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NASA
Procedural
Requirements

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NASA Exhibits Program w/Change 1 (Revalidated 01/08/04)

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Cover

Change History

Preface

- P.1 PURPOSE
- P.2 APPLICABILITY
- P.3 AUTHORITY
- P.4 REFERENCES
- P.5 CANCELLATION

Chapter 1. Policy

Chapter 2. Definitions

- 2.1 Short-Term Loans
- 2.2 Long-Term Loans
- 2.3 Indefinite-Term Loans
- 2.4 Exhibit Day

Chapter 3. Responsibilities

- 3.1 Director, Public Services Division
- 3.2 NASA Exhibits Manager
- 3.3 NASA Center Public Affairs Offices
- 3.4 NASA Centers

Chapter 4. Geographic Regions and Responsible NASA Centers

- 4.1 Ames Research Center
- 4.2 Glenn Research Center
- 4.3 Goddard Space Flight Center
- 4.4 Johnson Space Center
- 4.5 Kennedy Space Center
- 4.6 Langley Research Center
- 4.7 Marshall Space Flight Center
- 4.8 Stennis Space Center

Chapter 5. Criteria for Evaluation of Requests for NASA Exhibits

- 5.1 Exhibit Requests
- 5.2 Showings initiated by NASA
- 5.3 Evaluation Requirements

Appendices

- A. Exhibit Reporting
- B. Requester/Organizer (sample) Survey
- C. Visitor (sample) Survey

Change History

NPR 1387.1, NASA Exhibits Program

Chg#	Code/Center	Approved	Description/Comments
1	P	01/08/04	Administrative corrections made to titles, organization information and references throughout, and contact information.

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PREFACE

P.1 PURPOSE

This NPR provides responsibilities, procedures, and requirements for the conduct of the NASA Exhibit Program.

P.2 APPLICABILITY

This NPR applies to NASA Headquarters and NASA Centers, including Component Facilities.

P.3 AUTHORITY

42 U.S.C. 2473(a)(3) and 2473(c)(1), Sections 203(a)(3) and 203(c)(1) of the National Aeronautics and Space Act of 1958, as amended.

P.4 REFERENCES

- a. NPD 1387.1, NASA Exhibits Program
- b. 14 CFR Part 1221, NASA Seal, NASA Insignia, NASA Logotype, NASA Program Identifiers, NASA Flags, and the Agency's Unified Visual Communications System
- c. NASA Graphics Standards Manual (NP-121), at: <http://www.hq.nasa.gov/office/pao/insignia/>
- d. NASA Accessibility Guidelines for Exhibits, June 1995
- e. NPD 1385.2, Public Appearances of NASA Astronauts and Other NASA Personnel
- f. NPD 3713.2, Federal Equal Opportunity Programs of NASA
- g. NPR 1450.4, Handling Congressional Correspondence and Information Concerning Congressional Activities

P.5 CANCELLATION

None.

REVALIDATED

January 8, 2004

/s/Glen Mahone
Assistant Administrator for
Public Affairs

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CHAPTER 1. Policy

As stated in NPD 1387.1E, it is NASA policy to educate and inform the public about the accomplishments and program goals sought and achieved in NASA's aeronautics and space programs through the direct and interactive medium of exhibits. Such policy is governed by elements as provided in the NPD.

CHAPTER 2. Definitions

2.1 Short-Term Loans

Loans for specific timed events, the duration of which is less than 1 month

2.2 Long-Term Loans

Loans for specific timed events, the duration of which is more than 1 month, such as a World`s Fair.

2.3 Indefinite-Term Loans

Loans negotiated for an indefinite period with major museums or planetaria.

2.4 Exhibit Day

One exhibit showing, regardless of number of items in the display, for one day, equals one exhibit day.

CHAPTER 3. Responsibilities

3.1 Public Outreach Division

3.1.1 The Director, Public Outreach Division, NASA Headquarters, is responsible for developing policy and standards, defining requirements and objectives, delegating lead Center assignments and assessing Center performance of the NASA Exhibits Program.

3.1.2 Excluded from the overall management responsibility of the Director, Public Outreach Division, is the type of exhibits designed principally for professional and technical audiences such as at workshops, seminars, and symposiums. These exhibits usually portray special projects, equal employment opportunity, program assurance (quality/safety/reliability), and technology utilization. However, when it is in the best interest of NASA that these exhibits be shown to the general public, responsible officials will, during the exhibit planning stage, consult with their Public Affairs Office to coordinate the story line and design considerations and ensure consistency with NASA objectives.

