



PUBLIC AFFAIRS

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

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22 SEP 1997

EXECUTIVE SUMMARY/COVER BRIEF

MEMORANDUM FOR THE SECRETARY OF DEFENSE

THROUGH: THE EXECUTIVE ASSISTANT TO THE SECRETARY OF DEFENSE

FROM *WBS YN* Kenneth H. Bacon, Assistant Secretary of Defense for Public Affairs
9/22 Prepared by: (b)(6) Linda Tripp, DPCR, (b)(6)

SUBJECT: Joint Civilian Orientation Conference (JCOC 61)

PURPOSE: ACTION - To request approval and release of JCOC 61 Nomination Memorandum with Attachments

DISCUSSION: JCOC 60 was a great success. So that we may build on that success as we plan for JCOC 61, we have selected a date early in the process. This increases the opportunity for the best qualified nominees to participate. Since JCOC has been scheduled to coincide with CAPSTONE, we can now help the Services plan hands-on activities that best showcase people, missions and equipment. This combined approach will make better use of limited resources during this period of downsizing. JCOC 61 will be conducted from Saturday, June 20 to Sunday, June 28, 1998.

In order to give nominators maximum time to identify quality candidates, nomination information should go out to the field not later than the end of September 1997.

RECOMMENDATION: Sign the attached memo soliciting JCOC 61 nominations. (The memo may be autopenned.)

SECDEF DECISION

_____ Approved

_____ Disapproved

_____ Other: _____



THE SECRETARY OF DEFENSE

WASHINGTON, DC 20301-1000

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
UNDER SECRETARIES OF DEFENSE
DIRECTOR, DEFENSE RESEARCH AND ENGINEERING
COMMANDERS, UNIFIED COMBATANT COMMANDS
ASSISTANT SECRETARIES OF DEFENSE
GENERAL COUNSEL OF THE DEPARTMENT OF DEFENSE
INSPECTOR GENERAL OF THE DEPARTMENT OF DEFENSE
DIRECTOR, OPERATIONAL TEST AND EVALUATION
ASSISTANTS TO THE SECRETARY OF DEFENSE
DIRECTOR OF ADMINISTRATION AND MANAGEMENT
DIRECTORS OF DEFENSE AGENCIES
CHIEF, NATIONAL GUARD BUREAU
COMMANDANT, U.S. MARINE CORPS
COMMANDANT, U.S. COAST GUARD

SUBJECT: JOINT CIVILIAN ORIENTATION CONFERENCE (JCOC) 61 NOMINATIONS

The Joint Civilian Orientation Conference (JCOC 61) is scheduled for June 20 - 28, 1998. I wish to solicit your nominations for the conference, and I ask that you emphasize the importance of this program down your chain of command.

JCOC is a week-long, Secretary of Defense-sponsored, multi-Service orientation program for 60 public opinion leaders who have little or no knowledge of DoD activities and people. JCOC participants attend briefings in the Pentagon from the highest levels of DoD civilian and military leadership. The participants then spend a week in the field with all of the Military Services observing exercises, firing weapons, and participating in training.

By sharing information about our military capabilities and providing firsthand exposure to our troops, JCOC affords the Department a unique opportunity to reach an important segment of American society. I urge you to nominate with care those distinguished citizens who have unformed or negative opinions about the military and who would benefit from this orientation program. Reaching a broad spectrum of regionally or nationally influential opinion leaders who will share what they have learned with their audiences is critical to the Department's credibility with the American people. Please note in the attached fact sheet the new guidelines for eligibility.

Please pass the following four items down your chain of command: the JCOC fact sheet, the JCOC nomination allocations, the nomination form, and a representative sampling of JCOC prior participants. The nomination form may be reproduced. Please return your completed nomination forms to the Assistant Secretary of Defense for Public Affairs (ATTN: JCOC Director) as soon as possible but no later than January 15, 1998. Thank you for your attention to this important matter.

Attachments:
As stated

JOINT CIVILIAN ORIENTATION CONFERENCE
FACT SHEET

1. **GENERAL.** The Joint Civilian Orientation Conference (JCOC) is a week-long, multi-Service orientation program for approximately 60 civilian public opinion leaders who have limited knowledge of national defense issues. JCOC participants attend briefings in the Pentagon given by the highest levels of Department of Defense (DoD) civilian and military leadership. The participants then spend the rest of the conference in the field with all of the Military Services observing exercises, firing weapons, and participating in training. It is a program in which the Secretary of Defense takes a personal interest and is the only civilian orientation program that he sponsors. It is the oldest existing Pentagon program, having been held at least once a year since 1948.

