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PUBLIC AFFAIRS

ASSISTANT SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301-1400

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MEMORANDUM FOR CHIEF OF PUBLIC AFFAIRS
OFFICE OF THE SECRETARY OF THE ARMY

CHIEF OF INFORMATION
DEPARTMENT OF THE NAVY

DIRECTOR OF PUBLIC AFFAIRS
OFFICE OF THE SECRETARY OF THE AIR FORCE

DIRECTOR OF PUBLIC AFFAIRS
HEADQUARTERS, U.S. MARINE CORPS

CHIEF OF PUBLIC AFFAIRS
U.S. COAST GUARD

SUBJECT: Joint Civilian Orientation Conference 60 (JCOC 60) --
After Action Report

As I mentioned in my memo shortly after the conclusion of JCOC 60, this year's conference was a tremendous success, and although formal letters of thanks will be coming, I want to thank each of you for your personal support. As you can see by the participants' report at Attachment 1, they are prepared to follow through on their experiences.

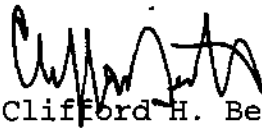
For all the positives, however, there is always room for improvement. Each year, we conclude the conference by asking the participants to complete a survey of their experiences. My staff has compiled the results of this year's survey, which are at Attachment 2. I offer these comments not in the way of criticism, but rather as a mechanism to continue improving the JCOC program. I would like to meet with each of you individually to follow up on some of the oral comments made during the conference.

One area, in particular, we need to address for JCOC 61 is the selection on participants. This year's participants were energetic, accomplished, and represented a good cross-section of America. But they were also, for the most part, already friends of the military and very knowledgeable about our activities. Twenty-two of 48 respondents felt they knew "more than most people" about defense issues (question 22) and 23 more felt they knew "about the same as most people." This was also evident during the program. Many of the participants had been on carriers and evened remained overnight; many had had the COD experience; many had done air refueling and seen air power demos; and many had shot the weapons and driven the tanks. In short, our guests were

primarily people who already have a relationship with the military and were being rewarded for their support.

This is not to say that the Department and the participants did not gain from the experience. They gained new insights and their already positive attitudes were reinforced and channeled into commitment to even greater support. But our intent is to reach those opinion leaders who are either unfamiliar with the Department or who have negative attitudes toward the military. I am open to your suggestions about how to turn the selection process into a mechanism for recruiting these types of people.

I want to thank you again for your continuing support and I look forward to working with you toward an even more successful JCOC 61.



Clifford H. Bernath
Principal Deputy Assistant
Secretary of Defense for
Public Affairs