3.2 NASA Exhibits Manager

The NASA Exhibits Manager, NASA Headquarters, will provide direction coordination, and guidance for the NASA Exhibits Program, to include procuring and managing the exhibits inventory; appraising and providing guidance for the design and construction of exhibits and procurement methodology; monitoring exhibit activities at all NASA Visitor Information Centers; and monitoring plans for participation at off-site nontraditional and traditional venues and overseas exhibitions.

3.3. NASA Center Public Affairs Offices

The Public Affairs Office at each NASA Center will designate an Exhibit Coordinator who will conduct and administer the NASA Exhibits Program as follows:

- a. Conduct and administer the NASA Exhibits Program within his or her respective geographic region as defined in Chapter 4 and in conformance with the policy and procedures set forth in NPD 1387.1 and this NPR, respectively.
- b. Have responsibility for the management and scheduling of exhibits within his/her assigned geographic region.
- c. Screen, evaluate, and act on requests for exhibits in his/her assigned geographic region in accordance with the criteria set forth in Chapter 5.
- d. Promote Agencywide display of exhibit inventory items at NASA Visitor Information Centers and for indefinite-term loans to museums and planetaria.

- e. Provide items, such as photographs, videotape, and resource materials, to permanent museums and planetaria for construction of his/her own exhibits.
- f. Recommend subjects, techniques, and particularly low-cost design and construction methods and materials for exhibits and improvements to existing exhibits to the NASA Exhibits Manager.
- g. Refer to, coordinate, or consult with the NASA Exhibits Manager regarding selected off-site venues or exhibit loan requests when--
 - (1) There is doubt as to whether the venue or exhibit request meets the criteria established in Chapter 5.
 - (2) There is doubt as to whether a short or long-term exhibit request should be declined because of excessive cost to NASA.
 - (3) A large domestic exhibition requires the coordinated resources of two or more NASA Centers or when the total display area, including viewing aisles, exceeds 2,500 square feet. Centers should plan on a lead time of about 6 months to negotiate, coordinate, process, and execute exhibits of this magnitude. Normally, requests received less than 3 months in advance preclude NASA's acceptance.
 - (4) Congressional request. NASA Centers will advise the Office of Legislative Affairs, NASA Headquarters, of such requests in accordance with the provisions of NPR 1450.4, "Handling Congressional Correspondence and Information Concerning Congressional Activities." The NASA Exhibits Manager and the Office of Legislative Affairs will coordinate the response to such requests with the cognizant NASA Center.
 - (5) Foreign showing. All foreign requests for a NASA exhibit or related activity will be referred to the NASA Exhibits Manager through the Center's Public Affairs Office. Center Public Affairs Officers will acknowledge receipt of a foreign request prior to referral. The NASA Exhibits Manager will consult with the Office of External Relations, NASA Headquarters, for guidance and to jointly determine if the request can or cannot be fulfilled. If approved, the Office of External Relations will negotiate arrangements with the appropriate agency(s), domestic and foreign, i.e., U. S. Information Agency, Department of State or Department of Commerce. The NASA Exhibits Manager will arrange to fulfill the request with the cognizance and participation, if required, of the NASA Center involved.
 - (6) Ensure ready access to NASA exhibits for people with disabilities.

3.4 NASA Centers

In the conduct of its exhibits program, each NASA Center will perform the following:

- a. Negotiate and sign a loan agreement with the requester or with any entity to which NASA exhibits are loaned and will complete arrangements.
- b. Monitor the performance of its exhibit management contractor, if any, and ensure that established guidelines are followed.
- c. Provide a monthly report of the exhibit activity at their Center to the NASA Exhibit Manager. The report as defined in Appendix A will list the monthly total of events and visitors to NASA exhibits.
- d. Obtain feedback and measure the performance of the NASA exhibits Program and provide semiannual statistics to the NASA Exhibit Manager. The statistics should incorporate feedback from exhibit organizers, exhibit requesters, and visitors. See example in (Appendix B).

e. Include any steps taken to improve the exhibits, processes, and services based on established metrics in the semi-annual submission.

f. Conduct periodic assessments at Headquarters to determine if additional data collection is required. If so, new requirements would be discussed and mutually agreed upon by both Headquarters and relevant Centers prior to implementation.

CHAPTER 4. Geographic Regions and Responsible NASA Centers

Center	Geographic Region
4.1 Ames Research Center	Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming
4.2 Glenn Research Center	Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
4.3 Goddard Space Flight Center	Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont
4.4 Johnson Space Center	Colorado, Kansas, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas
4.5 Kennedy Space Center	Florida, Georgia, Puerto Rico, Virgin Islands
4.6 Langley Research Center	Kentucky, North Carolina, South Carolina, Virginia, West Virginia
4.7 Marshall Space Flight Center	Alabama, Arkansas, Iowa, Louisiana, Missouri, Tennessee
4.8 Stennis Space Center	Mississippi

CHAPTER 5. Criteria for Evaluation or Requests for NASA Exhibits

5.1 Exhibit Requests

Requests for exhibits will be reviewed and evaluated according to the following criteria.

