

## **COMMUNICATIONS SITREP**

July 15-31, 2003

**To: Paul Ecker, Jamie Anton  
John Phillips, John Hopkins  
John Langknecht, Mark Gaspar**

**Cc: Jim McIngvale, Ken Ross, Wendy Kershner, John Ulliman**

**FROM: Margaret Mitchell-Jones**

Background – This is the sixth of a bi-weekly situation report covering the status of communications events or activities that have occurred within the past two weeks. At the end of this report is a brief look-ahead to upcoming events, as they become known. This report will cover events that have impact for ICGS.

### **MEDIA**

#### **Notable Articles Published:**

##### ***Used to sea duty along U.S. shores, Coast Guard has adapted to role in Middle East***

By Juliana Gittler, Stars and Stripes  
European edition, Wednesday, July 23, 2003

**Summary:** During Operation Iraqi Freedom, the nation's smallest military force, part of the new Department of Homeland Security, contributed 650 people and a dozen vessels to patrol and protect ports and waterways around the Arabian Sea. In honor of their work, **President Bush awarded the captains of four 110-foot cutters the Bronze Star Medal** for "meritorious achievement in connection with combat operations against the enemy."

##### ***Cutters will stay in Persian Gulf Four 110-foot vessels will swap out small groups of Coasties***

By Patricia Kime  
Navy Times  
4 August 03 issue

**Summary:** Four Coast Guard cutters in the Persian Gulf will serve indefinitely in the region under a plan to swap their crews with fresh personnel, a Coast Guard official said July 20. **The 110-foot cutters Wrangell, Adak, Aquidneck and Baranof have been in the Northern Persian Gulf since February and will stay on station.** Atlantic Area commander Vice Adm. James Hull said July 12 that the venture might signal the beginning of a permanent Coast Guard gulf presence in an effort that would effectively "push our borders out" when it comes to homeland security.

**(n.b. Deployment of these cutters may reduce the available fleet, permanently).**

### Interviews:

Tom McCormick of *Baseline Magazine*, interviewed CDR Mike Anderson and Bruce Winterstine (CG future plans for C4ISR) – July 29. Article will be reviewed by ICGS prior to print release.

### PRESS RELEASES

Press release for FLIR Systems was approved on July 22. Text of release concerning “site pricing agreement” reached with LM for future commodity supply of thermal imaging systems, as well as announcement of SeaFLIR™ II onboard USCGC MATAGORDA.

### Contract Award Notifications:

**CLIN 1 Award Fee Self Assessment** was delivered by ICGS to the Coast Guard on July 10, 2003, as required. Self Assessment classification of “outstanding” was reported and detailed. No response from Coast Guard on actual rating approved.

SOS IPR held on July 29, 2003.

C4ISR PDR held on July 30 & 31, 2003.

### Congressional Activity

#### **House and Senate went on recess without Conference on FY04 HLS**

**Appropriations bill.** Conference scheduled shortly after Congress returns on September 2. At issue difference between House (marked FY04 to \$530 million) and Senate (marked FY04 to \$702 million) versions.

### Legislative Team Action

LM legislative team met 7/31/03 and took action to solicit suppliers' participation in action plan to meet with House and Senate Appropriations committee members, and House/Senate Conferees, prior to September mark up. Each member of group selected several Reps and Senators to visit during this time.

Group also reviewed preliminary discussions related to FY05 figures, performance gap analysis now in review and completion by G-O and the impact on requirements and fielding/funding requirements that the study will yield.

### Advertising

MMJ presented advertising plan to ICGS and key suppliers during meeting on 7/31.  
Discussion: **Support increased visibility for IDS** during House/Senate Conference.

Print: *The Hill* – Add weeks of 9/1 (“Fish”), 9/8 (“95,000” or “24/7”)

*CQ Weekly* – Add weeks of 9/1 (“Drug”), 9/8 (“SAR”), 9/15 (“95,000”)

Radio: Move entire planned rotation to September, go dark in October (air 30x in September, beginning September 1 through 15, M-F drivetime am and pm) (no net change in cost)

**Net impact to print advertising cost: + \$32,472.75** additional to current \$179,589.41  
For total advertising expense (all print/radio media + production): \$334,656.16

Note: Decided **not** to pursue or investigate *Washington Post* advertising, due to high cost and perception that it is “expensive” buy (wrong impression during time of financial need of program).

7/31/03

Margaret Mitchell-Jones

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**Action:**

1. MMJ will introduce subject to NG (McIngvale, Langknecht, Anton)
2. Need further discussion of who pays (reconcile budget expenditures of LM and NG to date).
3. Regardless of paying party confirmed, need to establish agency responsibility for advertising and media placement (Keiler or Cirlot).

**EVENTS**

**Event to Celebrate Delivery of USCGC MATAGORDA – OCTOBER 31, 2003**

Date was selected by CG-Congressional Affairs to fit into House Appropriations Chairman Hal Rogers' schedule. Rep Rogers was invited to deliver keynote and has tentatively accepted. ***This is not yet accepted by ICGS/NGSS/HBJV however activity has been pursued independently by Congressional Affairs.*** Details must be discussed before we proceed on this event/date.

