Office of Public Affairs

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Office of Public Affairs

Presented to: NASA Advisory Council
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Current Challenges

• Budget Rollout
• New path forward
• Congressional hearings
• End of Shuttle program
• Post Shuttle program
• Summer of Innovation
• Integrating new program/communications initiatives
Agenda

1. Organizational Structure
2. Communications Policy
3. Public Outreach
4. News and Multimedia
5. Conclusion
Organizational Structure

- Center PAO Directors
- Mission Directorate Outreach
- Assistant Administrator / Press Secretary
  - Deputy Assistant Administrator for News & Multimedia
  - Deputy Assistant Administrator for Public Outreach
  - Deputy Press Secretary
  - Speech Writer
  - Administration and Resource Management
- Directorate PAOs
Major Divisions

News and Multimedia
- News Services
- Public Affairs Officers
- Multimedia
  - Internet
  - Television
  - Radio
  - Documentary
  - Entertainment
- Branding
- Photography
- Internal Comm
- FOIA

Public Outreach
- Strategic Alliances
- Market Research
- Outreach Events
- Speakers Bureau
- Exhibits
- History
- Industry, Prof Soc & Advocacy
- Gov Affairs
- Guest Operations
- Communications Coordinating Committee
- NAC Support – EO Cmt
- Participate ExploWrk Grp
Communications Policy

• Released in March 2006
  – Prominently placed on Internet and Intranet sites
    • http://www.nasa.gov/formedia
    • http://insidenasa.nasa.gov
  – Subject of two GAO reports
    • Identified as a model for federal agencies
Communications Policy

- Currently being updated to address
  - Social media
  - Public outreach
  - Need for better coordination of news and information release
  - Public speaking engagements
Key objectives for the Office of Communications

- Find new and creative ways to engage and inspire the public.
- Develop new audiences beyond the space community.
- Develop new and innovative methods for communicating.
- Develop and implement ways of overcoming obstacles to improving programming of NASA TV.
- Promote NASA leadership. Indelible new faces of NASA.
Public Outreach

- Strategic Alliance
  - Seek alliances to demonstrate NASA relevance
  - Examples: NASA Images; Lecture Series

- Market Research
  - Opinion Polls & Focus Groups
  - Future Forums

- Outreach Events
  - NASA 50th Anniversary
  - Apollo 40th Anniversary
  - Folk Life Festival

Strategic Alliances
Market Research
Outreach Events
Speakers Bureau
Exhibits
History
Industry, Prof Soc & Advocacy Grp Affairs
Guest Operations
Communications
Coordinating Committee
NAC Support – EO Cmt
Partici Explor Wrk Grp
Public Outreach (cont.)

- **Speakers Bureau**
  - Manage speaker requests
  - Recruit, support, & prepare speakers

- **Exhibits**
  - Coordinate Agency-wide exhibits & artifacts
  - Coordinate NASA Visitor Centers

- **History Office (Realigned from External Relations)**
  - Coordinate Agency-wide history program
  - Manage publications program
Public Outreach (cont.)

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Public Outreach (cont.)

- Industry, Professional Society, & Advocacy Group Affairs
  - Serve as point of contact
  - Communicate Agency Programs & Messages
  - Manage Validator List

- Guest Operations
  - Serve as Protocol Office
  - Manage guest operations for launches
  - Manage guest operations for special events
  - Astronaut Appearances
Public Outreach (cont.)

- Communications Coordinating Committee
  - Provide Executive Secretary support for Agency-wide Committee
  - Report through Deputy Administrator to Strategic Management Council
- NAC – Education and Public Outreach
  - Provide Executive Secretary support for NAC Subcommittee
- Participatory Exploration Working Group
  - Chair new Working Group to develop Agency-wide plan
• Key Challenges for Public Outreach
  – Maintain consistent and approved messaging across Mission Directorates, Mission Support Offices, and Field Center
  – Maintain consistent and approved messaging within all Agency publications, exhibits, and public pronouncements
  – Develop Agency-wide priorities for outreach investments
  – Create awareness among senior management that communications goals are equivalent to technical and institutional goals
  – Develop metrics for all outreach activities