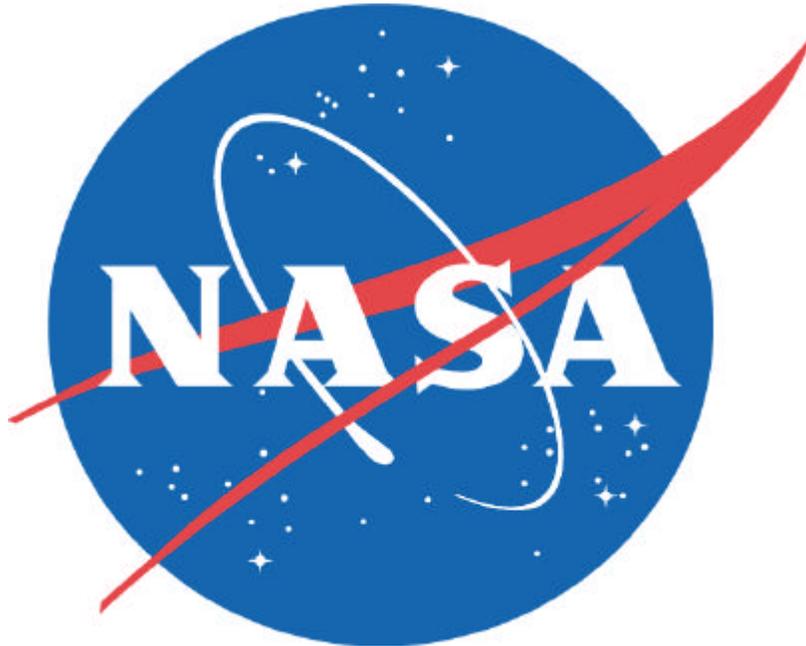


Responsible Office: Code P

**Subject:** Develop Television Programming



**Code P, Office of Public Affairs**

**Office Work Instruction**

## **Develop Television Programming**

Original Approved by: \_\_\_\_\_  
Margaret C. Wilhide  
Associate Administrator

\_\_\_\_\_  
Date

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### DOCUMENT HISTORY LOG

<u>Status</u> <u>(Baseline/</u> <u>Revision/</u> <u>Canceled)</u>	<u>Document</u> <u>Revision</u>	<u>Effective</u> <u>Date</u>	<u>Description</u>
Baseline		1/10/00	

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## 1.0 Purpose

The purpose of this OWI is to document the procedures to develop NASA-wide programming for NASA Television.

## 2.0 Scope and Applicability

- 2.1** This OWI pertains to developing television programming in response to requirements to distribute NASA information in the categories of: Live News, excluding Live Shuttle Mission Coverage, Taped News, Education, and History. Activities described in this work instruction are consistent with the authorization and responsibility delegated to Code P in the NASA Organization Handbook.
- 2.2** This OWI applies to all NASA Public Affairs Offices. The Executive Producer, NASA Television is responsible for maintaining this document. The controlled version of this OWI is available on the NASA intranet via the NASA ISO 9000 Document Library at **Error! Bookmark not defined.** Any printed version of this OWI is uncontrolled (reference: HCP 1400.1, Document and Data Control).

