



DEPARTMENT OF THE ARMY
UNITED STATES ARMY JOHN F. KENNEDY SPECIAL WARFARE CENTER AND SCHOOL
FORT BRAGG, NORTH CAROLINA 28310-9610

REPLY TO
ATTENTION OF:

AOJK-SP

23 June 2010

MEMORANDUM FOR All Soldiers and Civilians associated with the
Psychological Operations Regiment

SUBJECT: Military Information Support Operations

1. Bottom line up front: PSYOP is changing its name. With the direction and consensus of our most senior military leadership, PSYOP function will change to Military Information Support Operations (MISO). While change of this magnitude can be unsettling, all of those who currently serve in the PSYOP Branch should understand that this change is driven by our successes, not our errors, and that change presents a new range of opportunities for our force.

2. This terminology, which builds upon USSOCOM's successful employment of Military Information Support Teams around the globe, will allow greater recognition and understanding of our inform and influence activities that target foreign enemy, neutral and friendly audiences in support of our nation's strategic communication objectives.

3. Furthermore, this new lexicon will facilitate a greater appreciation for our multitude of roles and missions, whether as an information support element in response to a domestic or overseas natural disaster involved in crisis communications, as an Army commander's trusted advisor and executor of inform and influence tasks in public and community relations support of counterinsurgency operations, or as a team providing critical public information support to diplomacy in a country or region to prevent extremist ideologies from taking root. While this change gives us greater flexibility in these roles, it does not dull our precise edge and certain advantage of waging psychological warfare against our adversaries during combat operations.

4. In the next weeks and months, we will work in conjunction with the Army to transform our branch in accordance with this direction, as well as adjust the nomenclature of our military formations and the descriptions of the myriad of tasks, functions, and activities in our doctrine. As we work through

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this implementation, I ask leaders throughout the force to share these key points with their Soldiers and Civilians:

a. This change is not a negative or punitive action. It allows the Regiment to fully realize its potential as one of the Army and DOD's key means of communicating a message to a foreign audience and the leading capability in our defense inform and influence inventory.

b. Other than the immediate change in terminology, the change does not require any short-term adjustment to the ongoing MISO that our forces are undertaking, whether in support of conventional, Special Operations Forces, or interagency operations.

c. This change is evolutionary representing a logical progression in the description of a force and mission that is as old as warfare itself. The history and traditions of the PSYOP Regiment will remain rich and highly regarded. The force can now evolve where it can carry forward with greater effect and vitality, thereby preserving the accomplishments of the past and adding potency precision, and purpose to the future.

5. In conclusion, as we shift from PSYOP to MISO, the Regiment will advance with its ability to "Persuade-Change-Influence" in operations of every type, anywhere, anytime. I invite your ideas and comments on how to successfully implement this historic transformation for the Regiment. Submit your comments to LTC Mike Lwin, the MISO (PSYOP) Branch Chief in the Directorate of Special Operations Proponency, at mike.lwin@soc.mil.



THOMAS R. CSRNKO
Major General, USA
Commanding