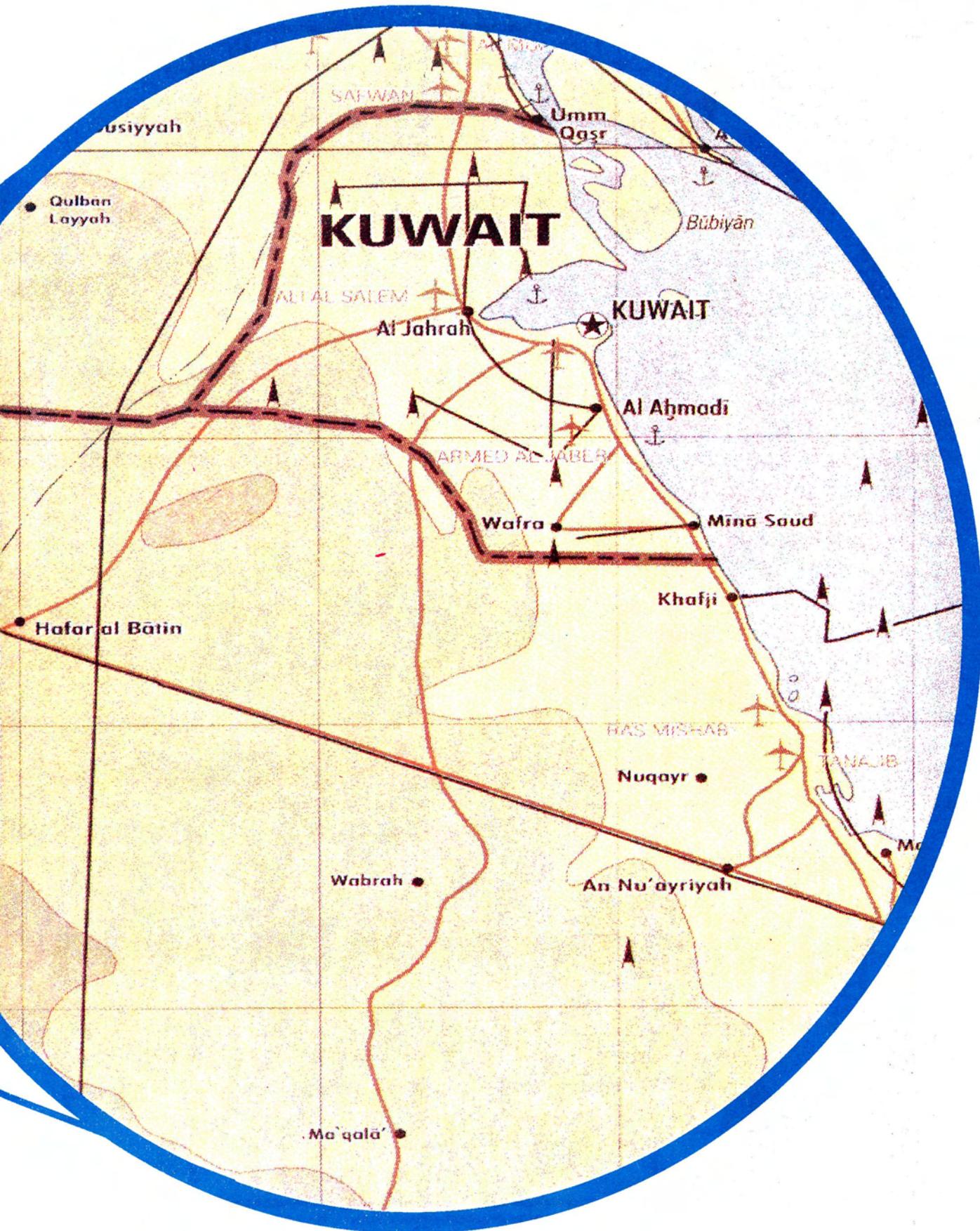
Leaflets and other printed propaganda may be disseminated in a variety of ways, methods of which are limited only by PSYOP specialists' imaginations. The effectiveness of techniques depend on many factors including the political and military situation, weather, and availability of leaflet dissemination weapons and aircraft. Some devices have been especially designed for air drops of leaflets. The M129 leaflet bomb can deliver between 54,000 and 60,000 packaged leaflets to a target area. The fiberglass hull of the bomb is filled with up to ten 14" diameter leaflet rolls and can be dropped by F-16 or C-130 aircraft. Transport or rotary-winged aircraft can also disseminate leaflets in the air by using the static line leaflet box. A static line is routed through a cardboard box which is then filled with up to 20,000 leaflets. The static line is secured to the aircraft over the release point and the box is pushed off the open ramp.