2. **OBJECTIVES.** The overall purpose is to increase public understanding of national defense through a forum of free exchange among influential citizens, DoD officials, and military leadership. Specific objectives are to:

a. Acquaint participants with the strength and readiness of the U.S. Armed Forces through personal observation of Army, Navy, Air Force, Marine Corps and Coast Guard activities;

b. Facilitate the candid exchange of information on defense matters between the Secretary of Defense and JCOC participants; and

c. Help the American public obtain a better understanding of national defense policies and programs through opinion leaders who return to their communities and share firsthand observations and knowledge gained during the Conference.

3. **PROGRAM.** JCOC has two phases:

a. Pentagon Phase. JCOC participants meet with senior defense officials in Washington to discuss national defense matters from a strategic perspective. Defense participants normally include the Secretary of Defense, the Secretaries and Service Chiefs of the Military Departments, and the Chairman of the Joint Chiefs of Staff.

b. Field Phase. JCOC participants visit military commands headquartered in the United States to observe activities and operations of each Service. The locations of the field trips are determined each year and will be in the continental United States.

4. NOMINATIONS.

a. **Sources.** Nominations are solicited from major offices, military commands, and the Military Departments within DoD, as well as the U.S. Coast Guard (in view of its wartime mission with DoD), and JCOC alumni.

b. **Eligibility.** Nominees are regionally or nationally influential citizens from across the country. They neither possess special knowledge of DoD nor have existing strong relationships with senior members of the military. The purpose of JCOC is educational. The goal is to reach individuals who have neutral, negative, or unformed opinions on DoD or the U.S. Military. Since the program is directed toward people with little or no exposure to DoD, 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 DoD are ineligible for JCOC. Nominations of individuals with significant military knowledge 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 or responsibility is military related.

1. Nomination and selection procedures are designed to bring together a geographical, occupational, and cultural cross-section of influential Americans who are leaders in their fields. JCOC participants routinely include opinion leaders such as presidents of universities and colleges; publishers/editors of newspapers; others with management positions in print and broadcast media; published authors/syndicated columnists; national association and regional leaders of professional, minority and women's organizations; and CEOs and senior officials of private enterprises with regional or national reach.

2. Nominations of rising state and local elected and appointed officials are encouraged. We also 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.

3. JCOC is a non-partisan program. Federally elected officials are ineligible. Eligible elected officials (local, state, regional) who will be in a campaign status during the JCOC program are not eligible for nomination.

4. 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.

c. **Confirmation of Intent.** Nominators should speak directly with their nominees prior to nomination to establish that minimum basic eligibility requirements are met and to ensure that if selected they will accept the invitation, barring an emergency. Nominees should also be clearly informed that their nomination is not a guarantee of selection.

5. **SELECTION.** Nominating components receive information on the status of their nominees after the invitation list is compiled.

6. **FUNDING.** JCOC is financially self-supporting, except for escort officers' per diem expenses during the Conference and routine and recurring conference-associated expenses such as mailing costs, official film processing, notebooks and items of this nature. Participants pay a pro rata registration fee (\$2,200 for JCOC 61) to cover meals, lodging, receptions and incidental expenses associated with the Conference. A non-refundable deposit of \$300 is due with each acceptance. Each participant also pays the cost of his/her transportation to the start of the JCOC and back to the place of origin. Transportation between Washington and the military commands visited during a JCOC is arranged on routinely scheduled military training flights. JCOC registration fees are determined on a conference-by-conference basis.

7. **MANAGEMENT.** The Assistant Secretary of Defense for Public Affairs is the DoD proponent for JCOC. Within that office, the office of the Directorate for Programs and Community Relations is responsible for the orchestration and execution of JCOC.

8. **POINT OF CONTACT.** If you have any questions about JCOC or the nominating procedure, please call Linda Tripp, JCOC Director, or (b)(6) Defense Project Officer for JCOC, a (b)(6)

Joint Civilian Orientation Conference 61

NOMINATION ALLOCATIONS

Secretaries of the Military Departments (each)	30
Chairman of the Joint Chiefs of Staff	10
Under Secretaries of Defense (each)	5
Director of Defense Research and Engineering	5
Assistant Secretaries of Defense (each)	5
Comptroller	5
General Counsel	5
Inspector General	5
Director of Operational Test and Evaluation	5
Assistants to the Secretary of Defense (each)	5
Director of Administration and Management	5
Directors of Defense Agencies (each, including Uniformed Services University of the Health Sciences)	5
Commander-in-Chief, U.S. Atlantic Command	15
Commander-in-Chief, U.S. Central Command	10
Commander-in-Chief, U.S. European Command	10
Commander-in-Chief, U.S. Pacific Command	10
Commander-in-Chief, U.S. Southern Command	10
Commander-in-Chief, U.S. Space Command	10
Commander-in-Chief, U.S. Special Operations Command	10
Commander-in-Chief, U.S. Transportation Command	10
Commander-in-Chief, U.S. Strategic Command	10
President, National Defense University	5
Commandant, U.S. Marine Corps	20
Chief, National Guard Bureau	20
Commandant, U.S. Coast Guard	15

JOINT CIVILIAN ORIENTATION CONFERENCE 61 NOMINATION FORM

Individuals may be nominated to participate in Joint Civilian Orientation Conference 61 by submitting this form. The Conference is scheduled to be held 20-28 June, 1998. This form supersedes all previous JCOC nomination forms. Please note the new guidance and criteria. **Nominations submitted on forms from previous years will be returned without action.** A Joint Selection Panel uses the information that is given to prioritize nominations for submission to the Secretary of Defense.