## 3.0 Definitions

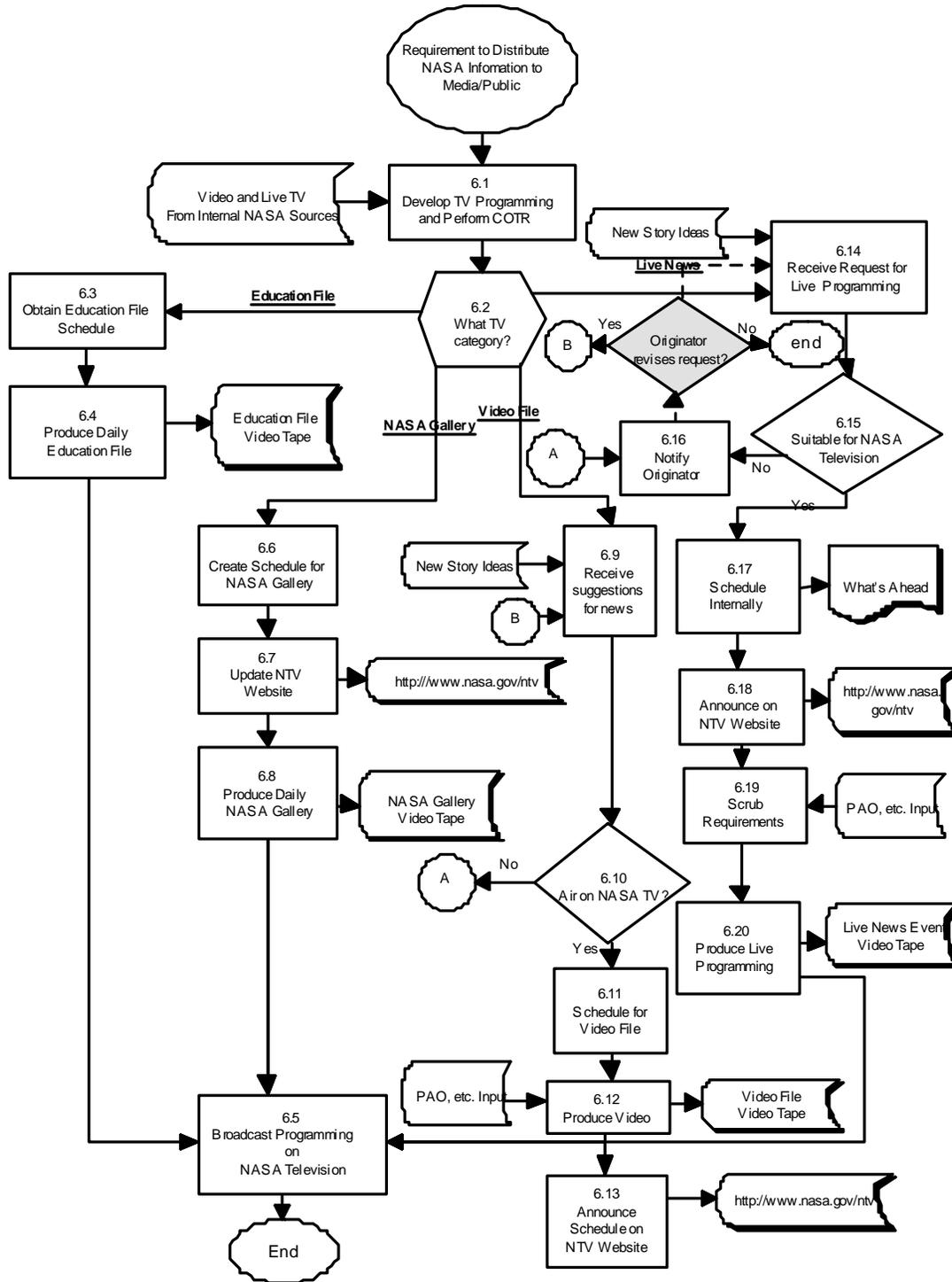
3.1	AA	Associate Administrator
3.2	AVC	Audio Video Center at Headquarters
3.3	DMS	Director, Media Services
3.4	EP NTV	Executive Producer, NASA Television
3.5	HQ PAOs	Headquarters Public Affairs Officers
3.6	NTV	NASA Television
3.7	HQ Webmaster	Code P Newsroom Employee responsible for the NASA Television Website
3.8	HQ Senior Producer	Code P Employee who is the backup for the Executive Producer

