

4.13.2.4 OFFICE OF PUBLIC AFFAIRS

4.13.2.4.1 MISSION. This Functional Support Office provides for the widest practicable and appropriate dissemination of information to news media and the general public concerning the objectives, methods, and results of NASA programs.

4.13.2.4.2 RESPONSIBILITIES. The Assistant Administrator for Public Affairs reports to the Chief of Strategic Communications and is responsible for:

- a. Serving as the principal advisor to the Office of the Administrator concerning day-to-day communications to, and relations with, the NASA Team, the media, and the general public.
- b. Defining Agency communications objectives and top-level requirements, and developing and overseeing Agency-wide communications policies, strategies, and processes.
- c. Leading an Agency-wide program to establish and maintain open and credible communications channels to the NASA Team, the news media, and the general public involving all NASA programs and Centers.
- d. Determining the public affairs requirements for customized news and information products and services.
- e. Adopting emerging technologies required for the dissemination of information.
- f. Establishing NASA-wide policy and coordinating Agency-wide public inquiries activities. The establishment of the Public Inquiries Management Office centralizes the Agency's management for responding to incoming public inquiries, regardless of the medium – paper mail, e-mail, and voice mail communications.
- g. Ensuring statutory, regulatory, and fiduciary compliance.
- h. Monitoring program performance, as well as effectiveness and efficiency of programs and processes.
- i. Providing liaison to external organizations performing similar functions and to stakeholders who establish Government-wide policy and requirements.
- j. Overseeing reporting as required by Congress, OMB, and other external bodies.
- k. Providing input to the Mission Support Implementation Plan that describes the organization's goals, objectives, performance metrics, budget, and alignment of goals with overall Agency objectives. Execute the MSIP in alignment and support of the Agency mission and vision. Managing the MSO functions by reducing institutional risk to missions.
- l. In concurrence with Center Directors, approving the assignment, promotion, discipline, and relief of the principal Public Affairs official at each Center and assessing their performance.

Providing a written evaluation of the principal Public Affairs official at each Center, which shall be attached to each individual's annual performance appraisal.

m. In concurrence with Center Directors, determining the appropriate staffing compliment for Center Public Affairs offices.

4.13.2.4.3 SPECIAL RELATIONSHIPS. The Assistant Administrator shall assign Public Affairs Specialists to selected program offices to serve as colocated Public Affairs Officers. These Public Affairs Officers will work with the assigned Assistant/Associate Administrators and their staffs, providing professional public affairs support.

4.13.2.4.4 LINE OF SUCCESSION. The Deputy Assistant Administrator succeeds the Assistant Administrator and serves in the Assistant Administrator position in his/her absence. Next in line of succession is the Multimedia Division Director, followed by the Public Outreach Division Director, followed by the Deputy Public Outreach Division Director or the News Chief (to be determined by senior management).