

COMMUNICATIONS SITREP

June 1 – 15, 2003

**To: Paul Ecker, Jamie Anton
John Phillips, John Hopkins
Guy Goodwin, John Langknecht**

Cc: Jim McIngvale, Ken Ross, Wendy Kershner

FROM: Margaret Mitchell-Jones

Background – This is the third of a bi-weekly situation report to circulate to you all 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

Published:

Summary: Most articles these past weeks were about funding. Focused on DW plus-up now before House authorizing and appropriating committees. At issue is \$202m plus-up of \$500m FY04 mark, for total DW amount of \$702 million, or less.

6/12/03 - House Authorizers marked to \$702, House Appropriators marked to \$530 (+\$30 million Eagle Eye funding earmarked)

Op Ed by Jim Saxton (The Hill) in favor of additional funding. Several articles on the unsatisfactory impression of port security (not specifically Deepwater, but CG ability to monitor port traffic and security) and funds funneling through DHS to local first responders.

Interviews:

None for ICGS this period.

EVENT Planning

To reward employees and thank Congressional, Administration and CG VIPs for their support by marking the one year anniversary of the Deepwater award, Comms have decided to plan and host two events:

IDS/ICGS BIRTHDAY PARTY (employee event)

DATE: June 25, 2003 (after QPMR at SIPO)

Location: Café Asia (1550 Wilson Blvd.)

Time: 3:30 – 5:30 pm

Program:

- Brief remarks by RADM Stillman, Jay Dragone, Bat Robinson (tbd?) **4:00 pm**
- Hand out coffee mugs (ICGS/IDS – 250 units on order)
- Plank Owner Certificates (now under discussion)?
- Beer/Wine/Soda – hors d'oeuvres – birthday cake - *included*

6/15/03

Page 1 of 4

Contact: 571-218-3352 (office)
202-550-8746 (mobile)

- Cash bar for cocktails
- Cost Shared by LM (Gaspar) and NG (MMJ/Ulliman) – budget \$20 per head (coffee mug extra)

VIP - IDS ONE YEAR ANNIVERSARY (VIP POLITICAL EVENT)

DATE: July 17, 2003

Location: Reserve Officers' Association
Congressional Hall of Honor (reserved)

Time: 5:30 – 7:30 pm

Program:

- Guest speaker (? Ridge? Cheney? England? Thoughts?) (10 mins) **5:40 PM**
- Brief welcome & speeches by CG Leadership, Corporate Leadership. (e.g, thanks for your support; here are milestones achieved) – 5 mins each tops.
- Roll out new DW video (4 mins)
- Informal mingling, review displays (**from 6:15 PM**)
- Distribute Annual Report
- Other giveaway (DW Coins -- tbd? – w/ annual report)
- Venue should be decorated with panels (domain charts, photo montages, overview of activities and milestones met), attended by Coasties in uniform alongside industry reps to offer on-the-spot briefings—in general, two per domain. Available to speak briefly on program.
- After Event Action: Invite attendees to
 - Accept one-on-one Deepwater brief (after recess)
 - Individually visit industry facilities (during recess)
 - Accept assistance to visit CG stations (regional events, “Mission Day”)
 - Support CG, Support DW
 - Attend Foundation events (dinners, golf)

ACTION: Planning meetings 6/5 and 6/12. Now establishing roadmap and milestones. Will advise; invitations soon circulating for approval.

Trade Show Booth

John Lesser (LM) working w/ vendor to **re-design the domestic trade show booth** and timeline for implementation, for 2003 (DSEi) and beyond.

Minimum requirements:

1. Must show “progress” and program achievements—in specific terms via modular booth elements (timeline, changeable panels, etc.).
2. Need to show more information and make the booth “self navigating.”
3. Need to keep mindful of info would support award of second term.

Action:

1. John is creating designs and estimates for next year budget ('03)
2. First **international** application of booth elements would be **DSEI (Sept – UK)**, Pacific2004 (February), EuroNaval (Sept/Oct).
3. **Domestic tradeshows for 2004:** Navy League (April), AFCEA (April/May?), NDIA CG Innovation Expo (May). Likely to decline SNA and should consider ASNE. Final list to be discussed and finalized for FY04.

Metro Video – Interactive CD – UPDATE

Background: Video/CD incorporating “deepwater overview” video with drill-down elements to illustrate and record specific elements of the IDS program: modular “deepwater on a disk.”

Audience: CG internal (leadership and rank-and-file), Congressional, Executive (DHS, sister agencies) and various corporate & media audiences (internal/external)—in that order. Cost is shared by CG, NG and LM equally. Approved Budget: \$40,000 each (total \$120,000). (Budgeted).

Video due date is July 17 (anniversary celebration).

Progress to date:

5/28 location shoot at Portsmouth (5/28)

5/29 Studio actor shoot and (video and audio), Metro Richmond.

6/1-12 Shoot asset models, for 3-D (electronic) modeling and animation

Video editing, music selection, voice-overs

6/15 Week to shoot interviews, of Flags, leadership DHS, etc.

Annual Report

MMJ working with CG to create **Deepwater 1-yr annual report**. Format is trifold with inserted sheets covering domains (C4ISR, Air, Surface, ILS, SEIT), Business model, Partners/Vendors and ICGS Leadership.

ACTION: Drafts of Partnership page, Leadership message page due 6/16/03
Annual report drop dead delivery 7/17/03 (VIP event)

Newsletter

Volume 2 is now in layout and requiring revision and (significant) edit. Edit and comments requested NLT 6/16 and hope to have second issue posted to web by 6/18.

Upcoming Events (90 Day Look Ahead)

- | | |
|------------|--|
| June 17 | RADM Cliff Pearson visit Moorestown |
| June 15-19 | Paris Air Show (Dragone) |
| 17 | RADM Clifford Pearson, Director of Information Technology, visit NJ |
| 18 | DHS VIP visit to SIPO - Dr. Charles McQueary's office, (staffer),
DHS Undersecretary of Science and Technology Mr. Clark Kent Ervin,
DHS Inspector General Mr. Bruce Carnes, Chief Financial Officer |
| 25 | Birthday Party for ICGS – post-QPMR – Rosslyn 3:00 – 6:30 pm |
| July 8 | VADM Thad Allen, G-CCS, visit to Moorestown |
| 15 | RADM Brian Peterman, Homeland Security, visit to Moorestown |
| 17 | VIP SIPO ANNIVERSARY CELEBRATION – Wash. D.C. – 5:30 – 7:30pm |
| 28 | Padre arrive Bollinger Shipyards (Boat#3 SLEP) month end. |
| August 1 | USCGC EAGLE reception, Norfolk, VA, 1800-2000 |
| 2 | CG Picnic at TISCOM – Birthday celebration |
| 4 | Coast Guard Birthday (215 yrs) – celebrations at TISCOM, Districts, etc. |

6/15/03

Page 3 of 4

Contact: 571-218-3352 (office)
202-550-8746 (mobile)

- 6 CG Foundation Golf Tournament, Eleventh CG District, Long Beach, CA
- 8 USCGC EAGLE reception, Annapolis, MD, 1800-2000
- 12 RADM Steven Rochon, Deputy Intel, visit to Moorestown
- 16 USCGC EAGLE reception, Philadelphia, PA, 1800-2000 –
** ICGS HOSTING RECEPTION, along with CG Foundation