



ASSISTANT TO THE SECRETARY OF DEFENSE
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96 FEB 15 FEB 1996

PUBLIC AFFAIRS

MEMORANDUM FOR SECRETARY OF DEFENSE

FROM: *CHS* Kenneth H. Bacon, ATSD(PA)
Prepared by: Linda Tripp, DPCR, (b)(6)

SUBJECT: Your Participation in SecDef-Hosted Joint Civilian Orientation Conference (JCOC 59) Welcome Dinner

DISCUSSION: The 1996 JCOC will begin on April 22 with a welcome reception and dinner at the Ritz Carlton Tysons Corner for the 60 conference participants. As host for this program, the SecDef (or DepSec, if you are unavailable) sets the tone for the conference by attending the dinner and addressing the group on the significance of what they will see and experience during the forthcoming week's tour. Brief (15-20 minutes) remarks are usually followed by 10-to-15 minutes of Qs&As. Although some of the conferees will be members of the news media, a non-attribution policy is in effect during the entire conference.

BACKGROUND: Every SecDef since 1948 has hosted this conference aimed at providing civilian opinion leaders in a variety of professions from across the country with a firsthand look at military readiness and capabilities. The conferees, nominated by the Military Departments and major commands, spend an escorted week at their own expense visiting a field activity of each Service. This year, after a Pentagon orientation on April 23, the conferees will visit Norfolk Naval Base with carrier embark, Nellis AFB, Fort Lewis, and Camp Pendleton. Following the JCOC week, participants are provided photographic and other materials which many use to write about their experiences or present programs for area business and service organizations, such as Chambers of Commerce, Rotaries, etc. More importantly, JCOC participants become long-term points of contact in local communities.

RECOMMENDATION: I recommend you agree to attend the JCOC opening dinner on April 22 and speak to the conferees. As host, your personal participation is warranted and your remarks will set an important framework for these civilian leaders' week-long activities with the military. If closer to the event your schedule precludes your participation, we will ask DepSec to stand in for you.

SECDEF DECISION:

Hold Open _____ Approve _____ Decline _____ Other _____

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