

## General Guidance for Education and Public Outreach Activities Under Sequestration for the Remainder of Fiscal Year 2013

Office of Communications  
June 7, 2013

### Publications and Materials

*(Includes fact sheets, litho/infographics, posters, postcards, lenticulars, books, booklets, brochures, bookmarks, stickers, tattoos, buttons, lanyards, bags, etc.)*

1. Production of the following items is approved, with the following conditions:
  - Production should utilize in-house resources.
  - Items should be distributed electronically and be made available online.
  - In circumstances where hard copies are required, limited printing in-house/GPO may be considered and should only meet needs for anticipated distribution through the end of this fiscal year.
  - Any contracted printing would require a waiver.
    - a. Fact Sheets
    - b. Lithographs
    - c. Infographics
2. Production of the following items is approved, with the following conditions:
  - Use of existing stock is requested.
  - Production of any new material should where possible utilize in-house resources.
    - a. Bookmarks
    - b. NASA insignia stickers
3. Production of the following items is suspended under sequestration. Use of existing stock is recommended.
  - a. Posters
  - b. Postcards & Lenticulars
  - c. Funbooks, Coloring Books, Comic Books and other similar items
  - d. Brochures
  - e. Bags
4. Production of promotional and personal use items (e.g., tattoos, lanyards, toys, pencils, pens, etc) is suspended, consistent with previously issued Agency guidance regarding SWAG.

5. Production of any other new publication and materials will require approval via individual waiver for the remainder of the fiscal year. Scientific and technical publications and materials are out of scope of the EPO guidance and do not require a waiver.

### **Conferences, Large Scale Events and Exhibits**

*(Includes air shows, large scale events, space industry, science and technical conferences, science and youth organization and education events, permanent and traveling exhibits, trailers, displays, kiosks and supporting materials, etc.)*

1. Visitor center activities operated through existing NASA contracts involving visitor center staff and resources and/or Center/HQ employee time are approved for remainder of the fiscal year.
2. Exhibit loan program and other traveling exhibit deployment activities where shipping is reimbursed by receiving organizations are approved for the remainder of the fiscal year.
3. Booths and exhibits at conferences and large scale events will be limited to an integrated Agency presence, coordinating Center and mission directorate contributions, including those by programs and projects, and done in coordination with the Offices of Communications and Education. Individual program and project booths or standalone exhibits at conferences and large-scale events are disapproved under sequestration. Priority for investments in booths and exhibits will be placed on conferences and large-scale events which directly benefit the public, educators and students.
4. Booths and exhibits at technical conferences with content primarily focused on a line of business (e.g., science disciplines, propulsion, safety, etc) will be limited to an integrated mission directorate presence, coordinating Center and program and project contributions. Individual program and project booths or standalone exhibits at conferences and large-scale events are disapproved under sequestration.
5. Participation by technical staff – engineers, scientists, technologists and program/project managers – at technical/professional conferences and events (workshops, symposia, science team meetings, etc) is deemed out of scope per the EPO guidance and thereby does not require approval by the AA for Communications per the guidance. Exception is participation that includes a booth or exhibit. However, participation does require conference and travel approvals per the OFCO travel and conference guidance.

6. Once approved, applicable travel and conference approvals must be obtained from OCFO per travel and conference policies under sequestration.
7. Any other new conference, large-scale event and exhibit activities will require approval via individual waiver for the remainder of the fiscal year.

### **Multimedia**

*(Includes videos, vodcasts, apps, audio, animations, visualizations, planetarium shows, Science on a Sphere productions, interactives, apps, etc.)*

1. Development of new multimedia products should use existing resources (in-house and/or existing contracts).
2. Multimedia products (approved and new) should be made available on primary NASA distribution channels (e.g. NASA.gov, NASA YouTube, NASA Facebook, NASA TV, etc).
3. Any other new multimedia product development activities will require approval via individual waiver for the remainder of the fiscal year. Multimedia products developed solely for news/media and social media events, press releases and web features are approved per the original guidance. Multi-use multimedia products will still require approval via individual waiver for the remainder of the fiscal year.

### **Web and Social Media**

*(Includes organizational/mission websites [projects, programs, organizations], educational websites, citizen science websites, social media sites, blogs, etc.)*

1. All activities associated with maintaining operational websites and social media sites are approved for the remainder of the fiscal year, consistent with the original guidance.
2. Development of new publicly available websites will require approval via individual waiver for the remainder of the fiscal year.
3. Re-design of existing publicly available websites will require approval via individual waiver for the remainder of the fiscal year.
4. Activities associated with transition of current operational sites to the new [www.nasa.gov](http://www.nasa.gov) content management system are approved for the remainder of the fiscal year.

5. Development of new social media sites will require approval via individual waiver for the remainder of the fiscal year. Coordination with the HQ Office of Communications social media team is requested to broaden and magnify reach.

### **Public Engagement**

*(Includes local and regional events, fairs/festivals, visitor center events and activities, facility tours and visits, competitions, mission public engagement/outreach activities, citizen science programs, ambassador programs, etc.)*

1. Visitor center activities operated through existing NASA contracts involving visitor center staff and resources and/or Center/HQ employee time are approved for remainder of the fiscal year.
2. Local activities involving no additional costs to NASA (labor only and no travel costs) are approved for the remainder of the fiscal year.
3. Regional activities involving staffing and additional costs including travel costs require approval via individual waiver for the remainder of the fiscal year.
4. Any other new public engagement activities will require approval via individual waiver for the remainder of the fiscal year.

### **Media**

*(Includes photos, video, features, media events and products, etc.)*

1. Media activities are approved, consistent with the original guidance.
  - a. This does not preclude the need to coordinate media activities with appropriate Center and HQ Communications (media and public engagement/outreach) staff.
2. Multimedia product development solely for news/media and social media events, press releases and web features are approved per the original guidance. Multi-use multimedia products will still require approval via individual waiver.

## **Speaking Engagements**

*(Includes speakers bureau requests, local and regional events, national and international speaking engagements, etc.)*

1. Speakers bureau and other speaking engagement requests involving reimbursable travel and expenses are approved for the remainder of the fiscal year, consistent with the original guidance.
2. Local speaking engagements requiring no travel funds (no costs to NASA other than labor) are approved for the remainder of the fiscal year, consistent with the original guidance.
3. Other new speaking engagement activities involving costs to NASA will require approval via individual waiver for the remainder of the fiscal year.
4. Once approved, applicable travel and conference approvals must be obtained from OCFO per travel and conference policies under sequestration.

## **Internal Engagement**

*(Building and lobby exhibits and displays, internal publications, newsletters, events and other activities focused on engaging the NASA workforce)*

1. HQ and Center sponsored employee welfare organizational activities are out of scope and thereby do not require approval under this guidance.
2. HQ and Center leadership team events (e.g. town halls, all hands, etc) are deemed out of scope per the EPO guidance and thereby do not require approval under this guidance.
3. New internal websites will require approval via individual waiver for the remainder of the fiscal year.