



OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE  
 1400 DEFENSE PENTAGON  
 WASHINGTON, DC 20301-1400

PAF00 d 475-97



PUBLIC AFFAIRS

EXECUTIVE SUMMARY/COVER BRIEF

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MEMORANDUM FOR EXECUTIVE SECRETARY

FROM: *CWS for* Ken Bacon, Assistant Secretary of Defense for Public Affairs  
 Prepared by: L.R. Tripp (b)(6)

SUBJECT: Joint Civilian Orientation Conference (JCOC) 61

PURPOSE: ACTION--To request release of ALDODACT message which formally announces JCOC 61 and provides nomination guidance

DISCUSSION: The annual Joint Civilian Orientation Conference (JCOC) has been hosted by every SecDef since Secretary Forrestal, who started the program in 1948. After spending a day in Washington talking to the DoD leadership about national security issues, JCOC participants visit installations of each Service to experience and assess readiness firsthand. JCOC participants are opinion leaders in their fields and are expected to share what they have learned with their audiences upon conclusion of the conference.

RECOMMENDATION: That the Executive Secretary release the JCOC ALDODACT message at Tab B.

SECDEF DECISION

\_\_\_\_\_ Approved  
 \_\_\_\_\_ Disapproved  
 \_\_\_\_\_ Other: \_\_\_\_\_

Attachments:  
 As stated



S A R A H D I S K E T T E T A B L E O F C O N T E N T S  
R E L E A S I N G D O C U M E N T

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SECDEF WASHINGTON DC

ALDODACT

INFO SECDEF WASHINGTON DC/ASDPA/

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SUBJ: JCOC 61: GUIDANCE AND UPDATE ON NOMINATION PROCEDURES FOR  
SECDEF'S JOINT CIVILIAN ORIENTATION CONFERENCE

1. MAJOR DOD COMPONENTS ARE REQUESTED TO NOMINATE PARTICIPANTS FOR  
THE 1998 JOINT CIVILIAN ORIENTATION CONFERENCE 61 (JCOC 61), NO LATER  
THAN 15 JANUARY 1998. JCOC 61 IS TENTATIVELY SCHEDULED TO BE HELD  
11 - 19 JULY 1998. (DATE MAY MOVE TO MID-JUNE; WE WILL CONFIRM  
WITHIN NEXT FOUR WEEKS.) NOMINATION INSTRUCTIONS, FORMS, AND DETAILS  
CONCERNING JCOC 61, INCLUDING CONFIRMED DATES FOR THE CONFERENCE,  
WILL BE FORWARDED TO ALL DOD ACTIVITIES BY 1 SEP 97. PLEASE NOTE, IN  
PARTICULAR, NOMINATION FRAMEWORK OUTLINED IN PARAGRAPHS 6- 11,  
REFINED AND UPDATED TO REFLECT (A) A NEW LEVEL OF LEADERSHIP FROM A  
BROADER SPECTRUM OF FIELDS, ORGANIZATIONS AND INSTITUTIONS AND (B)  
RENEWED EMPHASIS ON PARTICIPANTS WHO HAVE HAD LITTLE OR NO CONTACT  
WITH THE MILITARY AND WHO HAVE UNFORMED OR NEGATIVE ATTITUDES ABOUT  
THE MILITARY.

2. SECRETARY OF DEFENSE COHEN HAS UNDERScoreD HIS PERSONAL INTEREST

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IN THIS WEEK-LONG, MULTI-SERVICE PROGRAM FOR PUBLIC OPINION LEADERS, IT IS THE ONLY CIVILIAN ORIENTATION PROGRAM HE SPONSORS. IN EMPHASIZING HIS DESIRE TO INFORM AND INVOLVE NEW GENERATIONS OF AMERICANS AND NEW SEGMENTS OF AMERICAN SOCIETY, SECRETARY COHEN TOLD REPORTERS AT A RECENT PRESS CONFERENCE, "MY GREATEST CONCERN IS THAT WE BE ABLE TO PERSUADE THE AMERICAN PEOPLE THAT HAVING A VIABLE, SUSTAINABLE NATIONAL SECURITY POLICY IS IMPORTANT, EVEN WHEN THERE IS NO CLEARLY IDENTIFIABLE ENEMY ON THE HORIZON."