**Working Date: October 31, 2003;**

**Action:**

1. MMJ will communicate with Bollinger (T.R. Hamblin).
2. Team working issue is CG ICA (Jim Mathieu), G-D Comms (Mike Sullivan), G-D Government Liaison (Rex Hayes), G-D Contracts (Rick Yatto, Cathy Martindale). MMJ participating on behalf of ICGS.
3. MMJ reviewing FAR 31.205-1.
4. MMJ must notify Cathy Martindale and Rick Yatto of tentative date (required to give 3 months' advance notice), pending confirmation by Bollinger.

**Trade Show Planning**

**DSEi – September 9-12, 2003, London U.K.**

Deepwater will have a booth at DSEi; space paid by NIPO and supported by CBIS (Commerce). Booth design by LM (see above). **MMJ secured speaking slot for Mr. Giddens (overall Deepwater brief) on official DSEi program. MMJ secured speaking slot for LCDR Troy Beshears (unmanned platform usage within Deepwater) on official AUVSI program.** Also working with LM (Nina D'Amico) to include time for ICGS Deepwater media brief in their spaces (TBD – Perhaps one year report – brief all assets in development (e.g., MPA, NSC, VUAV, SRP, C4ISR, SOS). NG has no briefing space.

**Pacific 2004 – February 4- 6, 2004 – Sydney Australia -**

<http://www.ideea.com/pacific2004/embassy/>

Deepwater will have a booth at Pacific2004; space paid by NIPO and supported by CBIS (Commerce). Booth design by LM (see above). MMJ working with organizers to secure speaking slot on official program for Mr. Giddens and LCDR Troy Beshears.

### **Metro Video – Interactive CD – UPDATE**

**VIDEO COMPLETE on July 29 and available for review.**

**CD Rom** is in final stages of script flowcharting. CD Rom should be available for first proof mid-August, with **ETD of CD Rom by August 31.**

### **ICGS/IDS Awards Program Development**

MMJ delivered preliminary criteria with inputs from others (“straw man”), to Paul Ecker and Jamie Anton.

#### **Action:**

1. MMJ to take LM and NG input.
2. MMJ and Monet Cleveland (of LM) plan to meet again week of 8/4, at Sipo.

### **Annual Report**

**Deepwater 1-yr annual report** is in proof/final edit stage. After approval, **final should be available by August 30.**

### **Newsletter**

**Volume 2 is still in rewrite.**

### **CG Foundation Activities**

ICGS agreed to co-sponsor a **reception on board the USCGC EAGLE** in Philadelphia, PA, scheduled and hosted by the CG Foundation for **Saturday, August 16.** Invitations have been extended by CG Foundation.

**New York Dinner** – ICGS has agreed to underwrite the NY CG Foundation Dinner. Details to include 4 seats at head table (NG VIP+ spouse, LM VIP+ spouse), with Foundation leadership (Jim Caraway, Barbara Richards), Dinner Hosts (Joseph J. Grano, Richard Grasso), Commandant (*invited*) and Secretary Ridge (*invited, not yet confirmed*), also all with spouses. Underwriting also include limited invitations to VIP reception in advance of dinner, prominent program mention, and six (6) tables of ten (10) – 3 each LM and NG. Details to follow.

### **Upcoming Events (90 Day Look Ahead)**

- |          |                                                                                                               |
|----------|---------------------------------------------------------------------------------------------------------------|
| August 1 | USCGC EAGLE reception, Norfolk, VA, 1800-2000                                                                 |
| 2        | CG Picnic at TISCOM – Birthday celebration – Deepwater models will be present (CASA model, SRP)               |
| 4        | Coast Guard Birthday (213 yrs)                                                                                |
| 5        | RADM Clifford Pearson, CG CIO visit Moorestown                                                                |
| 6        | CG Foundation Golf Tournament, Eleventh CG District, Long Beach, CA                                           |
| 8        | USCGC EAGLE reception, Annapolis, MD, 1800-2000                                                               |
| 15       | FRC Preliminary Design <u>firm proposal</u> due date.                                                         |
| 16       | <b>USCGC EAGLE reception, Philadelphia, PA, 1800-2000 –</b><br><b>** ICGS Sponsor CG Foundation RECEPTION</b> |

7/31/03

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- 26 RADM Thomas Gilmour (Asst. Commandant for Marine Safety) & RADM Larry Hereth visit Moorestown
- September
- 3 RADM Richard Houck, Resource Director, visit Moorestown
- 4 CG Caucus Breakfast – Bullfeathers – Gene Taylor (D-4<sup>th</sup>/MS), host  
*Deepwater presentation by Jamie Anton/Jay Dragone (arranging by NG)*
- 8-10 Deepwater Industry Days, Rosslyn, VA (NGSS lead)
- 9-13 DSEi trade show – Deepwater briefings, International Booth, London U.K.
- 22 PEO RADM Stillman address to CG HQ – Deepwater Update (with models, ICGS reps present) – 8:30 am at CG HQ Cafeteria
- October 4 Coast Guard Ball
- 9 CG Foundation reception, Seattle, WA
- 16 CG Foundation dinner, New York, NY
- 31 *MATAGORDA RECOMMISSION CEREMONY (Lockport) Pending***
- 31 FRC PDR date (tentative)