



The Press Site at Kennedy Space Center

Near NASA Kennedy Space Center's Vehicle Assembly Building is the gateway to the latest news: the Kennedy Press Site. Located at Launch Complex 39, the site includes the NASA News Center (below), with a Web studio and multimedia libraries, a television production studio with a 100-seat auditorium for news conferences and social media briefings, facilities for the local media and television networks, and a digital countdown clock that ticks away the time before a liftoff.

Public Affairs Officers and Staff

The team at the NASA News Center provides in-depth information about the agency's latest activities and background on its historic past. Public Affairs Officers (PAOs) are NASA representatives who provide official information about the agency's latest discoveries and accomplishments.

Kennedy's PAOs work closely with NASA managers, scientists and engineers at the space center to stay up-to-date on the latest developments of operations at the Florida spaceport and the agency's endeavors worldwide.

In addition to working with the media, PAOs also keep Kennedy employees informed on internal developments, including everything from technological breakthroughs, to social events at the center.

The News Center's photographers, film crews, editors, writers and the digital imagery team provide still and motion picture images to accompany both

print and electronic products.

Inside the Press Site, media not only have access to experts to answer questions, they are provided working space, and printed informational materials, as well as television and photographic operation access.

During launch periods, special query desks are available to assist news media. These desks are staffed by scientists, mission sponsors and official NASA representatives.

Website

The Kennedy home page (<http://www.nasa.gov/kennedy>) is produced and maintained at the Press Site.

The center's home page is accessible to the public, providing information, photographs and background for anyone interested in NASA programs. Launch updates on the Internet inform the public of both current and upcoming missions.

Web Studio

A Web studio also is housed at Kennedy's Press Site. Made up of a camera/shooting space, and audio-visual room and Web production area, the studio produces launch and mission updates and educational outreach programs

Media Tours, Films, Special Projects

The Media Operations Group at the Press Site plans and facilitates tours, documentaries, film shoots and special projects. Responsibilities include:

- Accrediting media for admittance into Kennedy and coordinating access to restricted sites.
 - Assisting with filming by providing recommendations on locations and camera angles.
- Most projects, such as documentaries, last only a day or two, however filming for movies can require weeks of dedicated support.
- Coordinating special center media events such as ribbon-cutting ceremonies and dedications.

Libraries

There are two Press Site libraries at the News Center: the News Reference Library and the Multimedia Library.

The News Reference Library stocks official NASA printed materials. The small historical collection contains numerous Kennedy publications from the space center's past. The librarian verifies facts for Press Site staff and provides assistance to media with queries. The collection is not in circulation; only copies



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of articles can be provided.

The Multimedia Library provides material on NASA for the news media by providing official resources that are loaned for free. The collection includes video and audio clips, compact discs, DVDs, still photographs and Web imagery. The librarian is available to assist both NASA personnel and the media.

TV Production

The television studio, located on the News Center's east side, is owned by NASA and staffed by contractor audio and visual experts. The studio produces news conferences that originate both at Kennedy and at other locations.

The news conference auditorium seats 100 people and provides ample space for equipment. Countdown, prelaunch and post-launch briefings are held in the facility. Invited news media view these briefings and participate in the question-and-answer sessions that follow.

Spaceport Magazine

Spaceport Magazine is a monthly online publication written and produced at the Press Site. The publication is designed for Kennedy employees, retirees and anyone with an interest in newsworthy events and activities at the space center. Articles relating to the processing, launching and landing of spacecraft and payloads take precedence in the publication. Personnel information, awards, employee events and activities also are covered.

History of the Press Site

The location of the Kennedy Space Center Press Site is historic. Launch Complex 39 originally was designed for Apollo-Saturn V space vehicles. During the 30-year history of the Space Shuttle Program, global media coverage originated from this venue.

NASA's open-door policy for the news media to view space launches began when the agency was established in 1958. Before the Press Site opened in its current



Media gather in the NASA News Center Auditorium to participate in a news conference before the launch of the Magnetospheric Multiscale mission in March 2015.

location, media traveled by bus from the agency's news media offices in Cocoa Beach, Florida.

Anticipating news media requirements for the Apollo Program, Kennedy constructed a Press Site at Launch Complex 39 that included trailers and a grandstand. The site was ready for reporting the first-ever launch from the new spaceport, Apollo 4, in 1967. In 1975, the Press Site was acknowledged as a "Historic Site in Journalism" by the Society of Professional Journalists, Sigma Delta Chi. The plaque that recognizes "the largest corps of newsmen in history . . . to report fully and freely to the largest audience in history" still stands on an outbuilding at the Press Site.

The first space shuttle launch in 1981 broke the record for attendance by news media and public relations professionals. It became apparent that a structure was necessary to house media covering shuttle missions. In 1982, trailers were replaced with a geodesic dome serving as a news center. It came to be known simply as "the dome." A permanent building replaced the dome in December 1995. The current building is 8,700

square feet and contains 25 offices.

Growth and Changes

In recent years many changes and upgrades have been made to the Press Site. Hurricane damage in 2004 revealed aging defects in the grandstands, so they were demolished.

Many obsolete trailers in and near the parking lot that served various news media activities were removed. Other trailers and buildings at the Press Site that served the media were replaced with prefabricated structures by the Associated Press, Reuters, Florida Today and the Orlando Sentinel.

To further accommodate media needs, another prefabricated building, the News Center Annex, was built with telephone, television and cable capabilities, including Wi-Fi.

This News Center Annex is used for overflow media work space during periods of peak activity, and it serves as a venue for NASA social media events.

In addition to the Web, NASA now has an extensive presence on social media sites, such as Facebook and Twitter.

To view the latest Kennedy Space Center fact sheets, go to <http://go.nasa.gov/11KR0r6>.

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