

## The USS DETROIT (LCS 7) will be Commissioned in 2016

Q&A with John McCandless, Chairman of USS Detroit Commissioning Committee



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Retired Navy Capt. John McCandless, who is also the chairman of the USS Detroit Commissioning Committee, took some time to talk to us about the USS Detroit LCS 7 — the Navy's soon to be newest warship. Learn more about the ship below!

**Q: What is the USS Detroit (LCS 7) and can you briefly explain how Detroit was chosen as the commissioning site for the United States Navy's newest Littoral Combat Ship?**

**A:** She is a warship capable of doing up to over 40 knots – which is really quick – and draws only 14 feet of water. She can do multiple missions, she can do anti-piracy missions, and she can do some surface warfare engagement. Modular packages are being developed for all Littoral Combat Ships to be able to do anti-submarine warfare and also anti-mine warfare. It's a very agile, multi-mission ship, about the size of a small destroyer, but less expensive.

Most of the Freedom Class ships, as well as the other Littoral Combat Ships variant are named after cities – small and large. The naming of ships is a function of the Secretary of the Navy's Office. It's up to the Secretary of the Navy to determine what a new ship will be named. Secretary of the Navy, Ray Mabus, did that a number of years ago and determined the LCS 7 would carry the name Detroit.

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## USS Detroit LCS 7 (Q&A continued from Page 1)

**Q: She is Detroit's sixth naval warship. The boat was christened and launched in October of 2014. When will she be commissioned?**

A: Yes, she is the sixth ship. It was christened and launched by Mrs. Barbara Levin, the ship's sponsor, last October up in Marinette, Wis. The actual commissioning date will be in 2016 on the Detroit River. We anticipate early summer. Although, it could be a little bit earlier or later than that.

**Q: What does this ship mean for the city of Detroit and how can residents of the city and greater Metropolitan area be able to show their support?**

A: The citizens of Detroit and the surrounding areas can certainly participate in the activities that will take place during Commissioning Week. The ship will be in Detroit all week. The Navy will have tours of the ship and also the Commissioning Ceremony itself will be open by invitation to the public, but all the public has to do, is to let us know they want to attend, and we'll have an invitation mailed or emailed to them (more information available online at [www.ussdetroitlcs7.com](http://www.ussdetroitlcs7.com)).

**Q: In terms of the design of the ship, were any aspects taken from the previous five USS Detroit ships or is it a totally different design?**

A: It was newly-designed and uses brand-new technology. The most recent USS Detroit, the fifth ship, was a supply ship built in the late 1960s. The World War II cruiser and previous cruiser used the technology of their day. The Detroit and her sister ships are quite unique. The Freedom-Class has a steel hull and aluminum superstructure. She has

four diesel engines for normal cruising, two big turbo jets (actually airplane engines) for high-speed cruising and maneuvering and there is no propeller in the ship – it's all water induction. So, you can kind of think of it as a giant Jet Ski.

**Q: Where was the ship built and how long did the building process take?**

A: She was built at the Marinette Marine Yard in Wisconsin. Lockheed Martin is the overall lead sponsor of the Freedom-Class ships, and in charge of the total project. Mrs. Levin laid the keel by welding her initials into one of the steel plates that would serve as the keel of the ship. From there it was a unique process. They actually built the ship indoors, and once the ship's hull was completed, they rolled it out to the Marinette River and prepared it for the launching and christening ceremony. It took about two years to get the ship built. There is an 18-month process from the christening of the ship until it is fully outfitted and turned over to the Navy for commissioning.

**Q: Speaking of Mrs. Barbara Levin, how was she selected as the ship's sponsor?**

A: Mrs. Levin, of course, is the spouse of retired Sen. Carl Levin. Sen. Levin has had a long history of involvement and support of the armed forces. The actual naming of the ship's sponsor is also a function of the Secretary of the Navy's Office, so it was also a decision made by Secretary of the Navy Mabus to name Mrs. Levin the ship sponsor.

**Q: How can companies support the effort? What opportunities are available for sponsorships?**

Jay Farner, president of Quicken Loans, is our chair of our honorary committee. Quicken Loans has provided not only major financial support, but has been encouraging other corporations to also lend their support. Quite a few have responded; General Motors has responded and we expect other auto companies will want to support us and we're getting support from a wide variety of area businesses. There are sponsorship opportunities available for actual activities going on during Commissioning Week: a number of receptions and activities that surround the visiting officials who will be in town. We also provide each of the crew members who are in the ship's crew and actually commission the ship — this is quite a Navy tradition. We're also raising money for travel funds of the families of crew members to come to Detroit and see this. We also raise money for the sponsor's gift (also tradition) and provide support for the welfare and recreation funds of the ship's crew members.

**Potential sponsors can contact John at [johngmccandless@gmail.com](mailto:johngmccandless@gmail.com)**

**To learn more about the USS Detroit LCS 7, take a look at this newly-produced [video](#) or visit [www.detroitlcs7.com](http://www.detroitlcs7.com).**

### More on the USS DETROIT (LCS 7)

#### Quick Facts

**Class/Type:** Freedom-Class Littoral Combat Ship

**Length:** 378 Feet

**Speed:** 47 knots (54 mph)

**Draft:** 12.8 feet

**Endurance:** 21 days (336 hours)

**Installed Power:** Electrical: 4 Isotta Fraschini V1708 diesel engines, Hitzinger generator units

**Source:** [ussdetroitlcs7.com](http://ussdetroitlcs7.com)

# 5 Vital Tools for Every Corporate Communications Department

Effective corporate communications is an ever-evolving activity. Communicators must be on top of current trends, constantly monitoring their company for crises and potential issues and be extremely detail-oriented. To be effective, there are certain skills every person in corporate communications and public relations needs. These five skill areas should be mastered, and in the personal toolbox of anyone functioning in a corporate communications role.

**Writing:** Good writing is at the very core of effective communications. Good writing means being able to clearly and concisely convey the messages of a company, its products and its leadership in a compelling way. It means being able to take industry jargon and turn it into easily readable and understandable material for both internal and external audiences.

**Integrated Approach:** An integrated approach allows for consistent messages. Public relations materials, marketing materials, digital, social media and other traditional and nontraditional channels are all included. This gives your brand an identity and ensures you speak with one voice.

**Media Relations Skills:** Effective corporate communications requires a lot of tasks, but a priority is getting your company's news-breaking story, event or product covered, and your story told. Building relationships with media, and following up with media is vital. Story pitches should be to the point, but pitches should capture the attention of a journalist and connect with an outlet's audience.

**Interviewing Ability:** Sometimes in corporate communications, you have to be the journalist. You may need to interview a company executive, project manager or other company source to get details, facts or other relevant information. It is vital to ask the right questions. Quality questions bring quality results. Do your research beforehand, and have a conversational interview to pull good quotes together.

**Collaborative Mindset:** It is essential to be able to collaborate and work in a team setting. Communicators need to work with others throughout the organization to coordinate, plan and execute activities. Listening to the ideas of others, while getting your own points across, is a crucial component for success.



USS Detroit ship launch in Marinette Wis., October 2014



The crest of the USS Detroit



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