Printed propaganda may also be disseminated by a leaflet artillery round. Four rolls containing up to 2,000 leaflets are packed inside a special 155mm projectile. Once fired, the round separates in flight, allowing the leaflets to spin free over the target area.

PERSIAN GULF REGION



KUWAIT THEATER OF OPERATION



Multi-National Appeals to Surrender



إذا أردت المحافظة على حياتك
اتبع الآتي:
• من فضلك اسحب مخزن الذخيرة من سلاحك.
• احمل السلاح على كتفك الأيسر مع توجيهه الماسورة
إلى أسفل
• للتأكد من رغبتك في المحافظة على حياتك - فضلاً
- ضع يديك فوق رأسك.
• عند الاقتراب من مواقعنا - اقترب ببطء - أي
فرد من الأخوة في المقدمة يرفع هذه الوثيقة فوق الرأس.
• بهذا نتأكد من عزمك على المحافظة على حياتك.
وسوف تنتقل لرعاية الاخوة العرب في أقرب وقت ممكن
وأهلاً و مرحباً بكم

"If you want to save yourself, comply with the following:

- Remove the magazine from your weapon.
- Carry the weapon on your left shoulder, pointing the barrel downward.
- To assure us of your sincere desire to save yourself, please put both hands above your head.
- When approaching our locations, do so slowly, any person ahead of the group raises this leaflet above his head.
- This will affirm your desire for safety.
- You will be transferred into the hands of your Arab brothers as soon as possible. Welcome."



إذا أردت المحافظة على حياتك
اتبع الآتي:
• من فضلك اسحب مخزن الذخيرة من سلاحك.
• احمل السلاح على كتفك الأيسر مع توجيهه الماسورة
إلى أسفل.
• للتأكد من رغبتك في المحافظة على حياتك - فضلاً
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فرد من الأخوة في المقدمة يرفع هذه الوثيقة فوق
الرأس.
• بهذا نتأكد من عزمك على المحافظة على حياتك.
وأهلاً و مرحباً بكم



Above:

"The bearer of this card is permitted to cross the borders to the Joint Forces, whether Arab or friendly, in particular American, British, or French forces. He will receive good treatment so that he reaches the nearest Joint Forces Headquarters in complete safety without being exposed to any danger. He will be treated according to the Geneva Convention.

Commander
Joint Forces and Theater Operations"

Below:

