



| [NODIS Library](#) | [Organization and Administration\(1000s\)](#) | [Search](#) |

**NASA**  
**Procedural**  
**Requirements**

**NPR 1387.1**  
Effective Date: January 09,  
1999  
Expiration Date: June 09, 2016

**COMPLIANCE IS MANDATORY**

---

## **NASA Exhibits Program w/Change 2 (Revalidated 03/17/10)**

**Responsible Office: Office of Communications**

# **Table of Contents**

**Cover**

**Change History**

## **Preface**

[P.1 Purpose](#)

[P.2 Applicability](#)

[P.3 Authority](#)

[P.4 Applicable Documents](#)

[P.5 Measurement/Verification](#)

[P.6 Cancellation](#)

## **Chapter 1. Responsibilities**

[1.1 Associate Administrator for Communications](#)

[1.2 Deputy Associate Administrator for Outreach](#)

[1.3 Agency Exhibits Manager](#)

[1.4 Center Directors](#)

[1.5 Center Exhibits Manager](#)

## **Chapter 2. Geographic Regions and Responsible NASA Centers**

[2.1 Ames Research Center](#)

[2.2 Glenn Research Center](#)

[2.3 Goddard Space Flight Center](#)

[2.4 Johnson Space Center](#)

[2.5 Kennedy Space Center](#)

[2.6 Langley Research Center](#)

[2.7 Marshall Space Flight Center](#)

[2.8 Stennis Space Center](#)

## **Chapter 3. Criteria for Evaluation of Requests for NASA Exhibits**

[3.1 Exhibit Requests](#)

[3.2 Showings Initiated by NASA](#)

[3.3 Evaluation Requirements](#)

### **Appendix A. Definitions**

### **Appendix B. Exhibit Reporting**

### **Appendix C. References**

# Change History

## NPR 1387.1, NASA Exhibits Program

Chg#	Code/Center	Approved	Description/Comments
1	<b>Office of Communications</b>	01/08/04	Administrative corrections made to titles, organization information and references throughout, and contact information.
2	<b>Office of Communications</b>	03/17/10	Administrative edits made to correct titles, and to incorporate NPR 1400.1 requirements throughout.

### **DISTRIBUTION:** **NODIS**

---

**This Document Is Uncontrolled When Printed.**

Check the [NASA Online Directives Information System \(NODIS\) Library](#) to verify that this is the correct version before use.

---

# Preface

---

## P.1 Purpose

This NPR provides responsibilities, procedures, and requirements for the conduct of the NASA Exhibit Program.

## P.2 Applicability

This NPR applies to NASA Headquarters and NASA Centers, including Component Facilities and Technical and Service Support Centers. This language applies to Jet Propulsion Laboratory (JPL), a Federally Funded Research and Development Center (FFRDC), other contractors, grant recipients, or parties to agreements only to the extent specified or referenced in the appropriate contracts, grants, or agreements.

## P.3 Authority

42 U.S.C. 2473(a)(3) and 2473(c)(1), Sections 203(a)(3) and 203(c)(1) of the National Aeronautics and Space Act of 1958, as amended.

## P.4 Applicable Documents

- a. NPD 2521.1, Communications Materials Review
- b. NPD 3713.2, Federal Equal Opportunity Programs of NASA
- c. NASA Accessibility Guidelines for Exhibits, June 1995

## P.5 Measurement/Verification

- a. The Exhibit Coordinators will provide a monthly report of the exhibit activity at their Center to the NASA Exhibit Manager. The report, as defined in Attachment A of NPR 1387.1, will list the monthly total of events and visitors to NASA exhibits.
- b. The Exhibit Coordinators will obtain feedback and measure the performance of the NASA Exhibits Program and provide semiannual statistics to the NASA Exhibit Manager. The statistics should incorporate feedback from exhibit organizers, exhibit requesters, and visitors. See Attachment B of NPR 1387.1.
- c. The semiannual submission will include any steps taken to improve the exhibits, processes, and services based on the metrics.
- d. Periodic assessments will be conducted at NASA Headquarters to determine if additional data collection is required. If so, new requirements would be discussed and mutually agreed upon by both NASA Headquarters and relevant NASA Centers prior to implementation.

## P.6 Cancellation

NPR 1387.1, NASA Exhibits Program, dated January 9, 1999.

**Revalidated March 17, 2010, ORIGINAL SIGNED BY**

**/s/Glen Mahone  
Assistant Administrator for  
Public Affairs**

**Distribution:**

NODIS

# CHAPTER 1. Responsibilities

---

1.1 The Associate Administrator for Communications has management responsibilities for the NASA Exhibit Program.

1.2. The Deputy Associate Administrator of Outreach, NASA Headquarters, is responsible for developing policy and standards, defining requirements and objectives, delegating lead Center assignments and assessing Center performance of the NASA Exhibits Program.

