



October 18, 2004

NM 1020-33
SUPERSEDED BY
NPD 2521.1

TO: Officials-in-Charge of Headquarters Offices
Directors, NASA Centers

FROM: Chief of Staff, NASA Headquarters

SUBJECT: Review and Approval of NASA Publications and Communications Products

NASA is widely recognized and highly regarded world wide for its programs and unprecedented accomplishments in the fields of science, aeronautics, aerospace, and technology. This recognition is attributed to effective communications by our people and through state-of-the-art products. Coordinated strategic communications is an essential element in our ability to build a national consensus that supports the NASA Vision and Mission. Within Strategic Communications, the Office of Public Affairs, the Office of Legislative Affairs, and the Office of External Relations are working together to facilitate effective communications with all constituencies by ensuring synergy and focus on NASA's communications initiatives.

In order to focus NASA's communications efforts to reflect a transformed 21st century organization, we are introducing a new process for the review and approval of all NASA funded/sponsored publications and communications products. This process is effective October 20th. This new process and approach builds on the expertise and knowledge resident throughout the agency, leverages our limited resources more effectively, sets consistent standards for outreach activities and products, and results in communications products that convey a clear, well-understood, unified message.

Within Strategic Communications, the Office of Public Affairs has the lead responsibility for:

- coordinating the review and approval process of the publications and communications products
- generating a NASA policy directive establishing the Agency's new publications and communications products approval policy; and,
- developing the NASA procedural requirements detailing specific procedures to be followed to implement the policy.

Development of the policy directive and the procedural requirements will be in consultation with the Mission Directorates and the Mission Support Offices.

This new process applies to NASA Headquarters and NASA Centers, including Component Facilities, and covers publications and communications products (defined below) that are intended for internal NASA staff and external audiences.

Publications are published works intended for nontechnical audiences including, but not limited to, printed pieces such as brochures, newsletters, lithographs, posters, decals, bookmarks, and digital media products including Web sites, video, or DVD presentations. Communications products are items advocating NASA's programs to non-technical audiences including, but not limited to, patches and imprinted pens.

This new process also covers new and existing publications. The detailed process steps are provided in Attachment 1.

We look forward to working with you as we develop a set of policies and procedures that reflect our transformed focus and commitment to achieve world-class communications mechanisms that reflect the 21st century NASA.



John D. Schumacher

Attachment

NASA Publications and Communications Products
Review and Approval Process
October 15, 2004

For each product, the funding/sponsoring office must provide the following information to the Office of Public Affairs:

- Intended audience
- Primary message
- Desired outcome
- Method of distribution
- Number to be printed/produced
- Frequency of publication
- Cost of development, such as writing, editing, and videotaping
- Cost of reproduction
- Point of contact (senior editor, producer, responsible official)

For existing publications, the funding/sponsoring office should provide a copy of a previous issue/product. For new publications, the required information is to be submitted for approval at the concept or treatment stage before any actual development or production takes place.

The request should be submitted in writing to the Assistant Administrator, Office of Public Affairs, NASA Headquarters. The Office of Public Affairs will notify your point of contact within 14 working days of receipt of your new or existing publication proposal with approval to proceed, to request clarification, or to reject the publication proposal. If the proposing office does not receive notification within 14 working days, the proposing office is authorized to proceed.

NASA Headquarters and Center newsletters will be considered in separate new policy guidelines regarding internal communications.

The following publications/communications products are not covered by this new requirement:

- Internal NASA business communications such as memos and letters.
- Publications intended for technical audiences. For example, a scientific/technical publication submitted to a peer-reviewed journal or a PowerPoint presentation intended for a technical meeting, is exempt from this requirement.
- Educational publications—defined as publications or products that serve to instruct or educate students, kindergarten through high school—are exempt from this requirement, but must be coordinated through NASA's Office of Education.
- Productions/publications covered by Space Act Agreements.

Should you require any further clarification on the process, please contact Ms. Deborah Rivera in the Office of Public Affairs at (202) 358-1743.