

National Aeronautics and
Space Administration
Headquarters
Washington, DC 20546-0001



November 1, 2004

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SUPERSEDED BY
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Reply to Attn of: **Office of Public Affairs**

TO: Officials-in-Charge of Headquarters Offices
Directors, NASA Centers

FROM: Assistant Administrator, Office of Public Affairs

SUBJECT: Reference Memorandum from Assistant Administrator, Office of Public Affairs,
dated October 22, 2004, Subject: Review and Approval of NASA Publications
and Communications Products

I wish to thank you for your cooperation in gathering the communication materials you have produced since January 1, 2004, as well as those in progress. As promised in my last memo, I am writing to update you on our steps to improve NASA's communications systems and provide more detailed instructions on the communications submission process.

In the past 2 weeks, we have made great progress in creating a database to help us better manage these materials. This database will make it much easier for us to enter the materials into a system, catalog them, and create an electronic archive. Headquarters representatives from Strategic Communications (Public Affairs, Legislative Affairs, and External Relations) along with representatives from the Mission Directorates and the Office of Education, have been working together on developing this process.

While you have been collecting material, we have received feedback that has led us to change some of the structural elements of this database process. Therefore, you will have a couple of additional weeks to gather material while we make these changes. We will provide a firm date as soon as possible.

We are counting on each organization to upload communication materials into the database. The amount and quality of information entered will directly impact the accuracy and analysis of the information and ultimately our strategic communications efforts. Please share this immediately with any team members who are responsible for producing and distributing materials.

Thank you in advance for your support on this important project. Please read the short Q&A that follows, which outlines the process in greater detail. Screen shots of the information request and a sample of how the database works are attached.

If you have any questions or need further clarification on the process, please contact Ms. Debbie Rivera in the office of Public Affairs, 202-358-1743.

A handwritten signature in black ink, appearing to read "Glenn Mahone". The signature is fluid and cursive, with a long horizontal stroke at the end.

Glenn Mahone

Enclosures

Q&A

Process for Collection of Communications Materials and Database Creation

Why are we doing this?

Current Problem: Research has shown that NASA has so many different communications, with so many different messages that the cumulative effect is communications that “cancel each other out” and dilute NASA’s image. It is in everyone’s interest to increase awareness and support of NASA’s vision and the value of NASA to our public. It is difficult to do this unless our resources are focused. Focusing our resources simply means that we are, without fail, including several key messages in every piece of NASA communications. It does not mean that anyone will be dictating your communications. The cumulative effect of consistent messaging will increase the understanding of NASA.

Our Solution: We are creating an electronic system to capture and archive communications pieces so they can be placed in an open archive for future usage. The system also captures data that allows us to analyze, on a macro level, how many, how often, and which type of communications materials are going to various targets, as well as other data points. The information gathered will not be used as a grading system but rather a benchmark for annual analysis and research. This will help us to understand NASA communications as a whole. This is the first step in a process that will make NASA’s communications more effective, efficient and organized. The second step will be to review materials on an ongoing basis for consistency of message; messages and criteria are being finalized will be phased in the next 30-60 days.

Who is affected?

This action covers communication materials that are NASA funded and produced by NASA Headquarters, NASA Centers, including JPL, and their component facilities. Communication materials produced by other organizations using NASA funds will be covered in a subsequent memo.

How will we accomplish this?

We have created a sophisticated communications database and management system. It has an easy user-interface that allows anyone to input the pertinent information as well as upload any communications material. Once the information and materials are entered they will be indexed and can be found by entering any of many classifiers, for example by targets (i.e. space policy leaders), and type of material, (i.e. posters) and many others.

We need your help:

The information we get out of the system entirely depends on how much is entered. This is where we need your help. The more data we have the more accurate the analysis will be, and the better equipped we are to provide the most accurate strategies. Complete and accurate data will assist you in the creation of your own future strategies and materials. Equally as important, is to make sure that NASA leadership is making key communications decisions with the best information possible.

What's in it for you?