3. JCOC 61 IS A WEEK-LONG PROGRAM CONDUCTED IN WASHINGTON, DC, AND AT INSTALLATIONS IN THE UNITED STATES. THE PRIMARY GOAL OF JCOC IS TO PROVIDE OPPORTUNITY FOR A BROAD CROSS-SECTION OF CURRENT AND POTENTIAL U.S. OPINION LEADERS TO BETTER UNDERSTAND THE MISSIONS AND GOALS OF THE UNITED STATES MILITARY; THE TREMENDOUS CAPABILITIES OF EACH OF THE SERVICES WHICH CONSTITUTE OUR ARMED FORCES; AND THE MEN AND WOMEN WHO FORM THE BACKBONE OF OUR SERVICES.

4. THIS PROGRAM ALLOWS 60 REGIONALLY OR NATIONALLY INFLUENTIAL CITIZENS FROM ACROSS THE COUNTRY TO LEARN ABOUT NATIONAL DEFENSE ISSUES DIRECTLY FROM THE SECRETARY OF DEFENSE, THE CHAIRMAN OF THE JCS, THE SERVICE SECRETARIES, AND OTHER SENIOR PENTAGON OFFICIALS IN WASHINGTON, DC. ADDITIONALLY, JCOC PARTICIPANTS TRAVELING AS

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GENERAL/FLAG OFFICER EQUIVALENTS, VISIT ARMY, NAVY, AIR FORCE, MARINE CORPS AND COAST GUARD INSTALLATIONS WHERE THEY OBSERVE TRAINING, FIRE WEAPONS AND GAIN FIRSTHAND KNOWLEDGE OF CURRENT MILITARY CAPABILITIES.

5. SINCE ITS INCEPTION IN 1948, JCOC HAS PROVIDED THOUSANDS OF OUTSTANDING CIVILIAN LEADERS WITH AN UNPARALLELED, HANDS-ON EXPERIENCE OF HOW THE U.S. MILITARY OPERATES. THE JCOC EXPERIENCE HAS LEFT PARTICIPANTS WITH STRONG AND POSITIVE MEMORIES OF THE CAPABILITIES OF OUR FORCES, WHICH THEY CONTINUE TO SHARE WITH THEIR FELLOW CITIZENS OVER MANY YEARS, THROUGH SPEECHES, ARTICLES, COMMUNICATION WITH THEIR ELECTED REPRESENTATIVES AND OTHER MEANS.

6. ELIGIBILITY FOR NOMINATION: NOMINEES SHOULD BE U.S. CITIZENS WHO ARE RECOGNIZED LEADERS WITH A LARGE AREA OF RESPONSIBILITY AND DEMONSTRATED OUTREACH CAPABILITIES. PARTICIPANTS MUST BE IN GOOD HEALTH AND ABLE TO WITHSTAND 18 HOUR DAYS OF MODERATE CLIMBING, WALKING, VEHICLE DRIVING, AND WEAPONS FIRING. NOMINEES WHO WERE NOT SELECTED IN PREVIOUS YEARS, OR THOSE WHO WERE SELECTED BUT DECLINED TO PARTICIPATE, WILL NOT BE CONSIDERED UNLESS RENOMINATED.

7. SECRETARY COHEN HAS EMPHASIZED THAT THIS PROGRAM IS INTENDED TO BE EDUCATIONAL. THE PURPOSE IS TO REACH INDIVIDUALS WHO HAVE

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NEUTRAL, UNFORMED, OR NEGATIVE OPINIONS OF THE DEPARTMENT OF DEFENSE OR THE U.S. MILITARY. THE PROGRAM IS DIRECTED TOWARDS PEOPLE WITH LITTLE OR NO EXPOSURE TO THE DOD. CONSEQUENTLY, NOMINEES SHOULD NOT HAVE BEEN EXPOSED TO ANY OF THE SERVICES' VIP, CIVIC LEADER OR DISTINGUISHED VISITOR TOURS. INDIVIDUALS WHO HAVE HAD SPECIAL FLIGHTS ON MILITARY AIRCRAFT AS CIVILIANS OR WHO POSSESS A WELL-ROUNDED FAMILIARITY WITH AN ENTITY WITHIN THE DEPARTMENT OF DEFENSE ARE INELIGIBLE FOR JCOC. NOMINATIONS OF INDIVIDUALS WITH SIGNIFICANT MILITARY KNOWLEDGE SUBMITTED WILL NOT BE CONSIDERED BY THE SELECTION PANEL. JCOC ALUMNI ARE INELIGIBLE TO PARTICIPATE IN JCOC AGAIN. ALSO EXCLUDED ARE PERSONS, WORKING OR RETIRED, DRAWING ANY KIND OF FEDERAL PAYCHECK AND EMPLOYEES OF GOVERNMENT CONTRACTORS WHOSE PRIMARY AREA OF RESPONSIBILITY IS MILITARY RELATED.

