KILLING AL Q'AIDA

Chuck de Caro
President
SAGE

SOFTWAR

"Victory smiles upon those who anticipate the changes in the character of war…

…NOT upon those who wait until after those changes have occurred."

--Air Marshal Giulio Douhet

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SOFTWAR

Clausewitz:

"War is violence to constrain the enemy to accomplish our will"

Sun Tzu:

"To win 100 victories in battles is not the acme of skill…To subdue the enemy without fighting is the acme of skill."

SOFTWAR

"SOFTWAR is the hostile use of global television to shape another society's will by changing its view of reality."

Chuck de Caro, 1991

Media War

Osama bin Ladin:

"It is obvious that the media war in this century is one of the strongest methods; in fact, its ratio may reach 90% of the total preparation for the battles."

-Letter from Osama bin Laden to Mullah Omar – 2003

The Nature of Television

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de Caro:

"Television transfers information (to video illiterates) through the perception of images and sound rather than hard fact"

Television Traits:

- B-Roll

- Shorthand Feedback

- Political Throw Weight

- Quality Roulette:

Traits of the Global TV Business:

-Operating Realities

    -Naïve Editorial Stance

        -Random Access Coverage

           -Capricious Override

                -Media Amplifier

                    -Warped Mirroring

                        - Feeding Frenzy

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The Universal Medium:

The U.S. military must be able to operate in a transparent environment, because any TV uplink means instantaneous global coverage. Therefore EVERY military operation automatically becomes a *MIL-POL* operation.

Poor Man's C3I:

Global TV provides emerging powers with extremely low cost, extremely high quality, real-time intelligence on most U.S. Government operations.

…is also the Poor Man's C2W

Adversaries are already projecting SOFTWAR against the United States by creating events to affect the U.S. body politic.

Fundamental Change

SOFTWAR makes the concept of strategic, operational, and tactical obsolete.

Therefore, why are we still organized in a Napoleonic fashion?

"The challenge is not to put a new idea in the military mind, but to put the old one out."

-Sir Basil Liddell-Hart

SOFTWAR

"Nations make war the way they make money."

- Alvin Toffler, War and Antiwar

"Once you know how UBL made money, you can beat the bastard!"

- Chuck de Caro, Killing Al Q'aida

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- Attack the Strategy

- Attack the Allies

- Attack the Army

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- Beggaring the opposition by exploiting the weaknesses of networked operations

- Overwhelming the marketing effort with rolling, unending sets of "information tsunamis"

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Six Principles of SOFTWAR

1) Counter Propaganda

2) Counter Programming

3) Saturation

4) Seduction

5) Special Means

6) Integration

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- ATTACK THE STRATEGY
  - Evaluate UBL's media and telecommunications methods
  - Create SOFTWAR cartography
  - Measure geodemographics in each region, test programming
  - Launch Information Tsunamis

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- Integrated Information Warfare Plan with Kinetic Adjuncts rather than current, traditional kinetic plan with IW adjuncts

When the situation is grim, the odds are against you and the stakes are high…just remember two words –

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Call CHUCK!

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