



ASSISTANT SECRETARY OF DEFENSE
WASHINGTON, D.C. 20301

11 FEB 1976

PUBLIC AFFAIRS

MEMORANDUM FOR THE SECRETARY OF DEFENSE

SUBJECT: Proposed Response to Defense Orientation Conference
Association (DOCA) Letter of January 15, 1976 - ACTION

The attached letter from Mr. MacNeil Mitchell, Chairman of the Board of DOCA, indicates the genuine interest and concern that the organization has in the continuation of the DoD Joint Civilian Orientation Conference (JCOC) program.

The next JCOC is scheduled for the April-May 1976 time frame and we anticipate approximately 60 participants. Following this JCOC, the participants will be offered the opportunity to join DOCA.

I have included fact sheets on DOCA and the JCOC for your information (Tab A), and recommend that you sign the enclosed reply to Mr. Mitchell (Tab B).

SIGNED

William I. Greener, Jr.

Enclosures



Defense Orientation Conference Association

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January 15, 1976

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Honorable Donald Rumsfeld, Secretary
Department of Defense
The Pentagon
Washington, D. C. 20301

My dear Mr. Secretary:

As Chairman of our Association I am delighted to learn of your action in approving the reactivation this year of the JCOC. This represents an important milestone for those of us who are alumni of those Conferences and who believe as we do in the need for bringing to the attention of the American public the necessity of a strong defense posture.

It is my pleasure to congratulate you on this action and to assure you of the continued support of the members of our Association. A number of us were on our NATO visit to our NATO Mission in Brussels on April 17, 1974 and recall with keen pleasure the articulate and instructive talk you gave our members during the course of our stay at NATO Headquarters. We were greatly impressed at the time with some of the remarks concerning a realistic appraisal of detente. Your comments also set the stage accurately for our subsequent visits to installations in Germany, Greece and Turkey.

Our group was impressed with the cordiality we received in the latter two countries and the manner in which the Greek and Turkish military were collaborating at Izmir and elsewhere so we are all the more regretful at the changes which have occurred there since our visit. It is too bad that some of our Congressional representatives could not have been there at about the same time and observed with open minds what was taking place.

Cordially yours,

MacNeil Mitchell

Chairman of the Board

1659

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DEFENSE ORIENTATION CONFERENCE ASSOCIATION (DOCA)

HISTORY: Founded in 1952 by participants in the Joint Civilian Orientation Conference (JCOC), after eleven such conferences were held. It is a non-political, non-partisan, non-profit association. It is completely independent and is not sponsored by the DoD. Until December 1975, its membership was restricted to those comparatively few persons who have participated in a JCOC at the invitation of the Secretary of Defense. Because of declining membership resulting from the non-conduct of a JCOC in 1972, 74, and 75, the DOCA Board of Directors amended their constitution in December 1975 to allow members, on a two year trial basis, to nominate individuals for membership with final selection to be made by a selection committee. Present membership is 454; approximately 50 nominees are currently being considered by the selection committee.

PURPOSE: Founded in order to provide a means of continuing the education of its members as to matters pertaining to national security.

ACTIVITIES: Through a small staff headquartered in Washington, D.C., members arrange visits to military commands and installations within CONUS and overseas. OASD(PA) coordinates these visits and also maintains a DOCA mailing list.

DOCA members travel as a group utilizing commercial airlines and hotels, and other commercial transportation as required. Department of Defense



usually incurs no expenditures in support of DOCA visits other than incidental costs of the type incurred in support of any distinguished visiting group, which could include on-base BOQ accommodations where available.

DOCA conducts an annual meeting in Washington, D.C. Each year, on a rotating basis, DOCA honors a different Service at these annual meetings. The normal annual sequence includes a Thursday visit to an installation of the honor Service, Friday morning briefings in the Pentagon by DoD officials, to include SecDef if available followed by business meetings at the annual meeting hotel and a concluding banquet at which the Service Chief of the honored Service is the featured speaker.

ANALYSIS: This group is composed of opinion leaders from all walks of life. Therefore, we have added their names to the list to receive personal letters from the SecDef forwarding his Annual Report. Their morale has suffered recently because of membership decline (no JCOC's; old hands are getting too old to participate) and the absence of SecDef at their annual visit to the Pentagon.

Prepared 23 January 76



FACT SHEET

JOINT CIVILIAN ORIENTATION CONFERENCE PROGRAM

1. GENERAL: The Joint Civilian Orientation Conference (JCOC) is a program of the Secretary of Defense and serves as a report on the manner in which the mission of the Department of Defense is being discharged.

2. OBJECTIVES OF THE CONFERENCE: As a forum of free exchange between officials and citizens the objectives are to inform, to be informed; and to broaden the base of public understanding. Specific objectives are:
 - a. To provide the Secretary of Defense with a means of exchanging information on defense matters with representatives of all categories of civilian endeavors.

 - b. To acquaint this group with the strength and readiness posture of the U. S. Armed Forces through personal observation of the Unified and Specified Commands, the Army, the Navy, the Air Force, and the Marine Corps.

 - c. To provide an opportunity for a large segment of the American public to obtain a better understanding of our national defense policies and programs through the conferees who return to their communities with firsthand knowledge.

3. CONFERENCE PROGRAM: Normally, the Conference will take seven days and be divided into three phases:
 - a. Department of Defense Registration Phase: The Office of the Assistant Secretary of Defense (Public Affairs) will be the action office for the Registration Phase on the opening day of the Conference at the first installation to be visited.

 - b. Field Phase: The Field Phase of the Conference will include visits to continental United States installations of the Army, Navy, Air Force, Marine Corps, and Unified and Specified Commands to observe regularly scheduled activities and operations.

 - c. Pentagon Phase: The Conference will normally terminate in a meeting at the Pentagon with participation by senior officials of the Department of Defense.



4. NOMINATIONS FOR THE CONFERENCE:

a. Nominating Authority: Nomination authority is extended to Secretaries of the Military Departments, the Chairman of the Joint Chiefs of Staff, Commanders of major military commands, Assistant Secretaries of Defense, Directors of Defense Agencies, and former Conference participants, in the interest of providing a broad cross-section of the American public as conferees.

b. Nomination Policy:

(1) All nominees will be selected without regard to race, religion, national origin, sex, or political consideration.

(2) Public officials, political candidates, persons who are involved in partisan political activities, retirees from active military service, and active and retired members of the Reserve Components, will not be nominated.

(3) Nominees for previous JCOCs, who were not selected or were unable to accept invitations, may be renominated.

c. Selection of Nominees: Selection procedures will be utilized which will assure that a geographical, cultural and ethnic cross-section of American business, finance, industry, labor, agriculture, civic organizations, communication media, the professions, and college students are represented. The age of the nominees will be considered in relation to the physical requirements of the Field Phase. Final selection of approximately 60 participants will be made and invitations personally extended by the Secretary of Defense.

5. FINANCING: The Conference is self-supporting financially. All charges for personal services, food, billeting, equipment, mementoes, and other items provided to conferees will be charged to individual participants on a pro-rata basis. Conferees also incur the expenses incident to travel from their homes to the Conference registration point, and from the Conference termination point to their homes.

