

CD70-OWI-008

Revision D

EFFECTIVE DATE: 05/15/03

ORGANIZATIONAL ISSUANCE

CD70

Operation of MSFC Newsroom and Remote News Centers

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	9/7/99	
Revision	A	11/10/99	Rev. Applicable Documents
Revision	B	03/01/00	Rev. Applicable Documents
Revision	C	04/24/01	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 the planning, set-up and operation of news centers in support of Marshall-managed projects and missions. This instruction extends information from the Marshall Management System (MMS) as defined by the Marshall Management Manual MPD-1280.1.

The purpose of this instruction is to document the process by which the Media Relations Department conducts business, specifically in the establishment and operation of news centers.

2. APPLICABILITY

The procedure applies to the following in-scope activities under the cognizance of the Media Relations Department: establishment and operation of news centers in support of Marshall-managed projects and missions.

3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

MPD 1280.1 *Marshall Management Manual*

3.1 Reference Document List.

Use current revisions unless there is overriding authority.

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

4. DEFINITIONS

CaER - Customer and Employee Relations Directorate

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

5. INSTRUCTIONS

5.1 Planning for News Center.

5.1.1 The responsible PAO, in consultation with the team leader or Department manager, determines the need for establishing a news center.

5.1.2 Responsible PAO, in consultation with project management from the particular subject area and Media Relations Department management, develops plans and requirements for the news center, considering factors such as location, size, capabilities, staffing and periods of operation.

5.2 Establishment of News Center.

5.2.1 Responsible PAO arranges for and oversees creation of news center, ensuring that it meets planned requirements of providing adequate work space, office equipment, communications support, and facility arrangements (for instance, parking spaces) for the number of media to be accommodated, and the size of Media Relations Department news center staff to be assigned.

5.2.2 During establishment of news center, it is stocked with appropriate informational materials (such as fact sheets, brochures and photographs) and other supplies as needed.

5.2.3 Special requirements to be addressed in planning and establishment of the news center includes the possible need to: accommodate interaction with off-site media; accommodate media viewing and/or photography of tests, launches or other special activities; and to provide accommodations for conducting media briefings.

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5.3 Operation of News Center.

5.3.1 Responsible PAO oversees the operation of the Media Relations Department news center to ensure planned schedules of operations and staffing are maintained.

- 6. NOTES: None
- 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