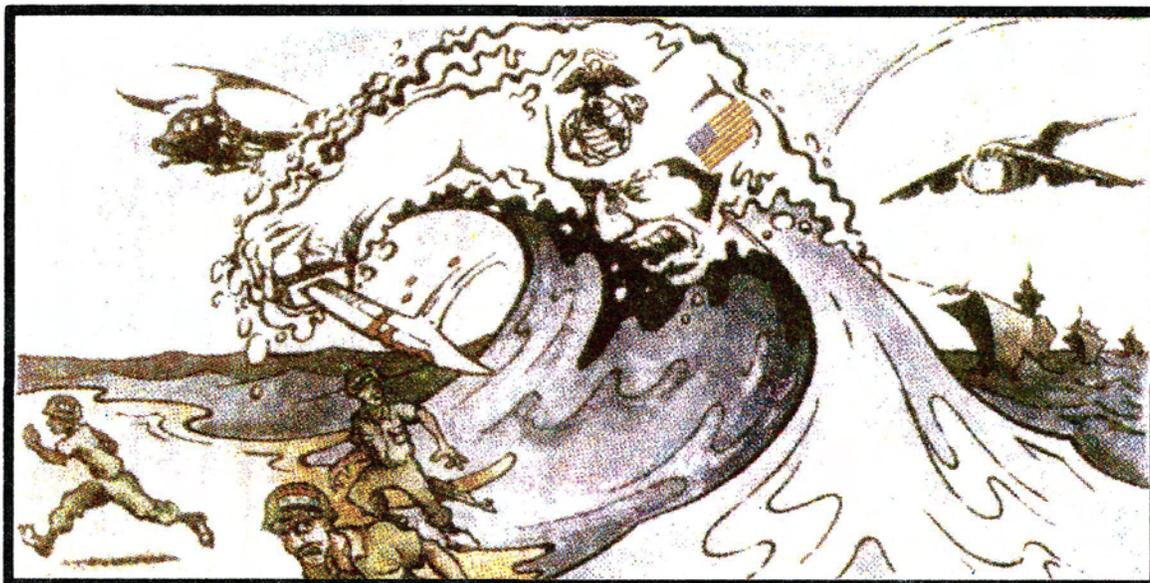
Safe Passage Pass

"The bearer of this leaflet will be allowed to cross the lines of friendly and Allied Forces and will receive good treatment from everybody until he arrives to the nearest Combined Forces Headquarters. It will also allow the bearer of this leaflet from our brothers in the Iraqi Forces to join the Combined Forces with peace of mind and without being subjected to any harm. He will be treated in accordance with the Geneva Convention.

Commander
Joint Forces and Theater of Operations



The Wave



"Before the air war, before the ground war and well before the Jan. 15 deadline for Iraq's withdrawal from Kuwait, the Army made its first assault on Saddam Hussein in the most unexpected of ways.

It came in bottles, 12,000 of them. All non-returnable.

"We had this problem. We wanted to get leaflets into Kuwait, but we had to do it in a non-offensive way because of the deadline. At that point, they were still trying to use diplomatic channels to prevent war," recalled Sgt. Ronald Welch of Fort Bragg.

"Anything that crossed the border would have been seen as aggressive. But I thought a bottle washing up on shore doesn't seem aggressive."

So, three weeks prior to the Jan. 15 deadline, the Army's most unusual unit, the 4th Psychological Operations Group (Airborne) (4th PSYOP), set out on the Persian Gulf war's most unusual operation.

The Wave, as it was called, was an offbeat yet critical mission in which psychological warfare leaflets were stuffed into bottles and set adrift for the shores of Kuwait.

The idea was simple: reinforce the Iraqi's fear of an amphibious invasion by sending them little pictures of Marines assaulting the beaches.

The Army had no intention of following through, but that wasn't the point. If Saddam Hussein focused his defense on the shores of Kuwait, there would be little to stop the true Allied attack from the south and west.

Dumped offshore by a smuggler from the United Arab Emirates, the bottles caught a predesignated current and began washing up on the beaches of Kuwait Jan. 14-one day before the deadline."

Mark Price, Fayetteville Observer-Times, July 21, 1991: ppD1

أوقف القتال الآن، حافظ على حياتك

من اللجأ، يجب من حمله لتلقيه بالخطوات التالية:
للبحث بالسلام

1. اسحب مخزن الذخيرة من سلاحك.
2. سلاحك على كتفك اليسار مع توجيهه امامك الى اليمين.
3. حمل
4. ارفع يديك فوق رأسك.
5. من مواقع القوات المتعددة لتجسبات يخطو، وي فرد لي
6. التهرب
7. للقدماء يرفع هذه الوثيقة فوق رأسه.
8. اذا حصلت هذا تنجو من الموت.

CEASE RESISTANCE-BE SAFE

To seek refuge safely, the bearer must strictly adhere to the following procedures

1. Remove magazine from your weapon
2. Sling your weapon over your left shoulder, muzzle down.
3. Have both arms raised above your head.
4. Approach the Multi-National Forces positions slowly, with the lead soldier holding this document above his head.
5. If you do this you will not die.