8. IN SELECTING NOMINEES, NOMINATORS SHOULD FOCUS PARTICULAR ATTENTION ON LEADERS OF INSTITUTIONS AND ORGANIZATIONS WHO, BOTH PROFESSIONALLY AND PERSONALLY, COMMUNICATE ON AN ONGOING BASIS WITH KEY AUDIENCES. EXAMPLES OF APPROPRIATE NOMINEES INCLUDE, BUT ARE NOT LIMITED TO: PRESIDENTS OF UNIVERSITIES AND COLLEGES; PUBLISHERS/EDITORS OF NEWSPAPERS AND OTHERS WITH MANAGEMENT POSITIONS IN PRINT AND BROADCAST MEDIA; PUBLISHED AUTHORS/SYNDICATED

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COLUMNISTS; NATIONAL ASSOCIATION AND REGIONAL LEADERS OF PROFESSIONAL, MINORITY AND WOMEN'S ORGANIZATIONS; RISING STATE AND LOCAL ELECTED AND APPOINTED OFFICIALS; AND CEOS AND SENIOR OFFICIALS OF PRIVATE ENTERPRISES WITH REGIONAL OR NATIONAL REACH.

9. WE ENCOURAGE NOMINATIONS OF LEADERS REPRESENTING A BROAD SPECTRUM OF ISSUE AREAS. EXAMPLES: THE LAW, MEDICINE, BUSINESS AND FINANCE, RELIGION, EDUCATION, THE MEDIA, PHILANTHROPIES, THE ENVIRONMENT, PUBLIC SERVICE, CIVIL RIGHTS, MINORITY ORGANIZATIONS, WOMEN'S GROUPS, AND LOCAL, REGIONAL AND STATE GOVERNMENT.

10. IN ADDITION, TO CLARIFY ANY UNCERTAINTY, NOMINATIONS OF STATE AND LOCAL ELECTED AND APPOINTED OFFICIALS ARE WELCOME. IN THIS CATEGORY, NOMINATORS SHOULD FOCUS PARTICULARLY ON YOUNGER AND EMERGING LEADERS WHO HAVE THE POTENTIAL TO RISE TO FUTURE POSITIONS OF INCREASED RESPONSIBILITY AND AUTHORITY. PLEASE NOTE: WHILE WE UNDERSTAND THAT MANY INDIVIDUALS IN THIS CATEGORY ARE LIKELY TO HAVE PARTISAN AFFILIATIONS, WE EMPHASIZE THAT JCOC IS A NON-PARTISAN PROGRAM. PLEASE ALSO NOTE THAT ELECTED OFFICIALS WHO WILL BE IN CAMPAIGN STATUS DURING THE JCOC PROGRAM ARE NOT ELIGIBLE FOR NOMINATION.

11. LOCAL LEADERS WITH INFLUENCE IN THE LOCAL COMMUNITY, WHO MEET

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THE CRITERIA DESCRIBED IN PARAGRAPHS 6 - 10, ARE ELIGIBLE. HOWEVER, WE ASK THAT NOMINATORS CONSIDER ON A CASE-BY-CASE BASIS WHETHER A NOMINATION IN THIS CATEGORY MAY BE BETTER SUITED FOR LOCAL SERVICE CIVIC LEADER TOURS. INDIVIDUALS SHOULD NOT BE NOMINATED AS A REWARD FOR THEIR SUPPORT OF THE LOCAL MILITARY.

12. MILITARY TRANSPORTATION BETWEEN SITES IS PROVIDED AT NO COST TO THE PARTICIPANTS BY OPPORTUNE AIRLIFT/TRAINING FLIGHTS. THE OVERALL COST TO EACH PARTICIPANT WILL BE \$2,200 PLUS THE COST OF TRANSPORTATION TO WASHINGTON, DC, AND FROM THE LAST SITE VISITED TO THE PARTICIPANTS' POINTS OF ORIGIN.

