

CD70-OWI-003

Revision D

EFFECTIVE DATE:05/15/03

ORGANIZATIONAL ISSUANCE

CD70

Press Conferences / Press Briefings

APPROVING
AUTHORITY

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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	Baseline	09/07/99	
Revision	A	11/10/99	Rev. Applicable Documents
Revision	B	03/01/00	Rev. Applicable Documents
Revision	C	05/24/02	Rev. Applicable Documents
Revision	D	05/15/03	General Revisions

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1. PURPOSE

This instruction establishes the procedures and responsibilities performed by the Media Relations Department (CD70) that relate to planning, preparing for and executing press conferences conducted at the Marshall Space Flight Center, or elsewhere if intended to support MSFC activities.

The purpose of this instruction is to document the process by which the Media Relations Department conducts business, specifically in the conduct of press conferences and media briefings.

2. APPLICABILITY

The procedure applies to the following in-scope activities under the cognizance of the Media Relations Department: press conferences and media briefings conducted at the Marshall Space Flight Center, or elsewhere if intended to support MSFC activities.

3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

CD70-OWI-001 *Media Relations Department OWI Developing Information Products*

3.1 Reference Document List.

Use current revisions unless there is overriding authority.

MPD-1380.1 *Release of Information to News and Information Media*

CD01-OWI-001 *CaER Directorate Organizational Document Control Process*

4. DEFINITIONS

CaER - Customer and Employee Relations Directorate

MSFC - Marshall Space Flight Center

Responsible PAO – The Marshall Center within the Media Relations Department with assigned responsibility for a program area or task.

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5. INSTRUCTIONS

5.1 Decision to Hold a Press Conference. Responsible PAO in consultation with project management from affected subject area and Media Relations Department management, will:

5.1.1 Determine whether or not a requirement exists for public outreach and proactive information activity; if answer is “yes,” they next will:

- a. Decide whether a press conference is the most effective means for fulfilling the requirement and, if so, outline objective(s) for the conference;
- b. Designate appropriate briefer(s) to participate in press conference;
- c. Formulate primary messages to be conveyed via the conference.

5.2 Preparations for and Execution of Press Conference. Responsible PAO, in consultation with project management from affected subject area and the Department Manager will:

- a. Determine the appropriate event location in;
- b. Prepare or provide guidance for appropriate supporting visuals to be used in the presentation;
- c. Prepare press kits and other handout material for media, as appropriate;
- d. Coordinate and make necessary logistical arrangements with other NASA Centers if briefing involves multi-Center participation;
- e. Notify media of the press conference. If a written product is needed to provide the media with information about the conference and its topic, procedures for written information outlined in CD70-OWI-001 will be followed;
- f. Arrange a dry run opportunity for press conference participants;
- g. Manage execution of the press conference.

6. NOTES: None

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7. SAFETY PRECAUTIONS AND WARNING NOTES: None
8. APPENDICES, DATA, REPORTS, AND FORMS: None
9. RECORDS: None
10. TOOLS, EQUIPMENT, AND MATERIALS: None
11. PERSONNEL TRAINING AND CERTIFICATION: None
12. FLOW DIAGRAM: None