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MEMORANDUM

1745-42-7 (ADM(Per))

21 Sep 91

CDS

CF POLICY ON SEXUAL ORIENTATION
COMMUNICATIONS APPROACH

1. Although we will be meeting on this subject tomorrow, there are several aspects of the communications approach that you may wish to consider in advance.

2. In developing the communications approach to the announcement of the change of CF policy, who is seen to be taking the lead is important. Enclosed are two draft press releases - one having the MND announcing the change and the other having you do it. How you wish this to be handled could have a spill-over effect on other communications (eg; the proposed CANFORGEN and any advance notice to commanders). I recommend, assuming it is acceptable to the MND, that you make the announcement. I believe it will increase the internal acceptance of the policy change if our service members see the public announcement coming from yourself. DGPA staff concur and assess the external reaction to the announcement as positive.

3. There is also the question of timings. The following outline schedule is recommended:

- a. 2 Oct 91 - you and I telephone senior commanders to advise that a policy change will be announced (time TBD) 3 Oct 91. As an alternative, a CDS confidential exclusive message providing the advance notice be sent to selected commanders; and
- b. 3 Oct 91
 - (1) announcement of policy change (time TBD) by CDS to the CWO Course at CFB Borden, and
 - (2) concurrently, the simultaneous release of the CANFORGEN and press release announcing the policy change.

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4. DGPA staff anticipate that the press release will generate a large number of national media interview requests, particularly from public affairs programs such as The Journal and Le Point. While I doubt that there will be much in-depth interest, unless it is a very dull day for public affairs, there may well be a need to respond to queries. Given your relative inaccessibility at CFB Borden on 3 Oct 91, I suggest that I be the designated departmental spokesman.

5. I recommend that we discuss these issues during our meeting tomorrow unless, of course, you wish to pursue them earlier.

Kent R Foster

K.R. Foster
LGen
ADM(Per)
992-7582

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