

December 10, 2004

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SUPERSEDED BY
NPD 2521.1

Office of Public Affairs

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

FROM: Assistant Administrator, Office of Public Affairs

SUBJECT: Reference Memorandum from Assistant Administrator, Office of Public Affairs, dated November 1, 2004, Subject: Review and Approval of NASA Publications and Communications Products; and Memorandum from the Deputy Administrator, dated December 7, 2004, Subject: Immediate Freeze on All Nonessential Publications and Material

I appreciate your diligence to continue to gather the communications material that you have produced since January 1, 2004, as you prepare for the electronic upload to the NASA-wide Communications Material Database (CMD). As stated in my November 1 memo, while you have been collecting these materials, the Communications Material Review Team (CMRT) has successfully completed two Beta tests for uploading data to the CMD. As a result of these efforts, the CMD is scheduled to go live on Tuesday, December 14, 2004.

The URL for the CMD is <http://65.168.55.83/portal/site/osc/>. The CMD is a secure system and requires both a User ID and Password. To obtain a Password, you must be within the NASA Network. A user guide has been integrated into the attribute sheet to help you with the upload any format. Comments may be entered at the end of the attribute form that accompanies each product. Please note any issues that so we may continually add improvements to the system.

This project requires you to upload your communications material electronically to the CMD during two Phases. Phase I is the collection of all communication material produced since January 1, 2004, which begins on December 14 and ends January 7, 2004. Phase I covers communications material that are NASA funded and produced by NASA Headquarters, NASA Centers, including JPL, and component facilities. Remember, this task includes all communications material in all formats, ranging from printed material such as brochures, annual reports, pamphlets, bookmarkers, among others; video and imagery products, such as DVDs and other audio-visual information; giveaways, such as pins, imprinted pens and other items, and any and all other items used in any manner to communicate to the press, public, or other NASA constituencies.

Phase I does not include those communications material produced by other organizations using NASA funds nor does Phase I include the review and approval process for new products. These activities will be captured during Phase II that is scheduled to begin the

first week of January 2005. I will send you the detailed requirements for Phase II within the next couple of weeks.

Regarding the immediate freeze on non-essential communications material in the memorandum from the Deputy Administrator, dated December 7, 2004, Fred Gregory defined exemptions to the freeze: technical materials, those related to safety and those required by regulation or law. If you desire, you may request an exemption to this freeze of the attached Request for Exemption form. Any exemption granted, other than those already defined, will be few and limited for one time only.

As the CMD will be the Agency's tool for accessing and managing communications materials, including the review and approval processes, we need your help to ensure that all materials are entered. The more data the team has, the more accurate the analysis; thus, we will be able to provide precise communications and messaging strategies. Complete and accurate data will also assist you in the creating future strategies and material. Equally as important, the CMD information will assist the NASA leadership for making key communications decisions.

If you have any questions concerning the requirements for Phase I, or wish to discuss other issues regarding this project, kindly contact Debbie Rivera at drivera@nasa.gov or 202-358-1743.

Again, thank you for your continued support to this important strategic communications effort.

/s/

Glenn Mahone

Attachment