Marine Stealth



Below:

"Use the following procedure to cease resistance:

Remove magazine from your weapon.

Place weapon over your left shoulder with the muzzle down.

Place your hands over your head and proceed slowly.

Wave a white cloth to signal your peaceful intent or hold up this leaflet.

All armies of the Multi-National Forces understand that this pass shows your honorable commitment to peace."

اتبعوا الاساليب التالية للتوقف عن المقاومة :

اسحب مخزن الذخيرة من سلاحك.

احمل السلاح على كتفك الايسر مع توجيه الماسورة الى الاسفل.

ارفع يديك فوق رأسك واقرب ببطء.

لوح بقماشة او منديل ابيض للدلالة عن رغبتك المسالمة، او ارفع هذا المنشور،

إن جميع الجيوش المنتمية الى القوات

المتعددة الجنسيات على علم بتلك المبادرة التي تبرز فيها عن رغبتك في السلام.

Big Gun



Above:

"The 7th Corps of the Multi-National Forces is heading in your direction next. Your fellow soldiers along the entire front have either surrendered or were killed. And you are next."

Below:

"Use the following procedure to cease resistance:

Remove magazine from your weapon.

Place weapon over your left shoulder with the muzzle down.

Place your hands over your head and proceed slowly.

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اسحب مخزن الذخيرة من سلاحك.

احمل السلاح على كتفك الايسر مع توجيه الماسورة الى الاسفل.

ارفع يديك فوق رأسك واقتررب ببطء.

لوح بقماشة او منديل ابيض للدلالة عن رغبتك المسالمة، او ارفع هذا المنشور،

ان جميع الجيوش المنتمية الى القوات

المتعددة الجنسيات على علم بتلك المبادرة التي تبرز فيها عن رغبتك في السلام.

Soldier Surrounded



Above:

"Cease resistance. You are cut off."

Below:

"Use the following procedure to cease resistance:

Remove magazine from your weapon.

Place weapon over your left shoulder with the muzzle down.

Place your hands over your head and proceed slowly.

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المتعددة الجنسيات على علم بتلك المبادرة التي تبرز فيها عن رغبتك في السلام.

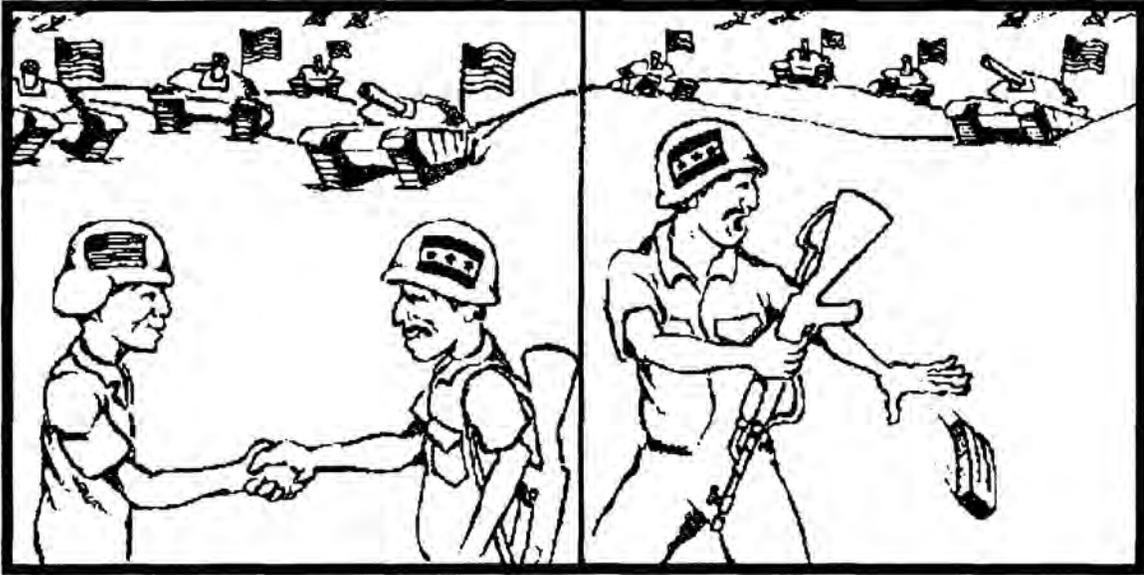
PSYOP In The Computer Age

For the first time, ever, Psychological Operations used electronic publishing systems to create and transmit leaflet products throughout the Kuwait Theater of Operations.

