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

Reply to Attn of:

**Communications Material Review Team**
**Charter**

**January 2006**

This Charter establishes the authority and responsibility of the Communications Material Review Team (CMRT), a standing team that reports to the Office of Public Affairs and the Chief of Strategic Communications.

Background

In 1958, Congress passed the Space Act, mandating that NASA "provide for the widest practicable and appropriate dissemination of information concerning its activities and the results thereof" [Sec. 203 (a)(3)]. NASA has always sought to engage the public in shaping and sharing the experience of exploration and discovery and "inspire the next generation of explorers." Program offices and Center have acted independently when designing, producing, and distributing their communications products. Research conducted in 2004 indicates that the public is very positive about NASA; however, the same public could not indicate what NASA does.

In October 2004, the goal of unifying messages and designs to improve the effectiveness of the Agency's communications products for both internal and external audiences was established. The CMRT was convened to implement that goal.

Mission

The CMRT is chartered to:

1. Review and approve all NASA-funded Agency communication products for consistency of design and key messages;
2. Establish ongoing analysis of the communication effectiveness and best practices; and,
3. Provide recommendations to the Office of Public Affairs and the Chief of Strategic Communications regarding the communications material and other opportunities to enable more effective communication of NASA goals and missions.

Furthermore, the CMRT will strive to reduce duplication, redundancy and waste, and to provide consistency in messaging efforts.

Authority of the CMRT

Under direction of the Assistant Administrator for the Office of Public Affairs and the Chief of Strategic Communications, the CMRT has full authority to determine appropriateness and approve or deny all NASA communication materials from all offices, programs, Mission Directorates, NASA Centers and component facilities in order to ensure successful implementation of the Agency's strategic communication objectives.

Responsibilities of the CMRT

The principal task of the CMRT is the review and approval of all NASA-funded communications products.

Specific Team activities include:

1. Evaluating the types of communications to provide consistency in key messaging and branding efforts. This evaluation will not include editorial content.

2. Analyzing communication materials regarding the type, style, volume, and cost across the Agency, determining the most appropriate communications vehicles for the audiences, and identifying and eliminating duplication and redundancy.

3. Advising product creators regarding the design criteria, standards, targeting communications and messaging.

4. Developing and managing the communications material review and approval system. This review system supports the development of the communications product through concept, design, and distribution stages. The system includes: criteria for reviewing materials, The Style Guide and Graphic Standards Manual, Communications Guidelines, among others, that provide recommendations and/or requirements for the use of products such as give-aways, publications, and a message guide for the proper use of the key messages, sub-messages and other unifying elements.

5. Establishing a database of material that includes, but is not limited to, publications, internal communications, posters, educational materials, give-aways, exhibits, and videos. This database will be accessible Agency-wide and will provide: search capabilities that may be used by employees throughout the Agency to see what has already been produced and may be used to support the needs of another office or program, a basis for measuring the effectiveness of NASA communications with intended audiences, and data for periodic reviews.

6. Providing recommendations to the Office of Public Affairs and the Chief of Strategic Communications, which may include but is not limited to, opportunities to use products more effectively, create better products, reduce waste, and avoid duplication or redundancy. Providing recommendations and other opportunities to enable more effective communication of NASA goals and missions.

Membership

The Assistant Administrator for the Office of Public Affairs will appoint a Lead of the Communications Materials Review Team (CMRT). CMRT will be administratively responsible to the Office of Public Affairs, but will have a membership reflecting the interests of the programs and functions of the product creators. Representative membership will include, but is not limited to:

b. Office of Public Affairs
c. Chief Education Office
d. Office of Space Operations
e. Office of Exploration Systems
f. Office of Science
g. Office of Aeronautics Research
h. Office of External Relations
i. Office of Legislative Affairs
j. Office of the Administrator

CMRT will submit recommendations and reports to the Assistant Administrator for the Office of Public Affairs and the Chief of Strategic Communications. The CMRT may organize with a substructure appropriate to the tasks undertaken.

Meetings

The CMRT will meet at least twice monthly as required to fulfill all responsibilties. The Assistant Administrator for the Office of Public Affairs and the Chief of Strategic Communications will provide staff, administrative support and additional services to maintain the database process, infrastructure and data analysis.

The CMRT will conduct seminars and status briefings throughout the year with Center representatives and product creators to review progress, disseminate new information, discuss requirements, and share new product ideas. Center visits will occur when necessary. A representative from the CMRT will attend agency printing, graphics, and exhibits conferences.

Duration

The CMRT will remain in place until further direction of the Assistant Administrator for the Office of Public Affairs and the Chief of Strategic Communications.

Signed:

Date 1/19/06

Assistant Administrator
for the Office of Public Affairs

Date 1/19/06

Chief, Strategic Communications