1.2.1 Excluded from the overall management responsibility of the Associate Administrator, Office of Communications, are those exhibits designed principally for professional and technical audiences such as at workshops, seminars, and symposiums. These exhibits usually portray special projects, equal employment opportunity, program assurance (quality/safety/reliability), and technology utilization. However, when it is in the best interest of NASA that these exhibits be shown to the general public, responsible officials, i.e. Program Managers, Centers, Mission Directorates, etc., shall, during the exhibit planning stage, consult with the Deputy Associate Administrator for Outreach to coordinate the story line and design considerations and ensure consistency with NASA objectives. When technical events are designated "Agency-Level", the coordination, design, content, etc., will be at the discretion and direction of the Deputy Associate Administrator or his/her designee.

1.3 The Agency Exhibits Manager, NASA Headquarters, shall provide direction coordination and guidance for the NASA Exhibits Program, to include procuring and managing the exhibits inventory; appraising and providing guidance for the design and construction of exhibits and procurement methodology; monitoring exhibit activities at all NASA Visitor Information Centers; and monitoring plans for participation at off-site nontraditional and traditional venues and international exhibitions.

1.4 The Center Directors shall designate a Center Exhibits Manager, who will conduct and administer the NASA Exhibits Program.

1.5 The Center Exhibit Managers shall conduct and administer the NASA Exhibits Program as follows:

- a. Conduct and administer the NASA Exhibits Program within his or her respective geographic region and Center as defined in Chapter 4 and in conformance with the policy and procedures set forth in NPD 1387.1 and this NPR, respectively.
- b. Be responsible for the management and scheduling of exhibits within his/her assigned geographic region.
- c. Screen, evaluate, and act on requests for exhibits in his/her assigned geographic region in accordance with the criteria set forth in this document.
- d. Promote agency-wide display of exhibit and artifact inventory items at official NASA Visitor Centers and for indefinite-term loans to museums, science centers, and planetaria.
- e. Provide items, such as photographs, audiovisual/multimedia and resource materials, to museums, science centers and planetaria for the development and construction of exhibits.
- f. Recommend subjects, techniques, and particularly low-cost design and construction methods and materials for exhibits and improvements to existing exhibits to the Agency Exhibits Manager.

g. Coordinate and consult with the Agency Exhibits Manager regarding selected off-site venues or exhibit loan requests when--

(1) There is doubt as to whether the venue or exhibit request meets the criteria established in Chapter 35.

(2) There is doubt as to whether a short- or long-term exhibit request should be declined because of excessive cost to NASA.

(3) There is a large domestic exhibition that requires the coordinated resources of two or more NASA Centers or when the total display area, including viewing aisles, exceeds 2,500 square feet. Centers should plan on a lead-time of about 6 months to negotiate, coordinate, process, and execute exhibits of this magnitude. Normally, requests received less than 3 months in advance preclude NASA's acceptance.

(4) There is a Congressional request. NASA Centers will advise the Office of Legislative and Intergovernmental Affairs, NASA Headquarters, of such requests in accordance with the provisions of NPR 1450.4, "Handling Congressional Correspondence and Information Concerning Congressional Activities." The Agency Exhibits Manager and the Office of Legislative and Intergovernmental Affairs will coordinate the response to such requests with the cognizant NASA Center.

(5) There is a request for an international showing. All foreign requests for a NASA exhibit or related activity will be referred to the Agency Exhibits Manager through the Center Exhibits Manager or the Mission Directorate Outreach liaison. The NASA organization that receives the initial request should acknowledge receipt of the request and inform the requester that there is a review process for international exhibits. The Agency Exhibits Manager will consult with the Office of External Relations, NASA Headquarters, for guidance and adherence to applicable policies and to jointly determine if the request can or cannot be fulfilled. If approved, the Office of External Relations will negotiate arrangements with the appropriate agency(s), domestic and foreign, i.e., the Department of State or Department of Commerce. The Agency Exhibits Manager will arrange to fulfill the request with the cognizance and participation, if required, of the NASA Center involved.

(6) Ensure ready access to NASA exhibits for people with disabilities whenever and wherever possible

h. Provide advice and consultation to on-Center and off-Center requests for display of NASA exhibits, artifacts, models, multi-media and other dimensional items used to communicate NASA information.

i. In the conduct of its exhibits program, each NASA Center shall perform the following:

(1) Negotiate and sign a loan agreement with the requester or with any entity to which NASA exhibits, artifacts, and/or other assets are loaned.

(2) Monitor the performance of its exhibits management contractor, if any, and ensure that established guidelines are followed.