Send your **typed** nominations through command channels to: Office of the Assistant Secretary of Defense for Public Affairs (Attn: Linda Tripp, JCOC Director), 1400 Defense Pentagon, Room (b)(6) Washington, D.C. 20301-1400. All nominations must be received no later than 15 January, 1998.

SECTION I: NOMINATOR INFORMATION

TITLE: _____

NAME: _____

RANK/ CIVILIAN GRADE: _____

UNIT/AGENCY ADDRESS: _____

PHONE NUMBER/DSN: _____

NOMINATOR'S POINT OF CONTACT COMMERCIAL PHONE NUMBER/DSN, IF DIFFERENT:

Signature of Nominator

Date of Signature

*Please keep in mind the spirit and intent of the Privacy Act of 1974 with regard to personal information.
Information about the nominee should be obtained directly from the nominee or from public sources.*

JOINT CIVILIAN ORIENTATION CONFERENCE NOMINATION FORM

SECTION II: MANDATORY ELIGIBILITY REQUIREMENTS: *Please ensure that the following mandatory minimum criteria are met before proceeding to Part B.*

PART A:

Is nominee a citizen of the United States? YES NO

Does nominee have an established regional or national audience? (i.e. groups, associations or publications with which they communicate or contribute on a frequent basis) YES NO

Is nominee willing to commit to sharing what he/she learns during JCOC with his/her audience? YES NO

Is nominee in good health (capable of rigorous activity, such as climbing, handling heavy equipment, enduring 16-18 hour days)? YES NO

*If you answered "yes" to ALL Part A questions, please proceed.
If you answered "no" to any Part A questions, your nominee is ineligible.*

PART B:

Has nominee ever participated in any of the Services' VIP, Civic Leader or Distinguished Visitor Tours or flown on military aircraft? YES NO

Is nominee drawing any type of federal paycheck (working or retired), or an employee of a government contractor? YES NO

Has nominee participated in JCOC before? YES NO

If nominee is an elected official on the local, State or regional level, will he/she be in campaign status in 1998? YES NO

*If you answered "no" to ALL Part B questions, please continue.
If you answered "yes" to any Part B questions, your nominee is ineligible.*

SECTION III: REQUIRED INFORMATION: *Please advise nominee of the following conditions.*

Does nominee know that a nomination is not a guarantee of selection? YES NO

Has nominee been informed of the inclusive dates (20-28 June 1998) and agreed to attend complete session if selected? YES NO

Has nominee been informed of the \$2,200 inclusive cost for participation in JCOC? YES NO

Has nominee been informed that he/she is responsible for transportation (costs and arrangements) to Washington, D.C. and return to his/her point of origin from our last host site (TBD)? YES NO

Please address these issues with nominee prior to submission of nomination.

JOINT CIVILIAN ORIENTATION CONFERENCE NOMINATION FORM

SECTION IV: NOMINEE INFORMATION

PART A: General Information

NAME : _____
TITLE (Hon., Dr., Mr., Ms., etc.) FIRST MIDDLE LAST

TITLE/BUSINESS NAME AND ADDRESS:
(i.e. President and CEO, Publisher, Chancellor, etc.)

BUSINESS PHONE NUMBER: ____ (____) _____

GENDER: FEMALE MALE

DATE OF BIRTH: _____
MONTH DAY YEAR

EDUCATION: (Please list school/university and year graduated only.)

UNDERGRADUATE : _____ YEAR: _____
POST-GRADUATE : _____ YEAR: _____
POST-GRADUATE : _____ YEAR : _____

PRIOR MILITARY SERVICE: YES NO

Army Coast Guard
 Navy National Guard (please specify component: _____)
 Air Force Reserve (please specify component: _____)
 Marines

INCLUSIVE YEARS OF MILITARY SERVICE: _____ to _____

PART B: Narrative Information Please answer the following questions on a separate page. Please be brief but complete.

1. Describe the nominee's position or occupation.
2. What community, regional, state or national groups or publications now look (or will look in the future) to this individual for leadership or comment?
3. Please characterize the nominee's knowledge of the military and the Department of Defense.
(Remember that the intent of JCOC is to educate those who have little or no understanding of our nation's defense.)
4. Explain how including this nominee on JCOC would improve the public perception of the Department of Defense.

(b)(6)