A 386 computer, hard disk, image scanner, and special color thermal laser printer combined with several software systems created a flexible graphics work station where ideas were converted into artwork for the final print product. This system, called the P.A.T. (PSYOP Analyst Terminal) allowed PSYOP teams throughout the theater to turn concepts into working products. These products could then be transmitted electronically to headquarters for approval, then sent to the base of print operations outside of King Fahd International Airport where they were turned into leaflets for dissemination.

This allowed print operations to remain in a single location, yet create products for any target within the theater. The emergence of electronic graphics communication reduced the amount of time from concept to dissemination from days or even weeks, to hours.

Safe Conduct Pass



"During the combat phase, broadcast operations capitalized on previous leaflet delivery of "safe conduct pass" to Iraqi forces. Additionally, loudspeaker teams attached to maneuver units encouraged the surrender of Iraqi soldiers. In one case, an entire Iraqi battalion surrendered to a 1st Cavalry helicopter patrol when the attached PSYOP team broadcast that "death from above" was imminent."

Conduct of The Persian Gulf Conflict, Interim Report to Congress, Department of Defense, 1991.

Below:

"Use the following procedure to cease resistance:

- Remove magazine from your weapon.
 - Place weapon over your left shoulder with the muzzle down.
 - Place your hands over your head and proceed slowly.
 - Wave a white cloth to signal your peaceful intent or hold up this leaflet.
- All armies of the Multi-National Forces understand that this pass shows your honorable commitment to peace."

اتبعوا الاساليب التالية للتوقف عن المقاومة :

- اسحب مخزن اذخيرة من سلاحك .
- احمل السلاح على كتفك الايسر مع توجيه الذمورة الى الاسفل .
- ارفع يديك فوق رأسك واقرب ببطء .
- لوح بقماشة او منديل ابيض للدلالة عن رغبتك المسائلة ، و ارفع هذا المنشور ،
- ان جميع الحيوش المنتهية الى انقوات
- المتعددة الجنسيات على عمد بتلك المبادرة التي تبرز فيها عن رغبتك في السلام .

Tank Surrender



سجائك أتبغ هذه التعليمات

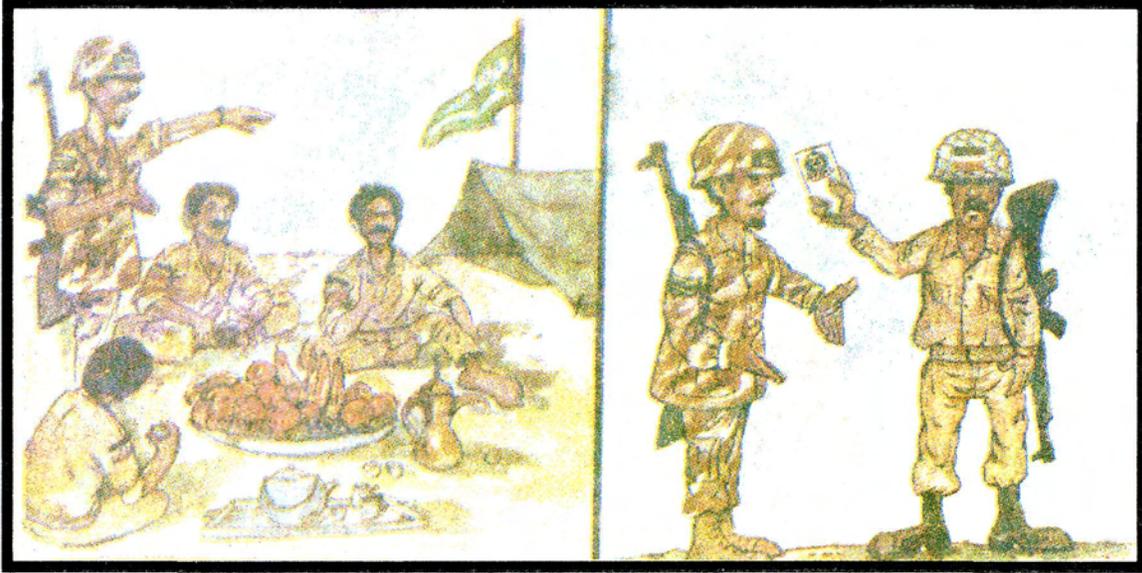
١. ارفع ماسورة السلاح الى اعلى درجة ممكنة
٢. وجه ماسورة السلاح الى الخلف
٢. اترك جميع ابواب الدبابة مفتوحة
٤. ضع يديك فوق رأسك واقترب ببطيء
٥. لوح بقطعه قماش بيضاء كاشارة الى رغبتك السلامة والنجاه او لوح بهذا المنشور