(3) Provide a monthly report of the exhibit activity at their Center to the Agency Exhibits Manager. The report as defined in Appendix A will list the monthly total of events and visitors to NASA exhibits.

(4) Obtain feedback and measure the performance of the NASA Exhibits Program and provide semiannual statistics to the Agency Exhibits Manager. The statistics should incorporate feedback from exhibit organizers, exhibit requesters, and visitors. e. Include any steps taken to improve the

exhibits, processes, and services based on established metrics in the semi-annual submission.

(5) Conduct periodic assessments at Headquarters to determine if additional data collection is required. If so, new requirements would be discussed and mutually agreed upon by both Headquarters and relevant Centers prior to implementation.

(6) Ensure that special events and major exhibit presences are input into NASA's Master Events Calendar, managed by the Office of Communications Planning and Outreach, Strategic Communications, NASA Headquarters.

(7) Ensure that exhibit and asset inventory is properly documented in the NASA Exhibits database. Periodically check inventory for completeness and accuracy.

(8) Ensure that Exhibits webpage reflects accurate and current exhibit assets at each Center.

# CHAPTER 2. Geographic Regions and Responsible NASA Centers

Center	Geographic Region
4.1 Ames Research Center	Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming
Dryden Flight Research Center	Southern California
4.2 Glenn Research Center	Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
4.3 Goddard Space Flight Center	Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont
Jet Propulsion Laboratory (a Federally Funded Research and Development Center)	
4.4 Johnson Space Center	Colorado, Kansas, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas
4.5 Kennedy Space Center	Florida, Georgia, Puerto Rico, Virgin Islands
4.6 Langley Research Center	Kentucky, North Carolina, South Carolina, Virginia, West Virginia
4.7 Marshall Space Flight Center	Alabama, Arkansas, Iowa, Missouri, Tennessee, Louisiana
4.8 Stennis Space Center	Mississippi

# CHAPTER 3. Criteria for Evaluation or Requests for NASA Exhibits

---

## 3.1 Exhibit Requests

3.1.1 Requests for NASA exhibits shall be reviewed and evaluated according to the following criteria.

a. The event must be professional, trade, civic, educational, or public service in nature. This would include national and state educational groups and events, such as the Treasury Department's Savings Bonds drives. Joint NASA/DOD (Department of Defense) events must define carefully the civilian mission of space exploration. Professional and trade meetings must be evaluated to ensure that the requester does not benefit commercially from a NASA presence. Local events of short duration and small attendance usually do not justify the expense of providing exhibits, staff and other assets and should be declined unless there are extenuating circumstances.

b. Use of NASA exhibits must give no unfair commercial advantage. This criterion normally rules out individual businesses and advertising uses, but not shopping centers or public relations firms that organize events for public service or educational sponsors. See 3.3. below.

c. The requester must be asked to assume all onsite and transportation costs. The Public Affairs Office at each NASA Center will exercise good judgment and discretion in evaluating all loan requests and related cost-benefits. See 3.1.5. and 3.2.

(1) Short-term and long-term loans. In extenuating circumstances, where a loan approval is considered in the best interest of NASA, transportation costs, usually one-way, may be borne by NASA at the discretion of the Public Affairs Office at each NASA Center.

(2) Indefinite-term loans. Indefinite-term loans are encouraged and transportation costs, one-way or total cost, may be borne by NASA at the discretion of the Public Affairs Office at each NASA Center.

(3) On-Site Costs. The requester must be asked to pay for all local drayage; labor for unpacking, erecting, dismantling, repacking; and such other local outlays as site rentals, guides, janitorial services, crate storage, electricity, telephone or cable/internet installation and use, insurance, and maintenance of the exhibit during the event. The requirement for insurance may be waived for nonprofit institutions and in exceptional instances when, in the judgment of the NASA Centers' Exhibits Managers, the requirement is burdensome or the risk is small.

d. There must be no admission fee for the NASA exhibit. Although a NASA exhibit may be part of a larger exposition that charges an admission fee, such as a state fair, the NASA exhibit may never be the major attraction of any such event nor may there be a separate admission for the NASA exhibit. See 3.3. below.

e. Exhibits requested for short-duration events generally do not justify the expense. Such events must be evaluated on the basis of such factors as availability of exhibits, nature of event, and willingness of sponsor to assume all or most of the costs. This criterion also applies to those exhibits not requiring contractor supervisor services.

## 3.2 Showings Initiated by NASA

NASA Centers may take the initiative to place their exhibits at selected events when it is deemed necessary or desirable. In such cases, the criteria in 3.1.3 and 3.1.5 do not apply.