## 4.0 References

- 4.1 NHB 1101.3 NASA Organization Handbook, **Error! Bookmark not defined.**

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## 5.0 Flowchart



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## 6.0 Procedure

<u>Step</u>	<u>Actionee</u>	<u>Action</u>
6.1	EP NTV	<i>Develop TV Programming and Perform COTR Function for NASA HQ TV</i> – Executive Producer – or, in his absence, the HQ Senior Producer - obtains video tape and live television programming from internal NASA sources for the purpose of distribution on NASA Television per direction in NASA Organization Handbook, NHB: 1101.3, <b>Error! Bookmark not defined.</b> Executive Producer - or, in his absence, the HQ Senior Producer - performs COTR function for HQ Television contract, managing work and ensuring it is completed.
6.2	EP NTV	<i>What TV category?</i> – Executive Producer divides the video tape and live television products for the daily television broadcast into categories so that the news media and public know where to find these programs. The EP makes these decisions in consultation with HQ PAOs, the HQ News Chief, the DMS, the AA and Deputy AA, center producers, PAOs and News Chiefs. The daily programming is broken into 4 major categories: Live News Events, Video File, Education File, and the NASA Gallery. Live News Events fall mainly into certain subcategories such as launches, ongoing mission events, live commentary, press conferences, and special events.
6.3	EP NTV	<i>Obtain Education File Schedule</i> – If the video falls into the Education File category, the EP NTV directs an Education Producer to check it against the schedule provided by NASA's Education program. NASA Headquarters Office of Education has responsibility for setting the Education File programming. A member of that office emails the selections for the month to the Education Producer. The NASA Television website ( <b>Error! Bookmark not defined.</b> ) has a link to the Spacelink website where the Office of Education posts the Education File schedule for the month.
6.4	EP NTV	<i>Produce Daily Education File</i> – The EP NTV directs the Education Producer to obtain pre-produced education programs and put them into the daily broadcast. The Education File may be preempted at the discretion of the EP NTV to air video for news media, to replay press conferences, or to cover mission activities. In such a case, the EP NTV ensures that the Education Producer airs the correct programming during the regular Education File slot.
6.5	EP NTV	<i>Broadcast Programming on NASA Television</i> – The EP NTV directs the Odetics Producer to ensure that all scheduled programming for the day airs on NASA Television.
6.6	EP NTV	<i>Create Schedule for NASA Gallery</i> – The EP NTV directs the Gallery Producer to create a monthly schedule of NASA historical programming that pertains to specific events in NASA's recent history and well-known significant events that will be of interest to the media and the general public. The Gallery Producer attempts to match these historic programs to events that occurred on a given day of the year based on a timeline created by Kennedy Space Center's Office of Public Affairs. Therefore, NASA Television attempts to air programs on Apollo on the anniversary of a particular mission. The Gallery is also the time slot where press briefings are typically aired and replayed. The regular Gallery schedule may be preempted at the discretion of the EP to air special events, video for news media, to replay press conferences, or to cover mission activities. In such a case, the EP ensures that the Gallery Producer airs the correct programming during the regular NASA Gallery slot.

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<u>Step</u>	<u>Actionee</u>	<u>Action</u>
6.7	HQ Webmaster	<i>Update the NTV Website</i> – The HQ Webmaster updates the NTV Website with the monthly NASA Gallery. The EP directs the Gallery Producer to provide the Webmaster with the monthly Gallery schedule prior to each month. The EP also gives schedule changes to the Webmaster in the event that the Gallery schedule is preempted for other events. The Gallery Schedule can be found at <b>Error! Bookmark not defined.</b>
6.8	EP NTV	<i>Produce Daily NASA Gallery</i> – The EP NTV directs the Gallery Producer to obtain pre-produced historical programs and put them into the daily broadcast. Should the regular NASA Gallery be preempted by the discretion of the EP, the EP will ensure that the Gallery Producer airs the correct programming on NASA TV.
6.9	Executive Producer	<i>Receive Suggestions for News</i> – The EP receives suggestions for Video File news stories from HQ PAOs, the AA, the DMS, center News Chiefs, center producers, and center PAOs via email, phone calls, and the daily HQ editorial meeting.
6.10	Executive Producer	<i>Air on NASA TV?</i> – The Executive Producer decides if the story is suitable for the NASA Video File based on its news value and the quality of the video. The EP makes these decisions in consultation with the HQ PAOs, the DMS, and the HQ News Chief, often in the daily HQ editorial meeting. Should the EP decide the story is not suitable, the center PAOs, news chiefs, and producers have the opportunity to revise their story and resubmit it (step 6.16 and out of scope activity).
6.11	Executive Producer	<i>Schedule for Video File</i> – The EP is responsible for scheduling video files. A working schedule is kept on the News Room Meeting Maker Calendar. Each video file is given a tentative air date which is revised based on how well the center producer is able to meet schedule and mission or science events. The HQ PAOs also give their input. Note: no video file will air prior to the story's HQ Press Release.
6.12	EP NTV	<i>Produce Video File</i> – The EP NTV directs the Video File Producer in producing the daily video file with significant input from the HQ PAOs. The PAOs and EP view video and slates when necessary to ensure accuracy.
6.13	HQ Webmaster	<i>Announce Schedule on NTV Website</i> – The HQ Webmaster updates the NTV Website with the daily Video File. The Video File Producer and EP provide the Webmaster with the Video File schedule each day. The Video File schedule can be found at <b>Error! Bookmark not defined.</b> The HQ Webmaster also emails the Video File schedule to news media each day via listserve at 11 am eastern time as the Video File Heads Up and at 2 p.m. as part of the daily NASA News Summary. Should the Video File change throughout the day, the EP or the Video File Producer will alert the HQ Webmaster who will then update the web and email an addendum to the listserve.
6.14	Executive Producer	<i>Receive Request for Live Programming</i> - The EP receives requests to air programs from HQ PAOs, the AA, the DMS, center News Chiefs, center producers, and center PAOs via email, phone calls, and the daily HQ editorial meeting.
6.15	Executive	<i>Suitable for NASA Television?</i> - The EP decides if the Live News Event is suitable for NTV based on its news value and the NTV schedule. The EP makes these

