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NASA Policy Directive

COMPLIANCE IS MANDATORY

NPD 2521.1

Effective Date: August 01,
2007

Expiration Date: August 01,
2012

[Printable Format \(PDF\)](#)

Request Notification of Change

(NASA Only)

Subject: Communications Material Review

Responsible Office: Office of the Chief of Strategic Communications

1. POLICY

a. Purpose: This NASA policy directive establishes the Communications Material Review (CMR) process to help ensure Agency management of NASA- funded communications material that conveys information about NASA's mission, projects, programs, safety practices, and other activities for internal audiences or for external audiences, or for a combination of both audiences. Internal audiences are defined as NASA employees and NASA contractors. External audiences are defined as all others, such as the general public, schools, universities, conference attendees, and all media, as well as Federal, state, and local governmental entities. Efficient coordination and effective management of NASA resources enable more strategically focused communications. Through the CMR process, NASA will coordinate Agency communications material for review and approval, ensuring visual consistency and compliance with the NASA Style Guide. In addition, the CMR will review and approve those materials for consistent implementation of strategic communication objectives and policies and support effective utilization of resources to avoid redundancy and minimize waste. However, the CMR does not provide editorial review and approval of the content of NASA communications material. Metrics generated by the CMR online system will help Agency management develop future communications initiatives, program goals, milestones, and resources and help measure accomplishments and success of those initiatives.

(1)The following policy elements define the CMR:

(a) NASA-funded communications material to be submitted for CMR review includes, but is not limited to, newsletters, posters, bookmarks, brochures, flyers, handouts, customized stationery products, DVD/CD packaging, exhibits, signage, and other printed design and artwork. Material shall be submitted via the CMR online system for review based on established criteria (See Section 1, (2) c. Evaluation Criteria). Exempt from submission are:

- (i) Material subject to 14 CFR Part 1213, Release of Information to News and Information Media, such as press releases, media advisories, and NASA television video files
- (ii) Technical and scientific papers subject to NPD 2200.1, Management of NASA Scientific and Technical Information, and
- (iii) Presentations including one-off poster sessions. Also exempt are all normal and routine business or intra-agency correspondence, electronic mail, litigation materials, directives, regulations, etc., which do not affect a significant NASA audience or does not contain information of general NASA interest.
- (iv) Because exemptions are updated periodically, please refer to the CMR Web site, <http://communications.nasa.gov/portal/site/osc/>, for the most current information.

(2) All NASA-funded internal and external communications material shall comply with the NASA Graphics Standards Manual (currently known as the NASA Style Guide), 14 CFR Part 1221, and all other relevant policies and procedures as approved by the Headquarters Office of Strategic Communications and are posted on the CMR Web site <http://communications.nasa.gov/portal/site/osc/>.

b. Guidelines: All NASA-funded internal and external communications material shall be submitted for review through the online CMR system via the CMR Web site <http://communications.nasa.gov/portal/site/osc/>, under "Submit a Communication." The CMR Web site provides the current methodology for the different stages and levels of review for each stage. Initiators of communications material shall ensure adherence to those procedures throughout the review cycle for their material.

c. Evaluation Criteria: The CMR Team will evaluate communications material submission, based on a set of criteria, in order to approve, request modification, or reject. These criteria can be found on the CMR Web site <http://communications.nasa.gov/p>
<http://communications.nasa.gov/portal/site/osc/>.

2. APPLICABILITY

This directive applies to NASA Headquarters, all NASA Centers, including Component Facilities, and all individuals, organizations, or other entities that prepare, create, or determine communications material, regardless of medium, using NASA appropriated funds. This language applies to JPL, other contractors, grant recipients, or parties to agreements only to the extent specified or referenced in the appropriate contracts, grants, or agreements.

3. AUTHORITY

- a. Release of Information to News and Information Media, 14 CFR § 1213.100-.109(2007).
- b. Management of NASA Scientific and Technical Information, NPD 2200.1 (2003).
- c. NASA Seal, NASA Insignia, NASA Logotype, NASA Program Identifiers, NASA Flags, and the Agency's Unified Visual Communications System, 14 CFR § 1221 (1993).

- d. NPR 1387.1, NASA Exhibit Programs.
- e. NPR 1441.1, NASA Records Retention Schedule.
- f. NPD 8610.6, Graphic Markings on Space Transportation Vehicles.

4. APPLICABLE DOCUMENTS

- a. NASA Style Guide,
<http://communications.nasa.gov/portal/site/osc/menuitem.b66436148b6772c99c60bf1036793ea0/>.
- b. CMR Team Charter,
[http://communications.nasa.gov/cm_r_lib/pdf/1011077main1_cm_r_charter_011906 .pdf](http://communications.nasa.gov/cm_r_lib/pdf/1011077main1_cm_r_charter_011906.pdf).

5. RESPONSIBILITY

- a. The Office of Communications Planning is responsible for issuing and managing this directive.
- b. Under the guidance and direction of the Chief of Strategic Communications, the Assistant Administrator, Office of Communications Planning at NASA Headquarters, is responsible for developing policy and standards for communications material, establishing goals and objectives, and assessing CMR performance.
- c. The Assistant Administrator, Office of Communications Planning, has designated the CMR Lead to be responsible for the CMR process and to implement and monitor the Agency's use of the NASA Insignia and the NASA Unified Visual Communications System in accordance with the NASA Style Guide and NASA policy directives. In addition, the CMR Lead will guide and direct the CMR Team. The CMR Team is comprised of the designated points of contact from the Centers, Mission Directorates, Headquarters Office of Strategic Communications, and other appropriate offices. The CMR team will determine the approval, modification, or rejection of NASA- funded communication products by means of established criteria. The CMR Team will provide tools that are accessible via the Internet for all NASA Centers and organizations (see Section 2, Applicability) to submit materials for review and approval.
- d. Each NASA Center will designate a Center CMR point of contact for implementing policies and methodology, disseminating CMR information and standards, and coordinating Center compliance to the CMR process. The authority of the Center point of contact will be established and supported by the Center Director and the Headquarters Office of Communications Planning. Center policies will reflect the authority of the CMR process and the Center point of contact.
- e. Each NASA Mission Directorate (MD) and Headquarters Mission Support Office (MSO) will designate a CMR point of contact for implementing policies and methodology, disseminating CMR information and standards, and coordinating MD and MSO compliance to the CMR process. The authority of the point of contact will be established and supported by the MD or MSO director and the Headquarters Office of Communications Planning.

6. DELEGATION OF AUTHORITY

None.

7. MEASUREMENTS/VERIFICATION

An annual metrics report will be prepared by the CMR Team that will provide total materials created and produced, arranged by type, initiating office, cost, target audiences, purpose, return on investment, and other measurements as deemed necessary by the Assistant Administrator, Office of Communications Planning. In addition, metrics on the workflow process will be kept to help measure improvements. This metrics report will be delivered no later than December 31 of each year to the Assistant Administrator, Office of Communications Planning.

8. CANCELLATION

None.

**/s/ Michael Griffin
Administrator**

ATTACHMENT A: (TEXT)

None.

(URL for Graphic)

None.

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