

CD70-OWI-009

Revision F

EFFECTIVE DATE: 05/15/03

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# ORGANIZATIONAL ISSUANCE

CD70

## Space Shuttle Launch Support

APPROVING  
AUTHORITY

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VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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**DOCUMENT HISTORY LOG**

<b>Status (Baseline/ Revision/ Canceled)</b>	<b>Document Revision</b>	<b>Effective Date</b>	<b>Description</b>
Baseline	N/A	9/7/99	
Revision	A	11/10/99	Rev. Applicable Documents
Revision	B	03/01/00	Rev. Applicable Documents
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Revision	F	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 providing media relations support for Space Shuttle Launches at the Kennedy Space Center.

The purpose of this instruction is to document the process for providing media relations support to the Marshall Space Shuttle Projects office during Space Shuttle launch activities at the Kennedy Space Center.

## 2. APPLICABILITY

The procedure applies to all civil service PAO of CD70 at the Marshall Space Flight Center.

## 3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

MSFC-SSCP-5-77 *Space Shuttle Contingency Plan on the Space Shuttle Project Office ISO website at url: <https://shuttleonline.msfc.nasa.gov/iso9000/>*

*Public Affairs Spaceflight Contingency Plan kept by the Management Support Assistant in 4200/107.*

## 4. DEFINITIONS

CaER - Customer and Employee Relations Directorate

OWI - Organizational Work Instruction- Level 4 document in the MSFC MMS.

PAO - Synonymous with Media Relations Specialist

Support PAO - Media Relations Specialist from CD70 who is assigned to provide media relations support for a Space Shuttle launch at KSC.

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Space Shuttle PAO - Media Relations Specialist from CD70 to whom the Space Shuttle Projects Office is assigned as an area of media relations responsibility.

L-1 - 1 day prior to launch.

L-2 - 2 days prior to launch.

KSC - Kennedy Space Center

JSC - Johnson Space Center

Code M - Office of Space Flight at NASA Headquarters

## 5. INSTRUCTIONS

The following instructions apply to the activities of support PAO for a Space Shuttle launch at the Kennedy Space Center to support a Space Shuttle Launch:

- 5.1 Prior to departure for a Space Shuttle launch the support PAO should do the following:
  - 5.1.1 The supporting PAO should consult with Shuttle PAO for information relevant to the Marshall managed propulsion hardware for the launch; the Microgravity/International Space Station PAO for information regarding any Marshall managed experiments on the flight; and the news chief for information regarding general support of the launch.
  - 5.1.2 The Space Shuttle PAO will prepare a launch support package for each Space Shuttle launch. Suggested contents are listed at Appendix A.
  - 5.1.3 Locate and review the Space Shuttle Contingency Plan (MSFC-SSCP-5-77).
- 5.2 While at the Kennedy Space Center prior to launch day, the support PAO should do the following:

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- 5.2.1 At KSC, supporting PAO will make contact with Marshall resident office at KSC to establish a line of communication with Marshall managers supporting the launch at KSC to discuss issues that arise during pre-launch activities.
- 5.2.2 Support PAO should attend the L-2/L-1 briefings at KSC to acquire latest information about and the status of Marshall-managed hardware and experiments involved in the launch.
- 5.2.3 Support PAO will work at the KSC press site for a normal tour of duty on L-2 and L-1 days, unless extended hours are warranted because of a Marshall hardware anomaly. If an anomaly occurs, refer to Appendix B and CD70-OWI-004.
- 5.2.4 The support PAO will establish contact and work closely with the KSC news chief, HQ Code M PAO, JSC PAO, and other public affairs representatives to answer questions from the media regarding the launch. Specifically questions involving the performance of Marshall-managed projects will be handled through the Marshall support PAO.
- 5.3 While at the Kennedy Space Center on launch day, the support PAO should do the following:
  - 5.3.1 PAO will be at the KSC press site at least 4 hours prior to launch on launch day.
  - 5.3.2 Approximately 2 hours prior to launch the support PAO should make contact with the Marshall project managers on console at KSC.
- 5.4 In the event of Marshall-managed equipment/hardware failure or anomaly, the on-site PAO will:
  - 5.4.1 Contact the appropriate Marshall project manager(s) at KSC based on the specific contingency to determine what information is

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known and can be provided to media. Prior to public release through the media, this information should be coordinated on site with the KSC, JSC, and HQ Code M PAOs.

5.4.2 Contact the Marshall Media Relations Department manager and/or deputy manager with information that is available and the course of action to be taken.

5.4.3 Provide a spokesperson (Marshall project manager or senior engineer) to present the information at the press conference following the delay/anomaly, if required by Code M PAO and/or the Space Shuttle Program Manager.