13. INDIVIDUALS MUST BE CONTACTED BY THE NOMINATOR PRIOR TO THEIR NOMINATION AND INFORMED OF THE PROGRAM DATES AND THE \$2,200 COST, INCLUDING A \$300 NON-REFUNDABLE DEPOSIT DUE AT THE TIME OF ACCEPTANCE OF THE SECRETARY'S FORMAL INVITATION (NOT AT THE TIME OF NOMINATION). IF A PERSON IS NOT LIKELY TO ATTEND, DO NOT NOMINATE THAT PERSON. NOMINEES MUST ALSO BE INFORMED THAT BEING NOMINATED DOES NOT GUARANTEE AN INVITATION. IT IS THE RESPONSIBILITY OF THE NOMINATOR TO ENSURE THAT HIS OR HER NOMINEE IS FULLY INFORMED OF THE DATES OF THE CONFERENCE AND IS REASONABLY ABLE TO COMMIT TO PARTICIPATING SHOULD HE OR SHE BE SELECTED.

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14. BECAUSE MORE THAN 400 NOMINATIONS ARE RECEIVED EACH YEAR, AND ONLY 60 SLOTS ARE AVAILABLE, THE SELECTION PROCESS IS EXTREMELY COMPETITIVE. SELECTIONS ARE BASED ON THE QUALIFICATIONS OF THE NOMINEES AS DETERMINED BY AN INTER-SERVICE SELECTION PANEL -- NOT BY THE RANK OR THE POSITION OF THE NOMINATOR.

15. FOLLOWING IS A LIST OF COMPONENTS ELIGIBLE TO SUBMIT JCOC NOMINATIONS AND THEIR ALLOCATIONS: SERVICE SECRETARIES, 30 EACH; CJCS, 10; UNDER AND ASSISTANT SECRETARIES OF DEFENSE, 5 EACH; DIRECTOR OF DEFENSE RESEARCH AND ENGINEERING, GENERAL COUNSEL, AND INSPECTOR GENERAL, 5 EACH; DIRECTOR OF OPERATIONAL TEST AND EVALUATION, 5 EACH; ASSISTANTS TO THE SECRETARY OF DEFENSE, 5 EACH; DIRECTOR OF ADMINISTRATION AND MANAGEMENT, 5; DIRECTORS OF DEFENSE AGENCIES (INCLUDING UNIFORMED SERVICES UNIVERSITY OF THE HEALTH SCIENCES), 5 EACH; CINCUSACOM, 15 EACH; CINCPAC, CINCSOC, CINCTRANSCOM, CINCCENTCOM, CINCEUR, CINCSOUTHCOM, CINCSpaceCOM, AND CINCSTRATCOM, 10 EACH; PRESIDENT, NATIONAL DEFENSE UNIVERSITY, 5 EACH; CHIEF, NATIONAL GUARD BUREAU, 20 EACH; COMMANDANT, U.S. MARINE CORPS, 20 EACH; AND COMMANDANT, U.S. COAST GUARD, 15 EACH. THESE ARE THE ONLY DEPARTMENT OF DEFENSE/UNIFORMED SERVICE COMPONENTS ELIGIBLE TO SUBMIT NOMINATIONS. SUBORDINATE ORGANIZATIONS MUST

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SUBMIT NOMINATIONS THROUGH THEIR CHAINS OF COMMAND. SUBMISSIONS RECEIVED OUTSIDE THE NOMINATING CHAIN WILL BE RETURNED WITHOUT ACTION. NOMINATION FORMS WILL BE PROVIDED BY SEPARATE CORRESPONDENCE TO NOMINATING ACTIVITIES.

16. BY FEBRUARY 1998, SECRETARY OF DEFENSE COHEN WILL ISSUE INVITATIONS TO SELECTED NOMINEES BASED ON THE RECOMMENDATIONS OF THE JOINT SELECTION PANEL. THE INVITEES WILL BE GIVEN A DEADLINE BY WHICH TO ACCEPT OR DECLINE THE INVITATION. ACCEPTANCES WILL BE CONSIDERED CONFIRMED WHEN THE NON-REFUNDABLE DEPOSIT ACCOMPANIES THE ACCEPTANCE FORM. ALTERNATES WILL BE SELECTED TO FILL ANY REMAINING VACANCIES. APPROPRIATE OFFICIALS IN THE NOMINATING COMPONENTS WILL RECEIVE INFORMATION ON THE STATUS OF THEIR NOMINEES AFTER THE LIST HAS BEEN FINALIZED. THIS INFORMATION WILL BE AVAILABLE ONLY THROUGH THE NOMINATING COMPONENT CHAIN. DO NOT CONTACT THE JCOC DIRECTORATE FOR THE SELECTION STATUS OF NOMINEES.

17. POC IN OSD PUBLIC AFFAIRS IS LINDA R. TRIPP, JCOC 61 DIRECTOR,

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