

The Battle for the Narrative in Low intensity Conflicts **Brigadier General Ruth Yaron** Head of the **IDF Media & Communications Division**





Low Intensity conflict: The Media Battle



- High Intensity Conflict vs. Low Intensity Conflict: The Media Battle
- The Media in the Low Intensity Conflict
- The IDF at the beginning of the conflict
- Media & Communications: The Lesson Learnt
- An example in action...







High Intensity Conflict

Nation State vs. Nation State instead of Nation State vs. Terrorists











Low Intensity Conflict

Who is the foe?



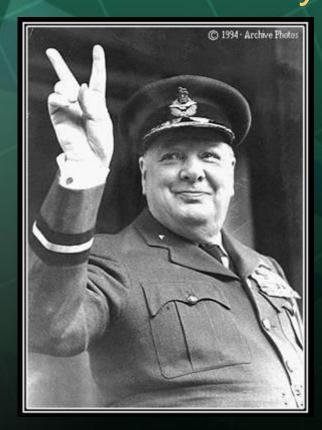






High Intensity Conflict A sense of emergency and a call to national duty

"We shall fight on the beaches. We shall fight on the landing grounds. We shall fight in the fields, and in the streets, we shall fight in the hills. We shall never surrender!" (House of Commons, June 4, 1940)





High Intensity Conflict vs. Low Intensity Conflict



Is this a time of war or a time of peace?







High Intensity Conflict Heroic and dramatic military campaigns against a faceless enemy

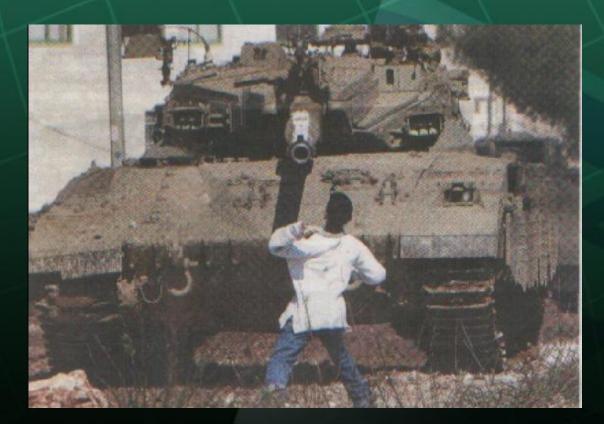








Low Intensity Conflict Who is the enemy?







High Intensity Conflict Emotionally charged moments when soldiers depart for the battlefront







Low Intensity Conflict Where is the front line and where is the home front?









High Intensity Conflict

A clear victory, a clear surrender





Low Intensity Conflict Where is the beginning? The middle? The end?











The Role of the Media

The media today: competitive, independent and active participants







Globalization means less loyalty,









The media is ever-present









For lack of a clear battleground, the media creates its own...













Advanced technology brings the battle into our living rooms







The Battle for the Narrative





At the Beginning of the Conflict Soldiers were still unaware of the new player in the field











Low Intensity Conflict The underdog captures media attention









At the Beginning of the Conflict





Again, the story of the "Occupier" and the "Occupied"



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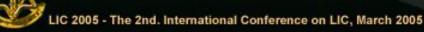


Low Intensity Conflict



A breeding ground for Palestinian myths

The Jenin "Massacre"





The Result GROUND FORCES COMMAND A dramatic decrease in our ability to fully implement our military capabilities









The Lessons

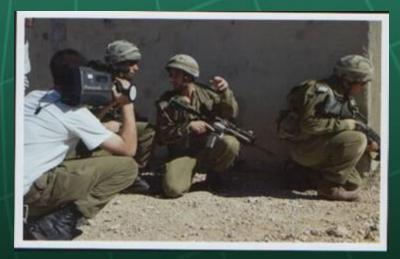
- Train commanders about integral role of media in Low Intensity Conflict
- Meet media deadlines
- One picture is worth a thousand words
- Consider our target audiences
- Put out a clear and concise message







Training and Education



High-ranking officers

Personal Training

Officer courses

Exercises



Education

Soldiers' basic training

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Operational Partnership GROUND FORCES

- Full partnership in operational planning
- Representation at all command levels
- Strengthening cooperation with intelligence agencies











Combat Camera GROUND FORCES COMMAND

As often as possible, operations are documented and images are promptly distributed to the media



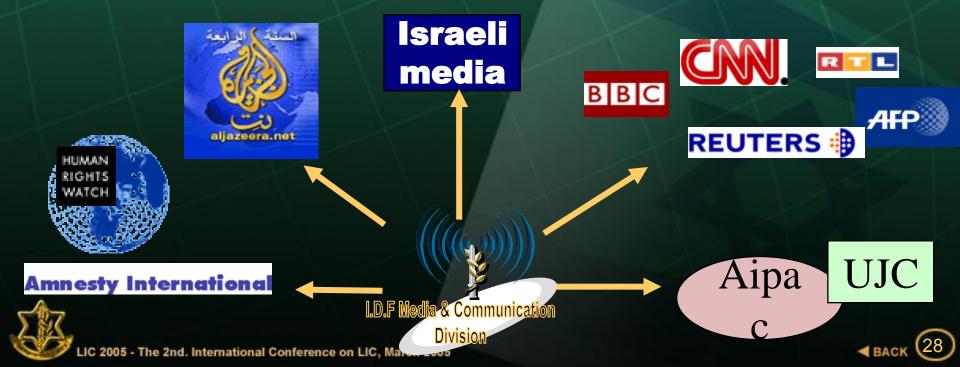




Reaching our Target Audiences

- Establishing audience-oriented desks
 Networking with media outlets and the public
- Working directly with international organizations







The Strategic Model for Legitimacy COMMAND

Strengthen and broaden the legitimacy of military operations.
Support strategic and tactical combat goals
Minimize our opponents' achievements both on the field and in the media

Simplify daily events, reshape them and put them into a solid framework which represents a solid narrative of aggressor and defender

The International Community

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Israeli Society

Target Audience

Strategic

Media

Goals

The

Narrative

Legitimacy variables

Rationale of action

March 2005

Credibility

Mode of

action

Trust

Empathy Identification



Husam Abdu 15 years old

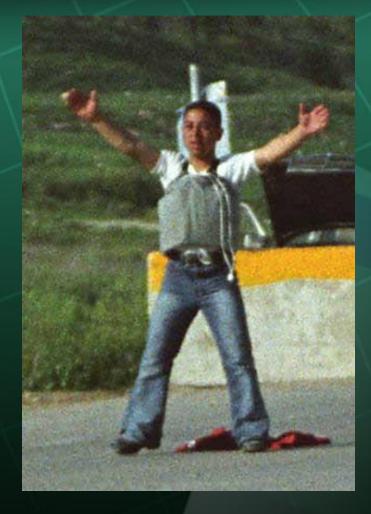






A Human Bomb for \$22











A Live T.V. Drama



March 24, 2004 Hawara Checkpoint, the main exit point from Nablus







Why this story gained worldwide coverage and became a symbol for the ruthlessness of Palestinian terrorism



Because we had a field commander trained to understand media opportunities...









Because our professional team was there to assist the commander in real time as the story unfolded...







Because our professional team is well trained to deal with the media in this Low Intensity Conflict











Because this horrific sight instigated the publicity of more cases of the terrorists' exploitation of their own civilian population







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Late Editor

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ATHEIST PRESENTS CASE FOR TAKING **GOD FROM PLEDGE**

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Missed Chances In a Long Hunt For bin Laden

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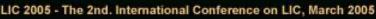


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