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<u>Step</u>	<u>Actionee</u>	<u>Action</u>
	Producer	decisions in consultation with the AA, the DMS, the HQ PAOs, and the HQ News Chief, often in the daily HQ editorial meeting.
6.16	Executive Producer	<i>Notify Originator</i> - Should the EP decide not to air the live program, the HQ PAOs, the center PAOs, news chiefs, and producers have the opportunity to revise their request and resubmit it.
6.17	Executive Producer	<i>Schedule Internally</i> – The EP places the live program on the NASA TV schedule by emailing the item to the Deputy Program Manager of the AVC. The Deputy Program Manager puts the new item on the What's Ahead schedule which is sent out to the AA, the DMS, the EP, the HQ PAOs, the center PAOs, News Chiefs, and producers via email.
6.18	HQ Webmaster	<i>Announce on NTV Website</i> – The HQ Webmaster updates the NTV Schedule of Live Events based on the What's Ahead Schedule. The schedule can be found at <b>Error! Bookmark not defined..</b>
6.19	Executive Producer	<i>Scrub Requirements</i> – The Executive Producer has ultimate responsibility for all programming that airs on NASA TV. That said, many people look at the live programs to ensure their success. Key to this process are the HQ PAOs who have immediate production responsibility for Space Science Updates and other press conferences at HQ and the center producers and PAOs who have similar responsibilities at the field centers. The Executive Producer also has the expert support of the HQ Television contractor.
6.20	Executive Producer	<i>Produce Live Programming</i> - The Executive Producer has ultimate responsibility for live programs airing on NASA TV. The Executive Producer uses the expert support of the HQ Television contractor to ensure the success of live television events at HQ. The center producers have similar responsibilities for live programs at the field centers and the EP NTV assures that they are successful.

## 7.0 Quality Records

<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
Education File Video Tape	EP NTV	AVC Tape Archive	Video Tape	Schedule 1, 71D.1(b)	Destroy when no longer needed for reference purposes.
<a href="http://www.nasa.gov/ntv">http://www.nasa.gov/ntv</a>	HQ Webmaster	HQ Website	Electronic	Schedule 1, 78E.2	Destroy or delete when no longer needed.
NASA Gallery Video Tape	EP NTV	AVC Tape Archive	Video Tape	Schedule 1, 71D.1(b)	Destroy when no longer needed for reference purposes.
Video File Video Tape	EP NTV	AVC Tape Archive	Video Tape	Schedule 1, 71D.3	Retain on-site for 5 years. Transfer to NARA (College Park, MD) when 5 years old.
What's Ahead	AVC Operations	AVC Operations Manager	Electronic	Schedule 1, 78E.2	Destroy or delete when no longer

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<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
	Manager	Computer			needed.
Live Event Video Tape	EP or Field Center Producer	AVC Tape Archive or Field Center Archive	Video Tape	Schedule 1, 71D.3	Retain on-site for 5 years. Transfer to NARA (College Park, MD) when 5 years old.