First and foremost, a more effective and efficient NASA with focused messages. Secondly, a resource where you can access other communications materials, and information from all over the Agency, saving you time, energy, and resources. This permits you to be able to see what has been done before and pulling from a shared pool of best communications practices. Third, this system will be a storage location where you can constantly monitor all of your communications materials. Fourth, once you enter information about your current communication materials, you will not have to enter it again. However, as stated in Mr. Schumacher's memo, dated October 18, 2004, there will be an on-going process implemented to approve continuing and new communication materials.

It's easy:

Representatives from Strategic Communications, along with representatives from the Mission Directorates and the Office of Education, have been working together on developing this process. This team worked cooperatively to make the system easy to use and that it had the capabilities and possibilities that would be beneficial to the entire Agency. Live tests, on average, have taken approximately 5 minutes of entry per communication material. The system is very simple and self-guided, but a user guide will be provided via PDF to give additional support. We will also be happy to provide more detailed answers for questions by email, if necessary.

When can you expect results?

Some benefits of the system will be almost immediate, like the ability to access the data for information, materials and to organize your materials. At the end of December 2004, we will present an analysis of the communication materials to the Administrator and senior staff, and we will make this information available to you by January 30, 2005.

What can you do?

Currently you should be in the process of collecting the communication materials your organization distributed and produced over the past year. Because the success of this database is dependent on collecting as many of the communications materials as possible, we found this to be the best option. To help you prepare, we have included screen shots of the information request, and a sample of how it works. Please note there may be slight modifications, as we continuously work towards making the system better and easier to use.

Finally...

This first phase is not a material review, it is to gain information on a macro level, and create organization on the micro level. There are thousands of unique pieces of communication materials. We will not and cannot evaluate the communications materials individually; there are no right or wrong answers. The database is a dynamic tool and we will be looking for ways to regularly update, upgrade and improve the system. Your feedback will be crucial to our ability to make these improvements. As this process evolves, we will continue to advise you.

Sample and Screen Shots

Below we have included screen shots of the information request, and a sample of how it works. Please note there may be slight modifications, as we continuously work towards making the system better and easier to use.

Screen Shot # 1

The screenshot shows a web browser window with the title "NASA - Office of Strategic Communications" and a "+ Contact OSC" link. The form contains the following fields and options:

- Submitted By:**
 - First Name: John
 - Last Name: Doe
- Submitter's Phone Number:** 510-795-4800 (XXX-XXX-XXXX)
- Submitter's Email Address:** john.doe@nasa.gov
- Owner (if different from submitter) or the person who authorized this communications material:**
 - First Name: _____
 - Last Name: _____
- Organization:**
 - NASA--- Center:
 - Headquarter
 - Ames Research Center
 - Dryden Flight Research Center
 - Glenn Research Center
 - Goddard Space Flight Center
 - Jet Propulsion Laboratory
 - Other Federal Agency
 - Company
 - Academic Institution
 - Other
- For non-NASA organization:** _____ (Organization name: _____)

- To what Mission Directorate does this communication belong?**
- Exploration Systems

Screen Shot # 4

If this communications material was printed, who printed it? NASA

Who is the primary audience for this communication?
 Primary Audience: Academia

Formal Education Primary Audience: Teachers K-4

Who is the secondary audience for this communication?
 Secondary Audiences:

- Academia
- Children
- Elementary School Students
- High School Students
- College Students
- Space Policy Leaders
- Science Policy Leaders
- Aerospace Policy Leaders
- Teachers K-4
- Teachers 5-8
- Teachers 9-12
- Other Faculty
- Students K-4
- Students 5-8
- Students 9-12
- Students Postsecondary
- General Public
- S.T.E.M Professionals
- Under-represented

Formal Education Secondary Audiences:

- Teachers K-4
- Teachers 5-8
- Teachers 9-12
- Other Faculty
- Students K-4
- Students 5-8
- Students 9-12
- Students Postsecondary

Screen Shot # 5

Who is the secondary audience for this communication?
 Secondary Audiences:

- Academia
- Children
- Elementary School Students
- High School Students
- College Students
- Space Policy Leaders
- Science Policy Leaders
- Aerospace Policy Leaders
- Industry
- Legislative
- Press/Media
- Internal Audience
- General Public
- S.T.E.M Professionals
- Under-represented

