Division Structure

- News Services
  - Newsroom operations
  - Embedded Public Affairs Officers

- Multimedia
  - [www.nasa.gov](http://www.nasa.gov)
    - Web 2.0 and Social Media
    - NASA Television

- Photography and Archive Management
- Freedom of Information Act Response
News Services

• Senior leadership and functional office support
• News and information management
  – News release distribution
  • 672 releases and advisories issued in 2009
• NASA in the news
  • 71,917 stories over the past year
  • FAA: 34,548
  • NIH: 34,408
  • NOAA: 22,875
  • USGS: 7,509
Multimedia

- [www.nasa.gov](http://www.nasa.gov)
  - Last redesigned in Nov. 2007
  - Web 2.0 features
    - Commenting
    - Social media sharing
    - More video and still imagery
  - High satisfaction survey results
    - Top rating for any cabinet department or independent agency
  - 2009 Webby Award winner
Government Comparison Scores

- 86 – NASA
- 82 – USA.gov (Spanish)
- 82 – Nat’l Park Service
- 81 – FBI
- 81 – Defense Dept.
- 81 – Nat’l Cancer Inst.
National Aeronautics and Space Administration

Industry Comparison Scores

- 87 – Amazon.com
- 86 – Google
- 86 – Netflix
- 83 – NASA
- 77 – Yahoo
- 73 – New York Times
- 73 – CNN
Multimedia

• Social Web and Media
  – Launched podcasts in 2005
  – Launches Social Media effort in 2008
    • www.nasa.gov/connect
  – @NASA Twitter
    • 2010 Shorty Award Winner
    • Ranked highest among government Twitter feeds
  – www.youtube.com/nasatelevision
    • #1 ranked channel during STS-125
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<th>Influence</th>
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<th>Generosity</th>
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Feb. 15, 2010
Multimedia

• NASA Television
  – Multichannel satellite distribution system
  – SDTV in 2005, HDTV in 2010
    • Mission Support
    • External and Internal Communication
  – Opportunities for expanded use
    • OGC opinion limits direct public programs
    • Insufficient resources
“While many of NASA’s public affairs activities are appropriate, others continue to emphasize marketing the agency...”

- OMB

Projected Multimedia Budget Cuts

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<td>2013</td>
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<td>2014</td>
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</table>
Recognize Multimedia Resources as Vital to Agency Communications

• Set resource priorities
  – [www.nasa.gov](http://www.nasa.gov) and NASA TV are among the most powerful communications and outreach tools available
    • Represent the public face of NASA and its missions
    – Match money to match the mission
      • Future reviews should consider *HOW* we work, not just *WHAT* we do