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Date: Wed, 15 Dec 2004 16:16:26 -0500 (EST)
Subject: Reminder - Communications Material System is Online

NM 1020-36
SUPERSEDED BY
NPD 2521.1

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Reminder - Communications Material System is Online

NASA produced material is a pivotal element of our communications efforts. As you have read in previous memos from Deputy Administrator Fred Gregory and myself, the Communications Management Review Team (CMRT) has been tasked to take a macro look at the agency's communications materials to ensure that each one communicates a consistent and effective message for the intended audiences.

To meet this goal, we need all NASA offices to upload their communication materials to accomplish Phase I of this task: to create a database of material since January 2004. Please include materials of all types for both internal and external audiences, e.g., video, DVDs, printed materials ranging from brochures, pamphlets, bookmarkers, newsletters, annual report, as well as other communication items such as exhibits, give-aways, and all other items used in any manner to communicate to the press, public, or other NASA constituencies. This new process builds on the expertise resident throughout the agency and will enable the agency to leverage our limited resources more effectively.

Additionally, this process sets consistent standards for outreach activities and products, and results in communications products that convey a clear, well-understood, unified message.

As of yesterday, December 14, 2004, the Communications Management System (CMS), located at <http://65.168.55.83/portal/site/osc/>, is operational. The average time it takes to input is less than 10 minutes. We ask that you finish uploading your material into the Communications Material System (CMS) by January 7, 2005.

Please visit the CMS site at <http://65.168.55.83/portal/site/osc/> and begin the input of your products. If you have any questions or need further clarification on the process, please contact Ms. Debbie Rivera in the Office of Public Affairs, 202/358-1743.

We look forward to working with you.

Glenn Mahone
Assistant Administrator for Public Affairs

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