Formal Education Secondary Audiences:

- Teachers K-4
- Teachers 5-8
- Teachers 9-12
- Other Faculty
- Students K-4
- Students 5-8
- Students 9-12
- Students Postsecondary

What is the intended objective of the communication?
 To publicize (make someone aware of) a specific program/project/event
 To promote an event
 To publicize (make someone aware of) a specific program/project/event
 To change what someone knows about a program/event/project
 To make the audience feel differently about a program/project/event
 To change existing behavior
 To gain support and increase engagement on a program/project/event

Officials-in-Charge of Headquarters Offices

Deputy Administrator/Mr. Gregory

- Assistant Deputy Administrator, Internal Operations/Ms. Hilding
- Executive Officer, Integrated Financial Management Program/Mr. Ciganer

Associate Deputy Administrator for Systems Integration/Ms. Kicza

- Advanced Planning and Integration Office/Mr. Seery

Chief of Staff/Mr. Schumacher

- White House Liaison/Mr. Jezierski

Chief Scientist/Dr. Garvin

Chief Health and Medical Officer/Dr. Williams

Director of Advanced Planning/Dr. Elachi

Chief Safety and Mission Assurance Officer/Mr. O'Connor

Chief Education Officer/Dr. Loston

Inspector General/Mr. Cobb

Associate Administrator for Exploration Systems Mission Directorate/Adm. Steidle

Associate Administrator for Space Operations Mission Directorate/Mr. Readdy

Associate Administrator for Science Mission Directorate/Mr. Diaz

Associate Administrator for Aeronautics Research Mission Directorate/Dr. Lebacqz

Chief Financial Officer/Ms. Sykes

- Office of Procurement/Mr. Luedtke
- Office of Small and Disadvantaged Business Utilization/Mr. Thomas

Chief Information Officer/Ms. Dunnington

Chief Engineer/Mr. Geveden

- Deputy Chief Engineer/Mr. Cantrell

Associate Administrator for Institutions and Management/Mr. Jennings

- Office of Human Capital Management/Ms. Novak
- Office of Infrastructure, Management, and Headquarters Operations/Mr. Sutton
- Office of Diversity and Equal Opportunity/Dr. Hayden-Watkins
- Office of Security and Program Protection/Mr. Saleeba

General Counsel/Mr. Wholley

Chief of Strategic Communications/Vacant

- Office of Public Affairs/Mr. Mahone
- Office of Legislative Affairs/Mr. Forsgren
- Office of External Relations/Mr. O'Brien

Directors, NASA Centers

Ames Research Center/Mr. Hubbard

Dryden Flight Research Center/Mr. Petersen

Glenn Research Center/Dr. Earls

Goddard Space Flight Center/Dr. Weiler

Jet Propulsion Laboratory/Dr. Elachi

Johnson Space Center/Gen. Howell

Kennedy Space Center/Mr. Kennedy

Langley Research Center/Gen. Bridges
Marshall Space Flight Center/Mr. King
Stennis Space Center/Adm. Donaldson

cc:

Office of the Administrator/Ms. Gaines
Executive Secretariat/Mr. Box
Chief Information Office/Ms. Pendergrass

- Mr. Naik

Office of Public Affairs/Mr. Acosta

- Ms. Stovall-Alexander
- Ms. Booty
- Ms. Grimes
- Mr. McConnell
- Ms. Normandy
- Ms. Over
- Ms. Powell
- Ms. Rivera
- Mr. Ulrich

Office of Legislative Affairs/Ms. Diaz

- Ms. Costanzo

Office of External Relations/Mr. Condes

- Ms. Rausch

Office of Education/Mr. Stofan

- Dr. Canright

Office of Exploration Systems/Ms. Ladwig

Office of Science/Mr. Woods

Office of Aeronautics Research/Mr. Green

- Mr. Springer

Office of Space Operations/Ms. Cline

- Ms. Taylor

Office of Infrastructure, Management, and Headquarters Operations/Ms. Dominguez

- Mr. Jedrey
- Ms. Daniels-Gibson
- Mr. Newell
- Mr. Crnkovic