

water & power

a novel

Steven Dunn

Field Notes

Before the first interview I asked one of the subjects, *"Can I trust you tell the truth?"*

She said, "Can I trust *you* to tell the truth?"

"Um, I don't know what I'm telling the truth about."

"Me either," she said.

Brief History of Navy Slogans

After the draft ended in 1972, the military needed to recruit an “all-volunteer force.” The Navy hired professional advertising agencies to design marketing campaigns. The advertising agencies researched target markets and developed plans to sell the Navy.

Be Someone Special (1973 - 1975)

Grey Advertising:

432 offices in 96 countries

About:

“Grey’s innovative approach to PR is our unparalleled secret weapon. One of the only marketing communications organizations with a full-service public relations team embedded directly within the agency, PR plays a vital role in our collective drive to create Famously Effective work.”

Other corporate clients currently include:

Botox, Cialis, CoverGirl, Ketel One Vodka, Pfizer, Febreeze, Olive Garden, National Football League, Gillette.

Navy. It’s Not Just A Job, It’s An Adventure (1976 - 1986)

Live The Adventure (1986 - 1988)

Bates Advertising:

14 offices in 12 countries

About: “Big Ideas for ambitious brands”

Other corporate clients currently include: Johnnie Walker, Every Mother Counts, Lexus, Samsung, PBS, The Wall Street Journal

You Are Tomorrow; You Are The Navy (1988 – 1990)

You and the Navy Full Speed Ahead (1990 – 1996)

Let The Journey Begin (1996 - 2000)

BBDO Worldwide:

289 offices in 81 countries, the second largest global advertising agency network. Famous for Burger King's jingle "Have it your way."

About:

"At BBDO, we tell stories, both bite-size and long-form. These stories move consumers emotionally and change the way they think, feel or act towards a brand. We then distribute these stories across all relevant channels and screens."

Other corporate clients currently include:

Johnson & Johnson, SC Johnson, Campbell's, Starbucks, Mercedes-Benz, Visa, Wells Fargo, Lowe's

Navy, Accelerate Your Life (2001 - 2009)

America's Navy – A Global Force for Good (2009 - ?)

Lowe Campbell-Ewald:

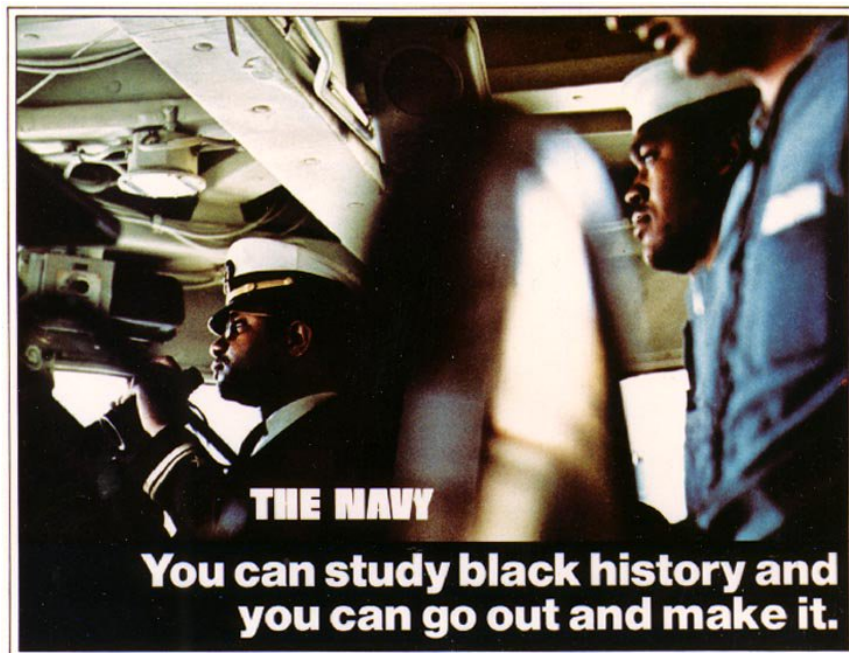
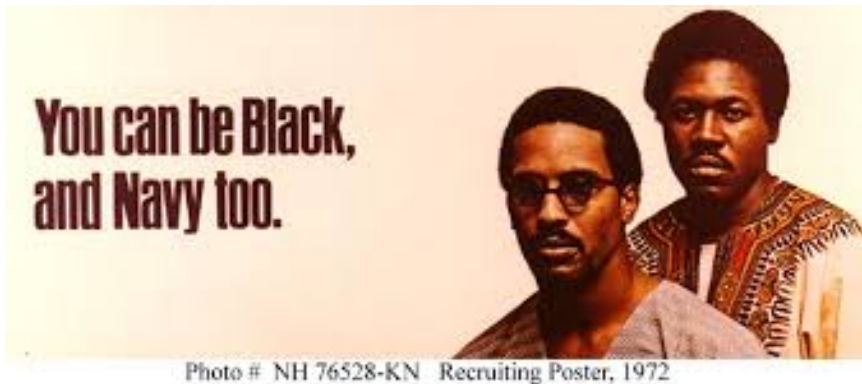
"90 agencies across 65 countries," famous for Chevrolet's "Like a Rock" campaign.