سوف يعرف جميع افراد القوات المشتركة بعد ذلك بانك تود السلامة والنجاه.

Left:

- "Use the following procedure to cease resistance:
- Elevate your weapons to their maximum elevation.
 - Traverse the gun tube over the back deck.
 - Expose the tank's side to the approaching forces.
 - Leave the tank hatches open.
 - Place your hands over your heads and proceed slowly.
 - Wave a white cloth to signal your peaceful intent or hold up this leaflet.
- All armies of the Multi-National Forces understand that this pass shows your honorable commitment to peace."

Invitation



*"PSYOP Leaflets speaking of plentiful food and water caused soldiers to desert to the South..."
-An Iraqi Division Commander*

Below:

"From HQ Joint Forces and Theater of Operations. You are invited to join the Joint Forces and enjoy full Arab hospitality, security, safety and medical care. You will return to your homes as soon as the situation that Saddam has placed us in has ended. My brother Iraqi soldier... this invitation is open to you and your comrade soldiers. We hope you will accept this invitation as soon as you have the opportunity.

Commander, Joint Forces and Theater of Operations"

قيادة القوات المشتركة ومسرح العمليات

بطاقة دعوة

في ضيافة قيادة القوات المشتركة ومسرح العمليات أنت ستطعم للانضمام للقوات
المشتركة مع تمتعك الكامل بواجب الضيافة العربية والأمن والسلامة والرعاية
لطبية . . . والعودة للأهل بمجرد الانتهاء من الوضع الذي وضعنا فيه صدام.
أخي الجندي العراقي .
هذه دعوة مفتوحة لك ولأخوانك المقاتلين فارجو أن تلبسها عندما تسمح لك الفرصة.
قائد
القوات المشتركة ومسرح العمليات

JOINT FORCES

Father & Mother



Above:
"Oh my dear Son, when will you return?"



PSYOP Goes With Colors

For many years PSYOP printers were limited to spot color printing. Spot color printing was a long and tedious process as each color on a PSYOP product was printed separately on the paper. With the addition of computerized publishing systems, PSYOP was able to convert its old printing method into 4 Color Process printing.

Even though there are literally millions of colors that the eyes can see, our vision is based on the theory of three color vision. The eye has three different color sensors, each sensitive to the light of the three primary colors; red green and blue. In day to day existence the eye sees various colors, which are in reality different proportional relationships of red, green and blue.

In color printing, the purpose of ink is to absorb light energy, while allowing the paper (usually white) to reflect the light. The pigment (color) in the ink allows wavelengths equal to its color to pass through to the white paper which in turn is reflected back into the eye. By printing combinations of tiny dots in the opposite (negative) color we normally see, we can produce a printed product that will literally imitate millions of different colors, all using only four different inks.