5.1.1 The event must be professional, trade, civic, educational, or public service in nature. This would include national and state educational groups and events such as the Treasury Department's Savings Bonds drives. Joint NASA/DOD (Department of Defense) events must define carefully the civilian mission of space exploration. Professional and trade meetings must be evaluated to ensure that the requester does not benefit commercially. Local events of short duration and small attendance usually do not justify the expense and should be declined unless there are extenuating circumstances.

5.1.2 Use of NASA exhibits must give no unfair commercial advantage. This criterion normally rules out individual businesses and advertising uses, but not shopping centers or public relations firms which organize events for public service or educational sponsors. See 5.3. below.

5.1.3 The requester must be asked to assume all onsite and transportation costs. The Public Affairs Office at each NASA Center will exercise good judgment and discretion in evaluating all loan requests and related cost-benefits. See 5.1.5. and 5.2.

5.1.3.1 Short-term and long-term loans. In extenuating circumstances where a loan approval is considered in the best interest of NASA, transportation costs, usually one-way, may be borne by NASA at the discretion of the Public Affairs Office at each NASA Center.

5.1.3.2 Indefinite-term loans. Indefinite-term loans are encouraged and transportation costs, one-way or total cost, may be borne by NASA at the discretion of the Public Affairs Office at each NASA Center.

5.1.3.3 On-Site Costs. The requester must be asked to pay for all local drayage; labor for unpacking, erecting, dismantling, repacking; and such other local outlays as site rentals, guides, janitorial services, crate storage, electricity, telephone installation and use, insurance, and maintenance of the exhibit during the event. The requirement for insurance may be waived for nonprofit institutions and in exceptional instances when, in the judgment of the NASA centers' Public Affairs Offices, the requirement is burdensome or the risk is small.

5.1.4 There must be no admission fee for the NASA exhibit. Although a NASA exhibit may be part of a larger exposition which charges an admission fee, such as a state fair, the NASA exhibit may never be the major attraction of any such event nor may there be a separate admission for the NASA exhibit. See 5.3. below.

5.1.5 Exhibits requested for short duration events generally do not justify the expense. Such events

must be evaluated on the basis of such factors as availability of exhibits, nature of event, and willingness of sponsor to assume all or most of the costs. This criterion also applies to those exhibits not requiring contractor supervisor services.

5.2 Showings Initiated by NASA

NASA Centers may take the initiative to place their exhibits at selected events when it is deemed necessary or desirable. In such cases, the criteria in 5.1.3 and 5.1.5 do not apply.

5.3 Evaluation Guidelines

The following are guidelines for evaluating requests for NASA exhibits that have commercial overtones:

- a. Acceptable. An event at a shopping center, whether sponsored by the shopping center, civic group, or trade association, regardless of whether the sponsor works through a professional organizer, and provided no admission is charged, and no special sales promotion event is connected with the appearance of NASA articles.
- b. Not Acceptable. If the display is at one place of business, such as an individual store, department store or chain store, or if the event involves only one product, service, or manufacturer.
- c. Acceptable. Civic event, local, county, or State, regardless of whether general admission is charged.
- d. Not Acceptable. Events where a special admission would be charged to view NASA articles.
- e. Acceptable. Fund-raising event for nonprofit charitable institutions, if sponsored by a government organization or civic group representing more than one sponsor and more than one beneficiary, e.g., United Fund or Chamber of Commerce.
- f. Not Acceptable. If the sponsoring or beneficiary group is religious, political, or one whose purpose is contrary to public policy, or one which unlawfully discriminates on the basis of race, color, religion, sex, or national origin.
- g. Acceptable. Trade association event, e.g., auto show, flower show, or home show, regardless of whether sponsor works through a professional organizer, and whether general admission is charged, provided event is nonprofit, or proceeds are donated to charity, and organizer (if any) is paid a flat fee.
- h. Not Acceptable. Events organized by a professional organizer, where admission is charged, and the professional organizer retains all profits where their fee is on a percentage basis, as opposed to a flat fee.
- i. Acceptable. Events where NASA exhibits and participation are incidental to main event, even though main event is private and profit-making, e.g., sports events, provided the size of the audience makes it worthwhile for NASA.

Appendix A: Exhibit Reporting

TO: Distribution

FROM: NASA Exhibits Manager

SUBJECT: Exhibit Reporting

To more accurately reflect the activities of the Traveling Exhibit Program, starting with your report for the month of January, please include the number of outreach venues in which you participate each month. These could be venues supported with a traveling exhibit or it could be a special event hosted at your visitor center.

