



ASSISTANT TO THE SECRETARY OF DEFENSE
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PUBLIC AFFAIRS

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MEMORANDUM FOR DEPUTY SECRETARY OF DEFENSE

FROM: *CMS JAV* Kenneth H. Bacon, Assistant to the Secretary of Defense for Public Affairs
Prepared by: (b)(6)

SUBJECT: Participation in 1996 Joint Civilian Orientation Conference (JCOC 59) Reception and Dinner at Camp Pendleton, CA, on April 26, 1996

DISCUSSION: You are invited to meet and speak to the 60 community leaders participating in the SecDef-hosted Joint Civilian Orientation Conference (JCOC) at Camp Pendleton on April 26, 1996, as the group concludes its week-long defense orientation and field visits. Your participation is important because past JCOC participants have indicated it would have been invaluable to end their JCOC experiences with the opportunity to talk to a senior Defense official after spending the week becoming better informed about the military. Additionally, your participation at week's end will underscore the SecDef's opening charge to JCOC participants to spread the word about our quality military personnel when they return to their home communities. You will be in San Diego on April 26, concluding a visit to California, and your schedule currently could accommodate this JCOC meeting.

BACKGROUND: JCOC begins on Monday, April 22, in Washington, DC. After an opening dinner with Secretary Perry and Pentagon briefings by the Service Secretaries and other senior DoD leadership, JCOC participants will visit Norfolk Naval Base with a carrier embark, Nellis AFB, Fort Lewis, and Camp Pendleton where the conference concludes on April 27. Participants are provided trip photographs and other materials which many use to write about their experiences or to present programs for area businesses or service organizations. Past results indicate a strong tendency for these influential participants to continue to write and speak to wide audiences in support of the military. Every SecDef since 1948 has hosted this conference, with each JCOC participant paying his/her own costs.

RECOMMENDATION: I recommend you agree to attend and speak at the JCOC reception and dinner on Friday evening, April 26, in conjunction with your previously scheduled southern California trip.

DEPSEC DECISION: Accept _____ Decline _____ Other _____