

COMMUNICATIONS SITREP

August 1-15, 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 seventh 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:

Bay Watch -- Reorganized and re-equipped, the United States Coast Guard embarks on its toughest mission.

BY SCOTT GOURLEY

Popular Mechanics - August 2003

Summary: Mainstream publication reviews CG operations capability in Bay Area, talks about new "image" of USCG. VADM Terry Cross is interviewed, supportive of Deepwater and the high technology capability enhancements that come with Deepwater and which is required for the CG to do their vital job in new national environment.

"Cross says he thinks the next big step in Coast Guard security enhancements will involve communications and electronics. "The reality is that we don't know very much about the [foreign] vessels that are sailing off our shores," he says. "Perhaps the biggest potential for us is not so much in the new ships themselves but in the command, control, communications capabilities that the new ships are going to bring. Also, the new ships are going to help us link into Department of Defense systems and be part of building a coastal common operating picture. That's probably going to be the heart of our maritime homeland security strategy down the road."

Interviews:

None scheduled for this period.

PRESS RELEASES

ICGS now reviewing press release requesting approval from Sperry Marine, with NG/NGSS. ICGS (LM) also reviewing ARINC web page referring Deepwater.

Contract Award Notifications:

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Margaret Mitchell-Jones

Contact: 571-218-3352 (office) 202-550-8746 (mobile) **CLIN 1 Award Fee** was announced by Coast Guard on August 8, 2003. Award Fee letter response now in process.

CLIN 41A Bell Helicopter Textron (VUAV) letter contract definitized (letter award was announced February 2003). Amount \$9,721,969. Period of performance Nov 2002 – Dec 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.

GAO Audit

GAO has visited CG HQ, Avondale and Moorestown. GAO conducting audit of Deepwater program & processes – both CG and industry (ICGS/NG/LM). Main underlying interest of GAO is "competition." Senator Hollings initiated this particular audit, suggesting that GAO examine how products are selected for inclusion in the Deepwater program. Therefore there is great focus on "the open business model" and competition. In particular, GAO has expressed interest in how component selections are made and, post decision, how are component selection decisions validated with respect to competition. A second interest, yet equally important, is GAO analysis of program management—the systems in place and manner in which program is executing.

<u>Advertising</u>

MMJ presented advertising plan to ICGS and key suppliers during meeting on 7/31. Plan is to 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") -- jr. page CQ Weekly – Add weeks of 9/1 ("Drug"), 9/8 ("SAR"), 9/15 ("95,000") – full page 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).

Action:

- 1. MMJ discuss w/ NG to support (McIngvale, Langknecht, Anton) concurred.
- 2. Confirmed agency responsibility for advertising and media placement is Keiler, however cost of above to be borne by ICGS/NG (MMJ budget).

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EVENTS

Event to Celebrate Delivery of USCGC MATAGORDA – DATE TBD (11/22/03?)

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Margaret Mitchell-Jones Contact: 571-218-3352 (office) Contract letter is to be sent (8/18/03) to IDS regarding celebration to mark return to service of modified MATAGORDA. (n.b. Date of 10/31/03 that was selected by CG-Congressional Affairs to fit into House Appropriations Chairman Hal Rogers' schedule was declined because it was out of procedure—Date needs to be presented to and approved by KO, etc.) Details still pending and must be discussed before we proceed on this event/date. Tentative working date: **November 22, 2003 (Saturday)**

Action:

- MMJ will coordinate proposed date with ICGS/NGSS/HBJV (T.R. Hamblin).
- Once date presented to and approved by KO (Cathy Martindale) team working issue will be 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 with Kevin O'Neill.
- 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 30 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 mid September.**

ICGS/IDS Awards Program Development

Executive Awards Committee met 8/13/03 (Jerry Lober/Paul Ecker/Kevin O'Neill/MMJ/John Hopkins/Jamie Anton (in absentia). Report of discussions delivered to team 8/18/03.

Action:

- 1. Executive committee to review discussion and nominate steering committee to execute 2-tier approach (formal plaque, presented monthly, and informal award (e.g., certificate, other item) presented informally, monthly.
- 2. Kevin to discuss funding from CG with Paul Guinee and ICGS John Phillips.

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Margaret Mitchell-Jones Contact: 571-218-3352 (office) 3. Tabled discussion of other "incentive or recognition" to ICGS industry employees (dinner? Days off? Cash award?)

Annual Report

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

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 V/A	1800-2000
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- 2 CG Picnic at TISCOM Birthday celebration Deepwater models will be present (CASA model, SRP)
- 4 Coast Guard Birthday (213 vrs)
- 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 firm proposal due date.
- USCGC EAGLE reception, Philadelphia, PA, 1800-2000 –
 ** ICGS Sponsor CG Foundation RECEPTION
- 14 ADM Thomas Gilmour (Asst. Commandant for Marine Safety)
- 28 VADM Thomas Barrett, RADM Patrick Stillman visit Moorestown

September

- 3 RADM Richard Houck, Resource Director, visit Moorestown
- 4 CG Caucus Breakfast Bullfeathers Gene Taylor (D-4th/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.
- PEO RADM Stillman address to CG HQ Deepwater Update (with models, ICGS reps present) 8:30 am 10:00 am at CG HQ Cafeteria

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Upcoming Events (90 Day Look Ahead) continued......

October

- 4 Coast Guard Ball
- 9 CG Foundation reception, Seattle, WA (ICGS not present)
- 15 VUAV PDR (tentative)
- 16 CG Foundation dinner, New York, NY ICGS Underwriter
- 21 MPA PDR (tentative)

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