An outreach venue is one that typically attracts a nontraditional, targeted audience, one that is not aerospace related-- for instance, an AARP convention or State Fair as opposed to an AIAA meeting or a NASA contractor-sponsored event. The traveling exhibits can be provided on request or pro-actively placed.

Please fax your information to Jim Hull at (202) 358-4338.

1. Visitor Center visitors _____ qty.
2. Traveling exhibits events _____ qty.
3. List of events _____

4. Traveling exhibits attendees _____ qty.
5. Outreach venues _____ qty.

Appendix B: Requester/Organizer (sample) Survey

Exhibit Impact

Q-1 How important was the NASA Exhibit to the success of your exhibition?

Circle the number of your answer. 1 Not Important

2 Slightly Important

3 Important

4 Very important

5 Extremely Important

Q-2 To what extent do you agree or disagree with the following statements concerning the NASA exhibit?

Circle the number of your answer.

Statement	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Agree
It helped me understand NASA programs better.	1	2	3	4	5
My members were very interested in the exhibit.	1	2	3	4	5
The exhibition fit the theme of my exhibition.	1	2	3	4	5

Presentation

Q-3 How satisfied were you with the exhibit presentation?

Circle the number of your answer. 1 Not Satisfied

2 Slightly Satisfied

3 Satisfied

4 Very Satisfied

5 Extremely Satisfied

Q-4 To what extent do you agree or disagree with the following statements concerning the presentation of the NASA exhibits?

Circle the number of your answer.

Aspects:	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Agree
Interactive demonstrations were adequate.	1	2	3	4	5
Video programming was useful.	1	2	3	4	5
Computer/Internet access was appropriate.	1	2	3	4	5
Youth-oriented exhibits were useful.	1	2	3	4	5
Publications and handout materials were sufficient.	1	2	3	4	5
Overall presentation was well done.	1	2	3	4	5

NASA Assistance

Q-5 How effective was the NASA staff in the following areas?
 Circle the number of your answer.

Areas:	Not effective	Slightly effective	Effective	Very effective	Extremely effective
Greeting members	1	2	3	4	5
Providing information	1	2	3	4	5
Exhibit logistics coordination	1	2	3	4	5

General

Q-6 How satisfied were you overall with the NASA exhibit?
 Circle the number of your answer.

- 1 Not Satisfied
- 2 Slightly Satisfied
- 3 Satisfied
- 4 Very Satisfied
- 5 Extremely Satisfied

Q-7 What is the likelihood of your inviting NASA to participate in a future exhibition?
 Circle the number of your answer.

- 1 Not likely
- 2 Somewhat likely
- 3 Likely
- 4 Very likely
- 5 Extremely likely

Comments

Please use this space to elaborate on your answers to any question or to recommend specific improvements for future NASA exhibits.

Your contribution to this survey is greatly appreciated.

Appendix C. Visitor (sample) Survey

Presentation

Q-1 How appropriate is the amount of information/text in the exhibits?

Circle the number of your answer.

- 1 Much too little text
- 2 Too little text
- 3 Just the right amount of text
- 4 Too much text
- 5 Much too much text

Q-2 How effective was the video presentation(s) in describing NASA missions?

Circle the number of your answer.

- 1 Not effective
- 2 Slightly effective
- 3 Effective
- 4 Very effective
- 5 Extremely effective

Q-3 How appropriate was the number of hands-on exhibits in this presentation?

Circle the number of your answer.

- 1 Way too few hands-on exhibits
- 2 Too few hands-on exhibit
- 3 Just the right number of hands-on exhibits
- 4 Too many hands-on exhibits
- 5 Way too many hands-on exhibits

Q-4 How appropriate was the number of models or mock-ups displayed?

Circle the number of your answer.

- 1 Way too few displayed
- 2 Too few displayed
- 3 Just the right number displayed
- 4 Too many displayed
- 5 Way too many displayed

General

Q-5 How appropriate was the number of models or mock-ups displayed?

Circle the number of your answer for each statement.

Statement	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Agree
The exhibit described NASA missions very well.	1	2	3	4	5
I learned a lot about NASA that I didn't know before.	1	2	3	4	5
I found the exhibit to be entertaining.	1	2	3	4	5

Q-6 How satisfied were you overall with the NASA exhibit?

Circle the number of your answer. 1 Not Satisfied

2 Slightly Satisfied

3 Satisfied

4 Very Satisfied

5 Extremely Satisfied

Comments

Please use this space to elaborate on your answers to any question or to recommend specific improvements for future NASA exhibits.

Your contribution to this survey is greatly appreciated.