About:

“And who we are is a collective of thinkers, makers, dreamers and doers who come together to create meaningful connections between people and brands.”

Other corporate clients currently include:

Country Crock, Cadillac, Detroit Lions, Motor City Casino-Hotel, Drug Enforcement Agency, Pasolivo Extra Virgin Olive Oil, United States Mint, Snuggle



Subject Interview #03962

We lost a lot of good men over there.

Were any bad men lost?

Participation

At The Taxidermy Museum of Military Heroes we saw a bunch of people who received Medals of Honor or Purple Hearts. There was a teenage girl whose parents made her go for the same reason our Chief made us go. She said she'd stolen something from the Base Exchange and her dad said that courageous people were dying for her freedom and she was throwing away that freedom for some silly punk rock boots.

The girl and I were standing next to a VOLUNTEERS WANTED sign and looking at a diorama containing a taxidermied marine who'd been awarded a Purple Heart. "When I was little, my dad told me that my grandfather had gotten a Purple Heart," she told me, "I thought it was some type of medical condition. I imagined my grandfather's heart all swollen and turning purple until he died."

I pointed to the sign and jokingly told her she should volunteer. "I think my dad is gonna make me," she said, "for real."

Subject Interview # 80023

I am extremely proud of what I did for my country. We're the good guys, you know. I put on that uniform every morning and held my chest out and chin up, knowing I was doing some real good in the world. I know my arm won't grow back, but I have absolutely no regrets. [*Subject wipes away a tear*] If God was willing, I would do it all over again. Yeah, all over again.

Participation

I volunteered to work at the Taxidermy Museum of Military Heroes. It gets me out of work three days a week, plus it looks like I'm taking on extra duties for my bragsheet.

Towering the expansive asphalt parking lot is the mirrored atrium, tapering to apex, giving way to sleek white façades branched into four wings, a cross. On each side of the atrium is a circle of flagpoles. On each flagpole an American flag droops halfway down. A plaque reads: *These flags will forever be flown at half-staff in honor of the heroes who gave their life for freedom.* Inside the circle of flagpoles is a bronze statue lying with arms out, palms to heaven, helmet cocked. Adjacent bronze rifle. Scattered bronze bullet casings.

I walk inside the atrium. Conditioned air envelops me while stained glass pools rainbows onto marble floors. In the center of the atrium, underneath the apex, and raised on a platform is a soldier, taxidermied. He crouches in shooting position, stuffed white fingers curled around rifle trigger, one eye squints, the other eyeball stares straight ahead.

I am supposed to meet the Lead Taxidermist for orientation. She descends on the escalator behind the soldier. I see you're admiring our work, she says looking over her glasses and placing a loose, grey dreadlock behind her ear. Yes, I say, It looks really life-like. She says,

Honey, we are all *life-like*. Huh? I say. I understand what you're saying, she says. But what I'm saying is, we only live in approximation to life, approaching what life *is*. Even dying is attempting to approach life. That's how I perceive taxidermy. A representation of extant *and* extinct humans in that liminal space of approaching life.