### **3.3 Evaluation Guidelines**

3.3.1 The following are guidelines for evaluating requests for NASA exhibits that have commercial overtones:

- a. Acceptable. An event at a shopping center, whether sponsored by the shopping center, civic group, or trade association, regardless of whether the sponsor works through a professional organizer, and provided no admission is charged, and no special sales promotion event is connected with the appearance of NASA articles.
- b. Not Acceptable. If the display is at one place of business, such as an individual store, department store or chain store, or if the event involves only one product, service, or manufacturer.
- c. Acceptable. Civic event sponsored by a local municipality, county, or State, regardless of whether general admission is charged.
- d. Not Acceptable. Events where a special admission would be charged to view NASA articles.
- e. Acceptable. Fund-raising event for nonprofit charitable institutions, if sponsored by a government organization or civic group representing more than one sponsor and more than one beneficiary, e.g., the United Way or a Chamber of Commerce.
- f. Not Acceptable. If the sponsoring or beneficiary group is religious, political, or one whose purpose is contrary to public policy, or one which unlawfully discriminates on the basis of race, color, religion, sex, or national origin.
- g. Acceptable. Trade association event, e.g., auto show, flower show, or home show, regardless of whether sponsor works through a professional organizer, and whether general admission is charged, provided event is nonprofit, or proceeds are donated to charity, and organizer (if any) is paid a flat fee.
- h. Not Acceptable. Events organized by a professional organizer, where admission is charged, and the professional organizer retains all profits where their fee is on a percentage basis, as opposed to a flat fee.
- i. Acceptable. Events where NASA exhibits and participation are incidental to main event, even though main event is private and profit-making, e.g., sports events, provided the size of the audience makes it worthwhile for NASA to participate with exhibits and staff.

# Appendix A: Definitions

---

A.1 Short-Term Loans - Loans for specific timed events, the duration of which is less than 1 month

A.2 Long-Term Loans - Loans for specific timed events, the duration of which is more than 1 month, such as a World's Fair.

A.3 Indefinite-Term Loans - Loans negotiated for an indefinite period with major museums, science centers or planetaria.

A.4 Exhibit Day - One exhibit showing, regardless of number of items in the display, for one day, equals one exhibit day.

## A.5 Audience

A.5.1 Non-traditional Audience: sector of the general public not normally reached by other NASA technical, scientific or education programs

A.5.2 Technical/Professional Audience: Scientists, engineers, mathematicians, technical or career professional attendees who are the primary, targeted attendees at an event

A.5.3 Under-served Communities: sectors of the general public not normally reached by other NASA outreach or educational programs due to geographic, ethnic or socioeconomic conditions

A.5.4 General Public: A homogenous aggregate of the U.S. population that cannot be otherwise targeted, stratified or divided into a social, educational, vocational, ethnic, generational, career or other subgroup.

A.6 NASA Artifact - A unique object that documents the history of the science and technology of NASA aeronautics and astronautics programs. Its significance and interest generally stem from its relation to historic flights, programs, activities, or incidents; achievements or improvements in technology; our understanding of the universe; or important or well-known personalities.

# Appendix B. Exhibit Reporting

TO: Distribution

FROM: NASA Exhibits Manager

SUBJECT: Exhibit Reporting

To more accurately reflect the activities of the Traveling Exhibit Program, starting with your report for the month of January, please include the number of outreach venues in which you participate each month. These could be venues supported with a traveling exhibit or it could be a special event hosted at your Visitor Center.

An outreach venue is one that typically attracts a nontraditional, targeted audience that is not aerospace related -- for instance, an AARP convention or state fair as opposed to an AIAA meeting or a NASA contractor-sponsored event. The traveling exhibits can be provided on request or pro-actively placed.

Please fax your information to Jim Hull at (202) 358-4078 or email to: [Jim.Hull@nasa.gov](mailto:Jim.Hull@nasa.gov)

1. Visitor Center visitors \_\_\_\_\_ qty.
2. Pro-active outreach with traveling exhibits events \_\_\_\_\_ qty.
3. List of events/number of attendees \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
4. Exhibit loan program exhibits \_\_\_\_\_ qty.
5. Other outreach venues \_\_\_\_\_ qty.

# Appendix C: References

---

C.1 14 CFR Part 1221, NASA Seal, NASA Insignia, NASA Logotype, NASA Program Identifiers, NASA Flags, and the Agency's Unified Visual Communications System

C.2 NPR 1000.3, The NASA Organization

C.3 NPD 1385.2, Public Appearances of NASA Astronauts and Other NASA Personnel

C.4 NPD 1387.1 NASA Exhibits Program

C.5 NPR 1450.4, Handling Congressional Correspondence and Information Concerning Congressional Activities

C.6 NPR 4310.1, Identification and Disposition of NASA Artifacts

C.7 NASA Graphics Standards Manual (NP-121), at: <http://www.hq.nasa.gov/office/pao/insignia/>