The 4 Process Colors:

CYAN
MAGENTA
YELLOW
BLACK

Bloody Flag



Above:

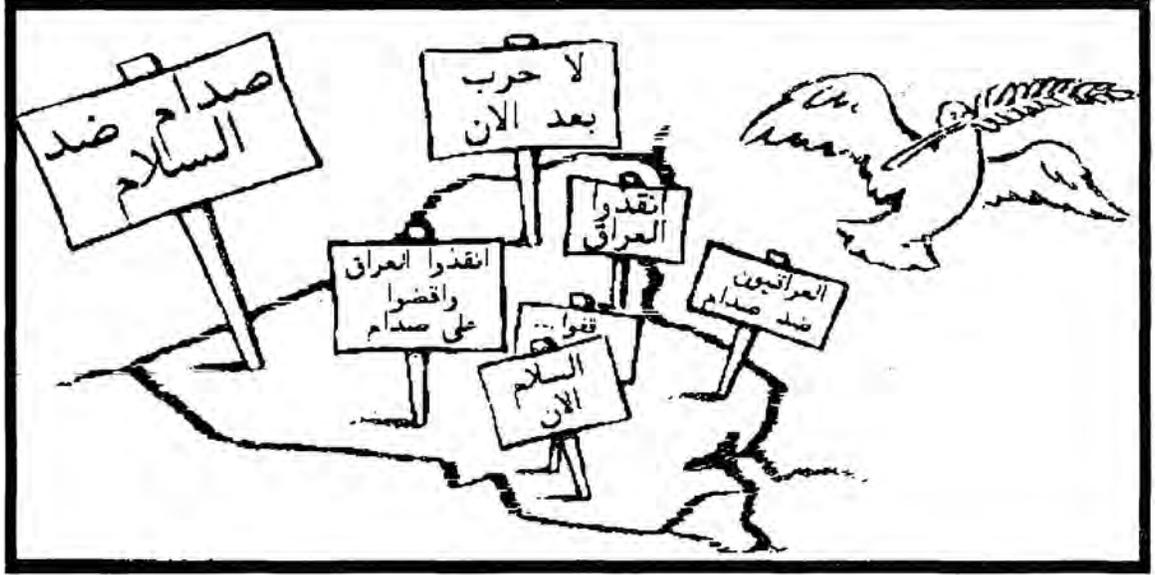
"Saddam is the only reason for the bombing of Iraq."

Below:

"It is the actions of Saddam Hussein which have forced the world to war with Iraq. The Joint Air Forces are making a great effort to avoid injuring innocent civilians. If Saddam puts Iraqi citizens in military headquarters to die instead of his thugs, then by this he shows he is ready to sacrifice all of you, the holy places and the history of Iraq for his survival."

إن أعمال صدام حسين هي التي جعلت العالم يحارب العراق، وتبذل القوات المشتركة الجوية أقصى جهودها لتتجنب إصابة المدنيين الأبرياء، إلا أن صدام وضع بعض المواطنين العراقيين في المراكز العسكرية ليموتوا بدلا من زبانيته، لهذا فهو مستعد للتضحية بكم جميعاً وبالاماكن المقدسة وبتاريخ العراق مقابل بقائه.

Dove of Peace



Above:

"Saddam is against Peace. Save Iraq, Stop Saddam. No more war, Peace Now, Save Iraq, Iraq is against Saddam."

Below:

"Iraqi people, Peace. Saddam is the cause of the war and its sorrows. He must be stopped. Join with your brothers and demonstrate rejection of Saddam's brutal policies. There will be no peace with Saddam."

ايها المواطنين العراقيون
السلام عليكم
صدام هو المتسبب في الحرب وتتايجها لكم هي - اراامل
وايتام ومعوقون ومشوهون ولكم الخيار انتم لا احد غيركم بوضع
حد له وانتم القادرون انضماموا الى اخوانكم واظهروا وفضكم
لسياسته المدمرة لكم ولوطنكم لن يكيين هناك سلام بوجود صدام.