6. NOTES: None

7. SAFETY PRECAUTIONS AND WARNING NOTES: None

8. APPENDICES, DATA, REPORTS, AND FORMS:

Appendix A - Suggested content of Media Relations Launch Support Package.

Appendix B - Public Affairs Spaceflight Contingency Plan

9. RECORDS: None

10. TOOLS, EQUIPMENT, AND MATERIALS: None

11. PERSONNEL TRAINING AND CERTIFICATION: None

12. FLOW DIAGRAM: None

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## Appendix A

### Suggested content of Media Relations Launch Support Package

- Mission Countdown Events
- MSFC/Contractor Support Personnel Information (provided by the MSFC resident office upon arrival at KSC)
- Mission Press Kit
- TV Schedule
- Relevant Press Releases as determined by the Space Shuttle PAO

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## Appendix B

### Public Affairs Spaceflight Contingency Plan

#### 1.0 POLICY

This plan establishes procedures for implementation of the Media Relations Contingency Plan by the Marshall Space Flight Center (MSFC).

The policy set forth in the Public Affairs Spaceflight Contingency Plan, March 2002, is applicable and will be implemented by MSFC.

#### 2.0 NOTIFICATION

The CD70 public affairs officer first cognizant of a contingency will notify the following individuals in order:

Name	Office	Home	Cell
Dominic Amatore Manager, Media Relations	544-0031	461-7833	651-4080
Dave Drachlis	544-6538	881-9302	651-4713
June Malone	544-7061	881-3527	714-7494
Jerry Berg	544-6540	534-4968	
Steve Roy	544-6535	883-5886	
John Dumoulin	544-6541	895-9348	
Kim Newton	544-0371	772-8800	
Judy Pettus	544-8911	316-2902	
Martin Jensen	544-2527	325-4332	

#### 3.0 RESPONSIBILITIES

a. The MSFC Manager of Media Relations Department will establish contact with the Center Director and the Director, Customer and Employee Relations Directorate, and advise them on appropriate dissemination of information, to include photographs and videotape.

b. The Manager, Media Relations Department, will establish and manage a newsroom operation in

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Building 4200, establish appropriate operating hours, and provide appropriate staffing. Temporary supplemental personnel from within CaER and MSFC likely will be required to adequately staff this operation.

c. The MSFC Space Shuttle Projects media relations' specialist will be the focal point for gathering, coordinating and releasing information.

d. Other MSFC media relations specialists will support the contingency news operation and Space Shuttle Projects media relations specialist as required.

#### 4.0 NEWS OPERATIONS

The Manager, Media Relations Department, will:

a. Provide working facilities for the news media, provide access to releasable information, and facilitate access to and interviews with MSFC personnel.

b. Arrange media clearance to the MSFC newsroom through the Redstone Arsenal Military Police and MSFC Security Office.

c. Arrange after-hours media access to the MSFC newsroom through the MSFC Security Office.

d. Arrange through the MSFC Security Office for additional security (crowd control) as required at media sites of interest such as the Huntsville Operations Support Center, the Redstone Army Airfield, and Building 4200 complex.

e. Arrange through the Transportation Office for additional government vehicles to be assigned to the Media Relations Department (sedans, vans, buses) as required.

f. Arrange with MSFC Center Operations Directorate to support short notice briefings, press

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conferences, live shots, and interviews and to document MSFC contingency activities.

g. Ensure that all MSFC media activities are appropriately coordinated with MSFC management and with Public Affairs at JSC and NASA Headquarters.

## 5.0 PROCEDURES

a. In the event of a contingency, standard (no escort required) media badges will continue to be issued and honored. Escorting of media will not be required except where necessary for security and crowd control and/or as deemed necessary by the Manager, Media Relations Office, and/or the Space Shuttle Projects media relations specialist.

b. Impounded information can be released as specified in the agency Public Affairs Spaceflight Contingency Plan.

c. General information that would normally be released, or which had previously been released, shall continue to be released in accordance with established public affairs procedures. Public Affairs video or still photography to be impounded shall be copied before delivery. Live TV views that have already been available to the media shall continue to be available via replay or duplication.

d. If an investigative board is formed, questions from the news media concerning investigative information will be forwarded by telephone or electronically to the public affairs board representative for an answer as called for in the agency Public Affairs Spaceflight Contingency Plan.

e. The Manager of Media Relations Department and his designees will be provided access to all locations where contingency support activities are being conducted.

## 6.0 REVIEW

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Both the Public Affairs Spaceflight Contingency Plan and the MSFC Implementation Plan will be reviewed prior to each Shuttle mission by specified members of the MSFC Media Relations Department--the Space Shuttle Media Relations specialist, the designated specialist supporting the Space Shuttle launch, the News Chief and the Manager of Media Relations Department or his designee. Additionally, the Center Director; Shuttle Projects Office Manager; and Customer and Employee Relations Director will review the document at least annually.