Subject Interview #02509

Of course, sugar, I'll answer any questions you want.

How did you come into this line of work?

Well, for twenty years I'd specialized in taxidermy for the other Great Apes: Chimpanzees, Gorillas, Bonobos, Orangutans. So the government contacted me when they dreamed up this little project of preserving Humans, the other Great Ape. They'd seen my work in various museums around the world. Most notably, the Zoologisk Museum at the University of Copenhagen in Denmark, where I taxied a Silverback Gorilla and his entire harem of four females along with two infants. Somehow they'd been poisoned in the Congo, The Democratic Republic. Gotta get the names right since you're publishing this. Anyway, lots of parallels can be drawn between performing taxidermy on the other Great Apes and Humans. Although bipedalism and glabrescence present their own particular sets of challenges, which we can discuss later.

I'm sorry, what does 'glabrescence' mean?

Oh don't be sorry. It's a pesky word anyway. It's the technical term for hairlessness. And do me a favor, please. Make sure you capitalize the names of the animals, they're proper names in my book.

[*Subject gives me a copy of her book, Flesh of My Flesh: The Liminal Space of Taxidermy.*]

Documents

Some things I have Signed:
In terms of Body and Behavior

d. A member may be separated for violation of members of the Armed Forces, for example, homosexual or soliciting another to engage in homosexual conduct, or words to that effect, individual of same sex. See reverse.

1. Military life is fundamentally different from civilian life.

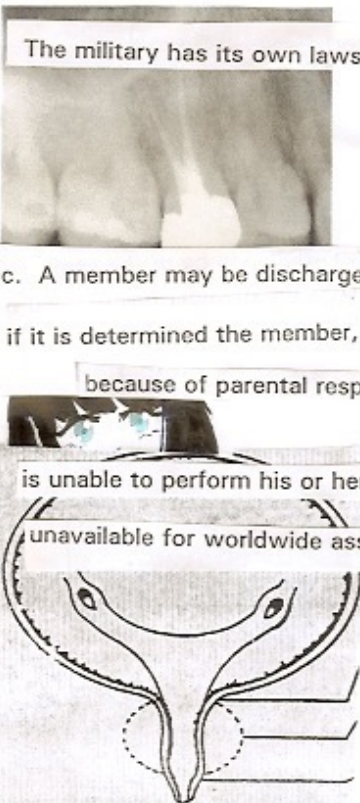
The military has its own laws, rules,

RESTRICTIONS ON PERSONAL CONDUCT

c. A member may be discharged by reason of parenthood if it is determined the member, because of parental responsibilities, is unable to perform his or her duties satisfactorily or is unavailable for worldwide assignment or deployment.

THE ARMED FORCES

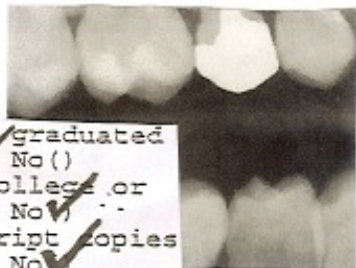
as regarding sexual conduct that he or she is a member of the Armed Forces, for example, homosexual or soliciting another to engage in homosexual conduct, or words to that effect, individual of same sex. See reverse.



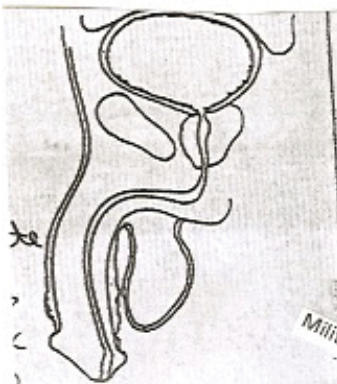
WARNING

Failure to disclose any information about
by a \$10,000 fine, 5 years in prison or both.

