

ORGANIZATIONAL ISSUANCE

CD40

ORGANIZATIONAL WORK INSTRUCTION (OWI)

INTERNAL COMMUNICATIONS

APPROVING
AUTHORITY

<u>NAME</u>	<u>TITLE</u>	<u>ORG</u>	<u>DATE</u>
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CHECK THE MASTER LIST-
VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline		9/28/99	Baseline
Revision	A	2/29/00	Add Requestor and Index Database Requirement
Revision	B	7/18/00	Add Retention Schedules

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1. PURPOSE

The purpose of this Organizational Work Instruction (OWI) is to document the written and electronic communications processes that the Internal Relations and Communications Department uses to conduct business.

2. APPLICABILITY

This OWI applies to the internal communications function. Within this function, there are electronic and written communications. Written communications include the Marshall Star, a weekly employee newspaper, the Daily Planet, and a daily one-page newspaper. Electronic communications include onsite messaging (also referred to as ETV), two outdoor electronic signs, Inside Marshall Today, internal MSFC Web site, and the Marshall Homepage, which is an external Web site.

3. APPLICABLE DOCUMENTS

- 3.1 - Customer and Employee Directorate (CaER) OWI, CD01-OWI-001.
- 3.2 - CaER Directorate Records Management Plan, CD01-OWI-003.
- 3.3 - MSFC Records Management Program, MPG 1440.2.
- 3.3 - NASA Records Retention Schedules, NPG 1441.1.

4. DEFINITIONS

None

5. INSTRUCTIONS

- 5.1 - Instructions for the "Marshall Star":
 - 5.1.1 - (Print day minus 3) - Budget for length and placement of news items determined. All copy due to the editor
 - 5.1.2 - (Print day minus 2) - Editor does layout of the paper.
 - 5.1.3 - (Print day minus 1) Final copy of paper proofread by Ai Signal Research, Inc. (ASRI) supervisor and members of the internal communications team. Paper is handed off to printer.

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Imaging Services (in the Center Operations Directorate) personnel scans photos used in that week's paper for electronic version on Inside Marshall and Marshall Space Flight Center (MSFC) Home Page.

5.1.4 - After handing off paper to printer, editor begins planning for next issue's stories and photos. Contacts appropriate people for interviews, orders photographic services.

5.1.5 - The "Marshall Star" is distributed to all on-site employees on Thursdays via the Marshall mailroom. Off-site distribution (such as to retirees and personnel at other NASA Centers) is done through the Enquirer Printing contract.

5.2 - Instructions for the "Daily Planet":

5.2.1 - Daily news items are gathered that might be suitable for "Daily Planet."

5.2.2 - Daily, the editor lays out the one-page format to include short articles or announcements.

5.2.3 - Editor copies "Daily Planet" onto special letterhead paper.

5.2.4 - MSFC Mailroom personnel make distribution across the Center. (Editor makes distribution for Building 4200.) Several fax machines across the Center also receives a faxed copy. Editor posts electronic version on Inside Marshall.

5.3 - Instructions for the electronic sign and on-site messaging

In general, the process flow for the electronic sign and the on-site messaging system are simple and straightforward. Daily, items of interest to employees are entered into dedicated computer systems for each tool. (Systems are located in the Internal Relations and Communications Department.)

5.4 - Instructions for "Inside Marshall" and the MSFC Homepage

In the case of the MSFC Homepage, it is updated as needed to reflect top level information about the Center. Information is relayed to Computer Sciences Corporation (CSC) personnel for Home Page updates. Inside Marshall is updated as often as needed (can be many times a day) to accurately reflect Center news and

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information. Information is relayed by CSC personnel for Inside Marshall updates.

6. NOTES

Ai Signal Research, Incorporated (ASRI) contract NAS8-99006 provides support contractors for "Daily Planet" and "Marshall Star" activities.

Computer Sciences Corporation contract NAS8-60000 provides contractor support for "Inside Marshall" and MSFC Homepage activities.

Enquirer printing (Government Printing Office program 1445-S) provides printing services.

7. SAFETY PRECAUTIONS AND WARNING NOTES

None

8. APPENDICES, DATA, REPORTS, AND FORMS

Marshall Star Story Coordination/Approval Sheet, MSFC Form 3332, "Request for Advertisement in Marshall Star," MSFC Form 4129, "Daily Planet" template

9. RECORDS

9.1 - Past issues of Marshall Star and Daily Planet are retained for reference purposes. This quality record is maintained by the CD40 OPR in the Internal Relations and Communications Department. Retention schedule for the Marshall Star is retain indefinitely in Agency Space until no longer needed or destroy when 75 years old whichever is longer (NRRS, 1/8B). The retention schedule for the Daily Planet is destroy when 2 years old or when no longer needed whichever is sooner (NRRS, 1/78D).

9.2 - This OWI (CD40-OWI-001) is a quality record and is maintained by the CD40 Record Custodian in the Internal Relations and Communications Department. Retention schedule is 2 years or when no longer needed (NRRS, 1/78D).

10. TOOLS, EQUIPMENT, AND MATERIALS

None

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11. PERSONNEL TRAINING AND CERTIFICATION

An employee shall be considered qualified to fill the initial position when the individual is hired and completes the three-month probationary period.

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12. FLOW DIAGRAM

Flow diagrams are included for the Marshall Star and Daily Planet.

Figure 1-Marshall Star Process

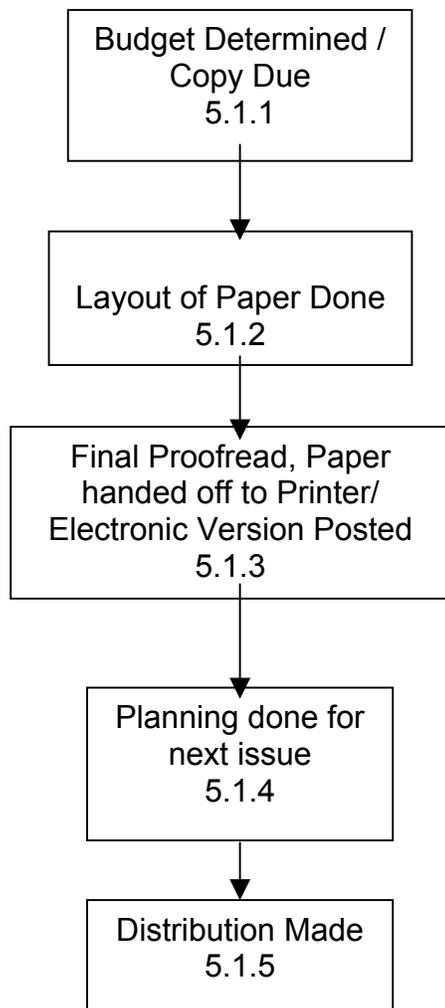


Figure 2-Daily Planet Process