CLEAN SLATE DISCLOSURE FORM



1. EDUCATION: Have you graduated
from High School? Yes ☒ No ☐
Have you completed any college or
vocational school? Yes ☐ No ☒
Have you provided transcript copies
to your recruiter? Yes ☐ No ☒



ADMINISTRATIVE REMARKS
NAVPERS 1070/613 (REV. 10-81)
S/N 0106-LF-010-6991

ANESTHESIA - 2% XYLOCAINE GEL/

Military Justice. So help me God.
42-52-6546
LCDR MC USN

SIGNATURE OF SURGEON

[Handwritten signature]

DATE

25 OCT 99

WARD NO.

BB1A

Suicidal/homicidal: No

Client denied suicidal/homicidal ideation plan or intent.



Reason for Appointment: healthy thinking
Appointment Comments:

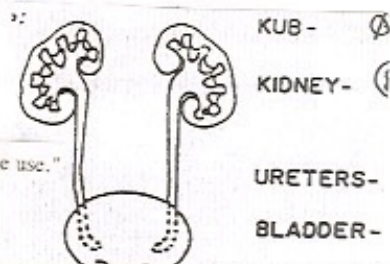
I HEREBY VOLUNTEER FOR DUTY IN A SUBMARINE



Hazing is not part of our "time honored traditions"

Alleged Offender's Relationship To Victim: Intrafamilial/Spouse

Type of Maltreatment: Minor physical



2. Navy's policy on alcohol is "responsible use."



OFFENSE: Violation of UCMJ Art.86, Absence without leave
Violation of UCMJ Art. 91, Insubordinate conduct
towards a noncommissioned officer
Violation of UCMJ Art 92 Failure to obey order or
regulation

PUNISHMENT AWARDED: Reduction to next inferior pay grade

fallen [faw-luh n]

verb

1. past participle of fall.

adjective

2. having dropped or come down from a higher place, from an upright position, or from a higher level, degree, amount, quality, value, number, etc.
3. having lost your chastity; "a fallen woman"

synonyms: dishonored, lost, loose, shamed, ruined, disgraced, immoral, sinful, unchaste

4. killed in battle; "fallen soldiers"

synonyms: lost, dead, slaughtered, slain, perished, massacred, murdered

hero [hi(ə)rō]

noun

1. a person, typically a man, who is admired or idealized for courage, outstanding achievements, or noble qualities

synonyms: brave person, brave man/woman, man/woman of courage, man/woman of the hour, lion heart, warrior, knight; champion, victor, conqueror

adjective

2. [North American]: another term for submarine sandwich

fr. Greek *heros*: an immortal being; demigod.



civilian [si-vil-yuh n]

noun

1. a person who is not on active duty with a military, naval, police, or fire fighting organization.
2. Informal. Anyone regarded by members of a profession, interest group, society, etc., as not belonging; non-professional; outsider.

synonyms: private, non-combatant, pacifist, non-militant

Participation

Our Chief calls us into the conference room for a GMT (General Military Training) on Sexual Assault. The Training Petty Officer turns on the projector. People groan. "I know, I know," he says, "just suck it up and listen, we only have to do this once a year."



Sexual Assault Prevention & Response

TOGETHER WE CAN PREVENT
SEXUAL ASSAULTS

In accordance with DoD Sexual Assault and Prevention Response Handbook

What You Will Learn

- **Green Light Behavior**
- **Yellow Light Behavior**
- **Red Light Behavior**
- **Scenarios to stimulate discussion and thought**



Case Report: Dirge

Cups of water doused over the heads of vets pushing through streets for parades. Baptized. Faithfully trying to extinguish fires of Traumatic Stress Disorder. It is not Post. It is Now.

Dear Child,

Your a.) باپ،

b.) ورور

c.) بہائی

d.) داموں، was suspected of terrorist activities.

Clear skies.

Grey bird chirp.

That was the last time you _____ with your family.

Celebrate our accuracy.

Sincerely.

.

b l o w n t o . . b . .

. . . i . t

. s s s . .

.

.