

MPD 1380.1
REVISION I-1
EFFECTIVE DATE: July 31, 2013
EXPIRATION DATE: July 31, 2023

MARSHALL POLICY DIRECTIVE

CS01

RELEASE OF INFORMATION TO NEWS AND INFORMATION MEDIA

With Change 1 (4/12/17)

COMPLIANCE IS MANDATORY
DIRECTIVE IS UNCONTROLLED WHEN PRINTED
Verify current version before use at <https://dml.msfc.nasa.gov/directives>

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DOCUMENT HISTORY LOG

| Status (Baseline/ Revision/ Change/ Revalidation/ Canceled) | Document Revision/ Change | Effective Date | Description |
|--|---------------------------------|-------------------|--|
| Revision | E | 9/20/99 | History log added with this revision; previous history contained in Directives Manager's Reference File. Updated organizational titles to reflect new reorganization; added purpose, applicable documents, and measurements; and updated responsibilities. |
| Revision | F | 10/7/2004 | Changes per HQ Rules Review Action.; "will", "may" changed to "shall" "Media Relations Department" changed to "Marshall Media Relations" |
| Revision | G | 5/8/2006 | Updated to incorporate Marshall's Organizational Transformation |
| Revision | H | 3/3/2008 | Revised 2. Applicability statement to reflect transition of MAF from GOCO to GOGO. |
| Change | I | 8/24/2011 | On 8/24/11 with approval of OPRD, administrative changes were made at P.1 Purpose to add authority citations, at 2. Applicability to update to latest standard statement, at P.3 Authority to add NPR 1400.1, at P.4 Applicable Documents to delete 14 C.F.R., and at 8. Responsibilities to separate multiple requirements (shall). |
| Revision | I | 7/31/2013 | Revised for the five-year expiration review which includes the current applicability statement and template. Reformatted to comply with required template per MPR 1410.2J and as instructed in MWI 1410.1F. Revision reflects new agency communication guidance with updated policy rationale. |
| Change | I | 4/12/2017 | On 4/12/17, at the request of the OPRD, an administrative change was made at 5.b, 5.c. and 7. changing OSAC office title from "Public and Employee Communications Office" to "Office of Communications." |
| Revalidation | I-1 | 11/18/2019 | No changes to process, requirements, or responsibilities. Minor formatting changes made to be in compliance with NPR 1400.1. |

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1. POLICY

It is MSFC's policy to govern the release of public information concerning NASA programs and activities to news and information media in accordance with Federal Regulation, 14 CFR 1213.1 and NASA NPR 7120.5E. This MPD is part of a multi-level effort to establishing NASA communication operations and governance to ensure effective planning, development, and execution of the Agency's Communications efforts and activities, including those in Mission Directorates, Centers and Program and Project Offices.

2. APPLICABILITY

- a. This MPD applies to Center personnel, programs, projects, and activities, including contractors and resident agencies to the extent specified in their respective contracts or agreements. ("Contractors," for purposes of this paragraph, include contractors, grantees, Cooperative Agreement recipients, Space Act Agreement partners, or other agreement parties.)
- b. This MPD applies to the Michoud Assembly Facility.
- c. This MPD applies to the following: all mandatory actions (i.e., requirements) are denoted by statements containing the term "shall." The terms: "may" or "can" denote discretionary privilege or permission; "should" denotes a good practice and is recommended, but not required; "will" denotes expected outcome; and "are/is" denotes descriptive material.
- d. This MPD applies the following: all document citations are assumed to be the latest version unless otherwise noted.

3. AUTHORITY

Release of Information to News and Information Media, 14 C.F.R. § 1213.1

4. APPLICABLE DOCUMENTS

- a. NPR 7120.5E, NASA Space Flight Program and Project Management Requirements
- b. NRRS 1441.1, NASA Records Retention Schedules
- c. NASA Policy on the Release of Information to News and Information Media
http://www.nasa.gov/audience/formedia/features/communication_policy.html

5. RESPONSIBILITIES

- a. Directors and Managers (their deputies or designees) of MSFC organizations:

(1) Subject to conditions and limitations imposed by immediate superiors, may speak for the Center in areas of assigned responsibility, and discuss publicly NASA/MSFC matters in which

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they are competent and currently informed.

(2) Shall be alert to potential controversial topics generated by activities within their organizations.

b. Manager, Office of Strategic Analysis and Communication, Office of Communications, or designee:

(1) Is the principal MSFC spokesperson.

(2) Shall make all formal issuances (news releases, videos, etc..) to news and information media for which MSFC is the sole source.

(3) Shall make all formal issuances (news releases, videos, etc..) to news and information media from Michoud Assembly Facility.

c. Supervisors:

When external public interest in controversial topics is apparent or anticipated, shall notify the Manager, Office of Strategic Analysis and Communication, Office of Communications, without delay so that a news release or statement may be prepared in advance of public comment by any MSFC employee.

6. DELEGATION OF AUTHORITY

None

7. MEASUREMENT/VERIFICATION

Monitoring of performance in implementing this policy shall be accomplished by the Marshall Office of Communications through the collection and review of news coverage about the Marshall Center in the news media, and by maintaining regular contact with the news media to ensure coverage of MSFC is accurate, fair, and balanced.

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8. CANCELLATION

MPD 1380.1H-1, Release of Information to News and Information Media, dated March 3, 2008.

Original signed by

Patrick E. Scheuermann
Director

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ATTACHMENT A. Definitions

Public Information. Information in any form provided to news and information media, especially information that has the potential to generate significant media, or public interest or inquiry. Examples include, but are not limited to, press releases, media advisories, news features, and web postings. Not included under this definition are scientific and technical reports, web postings designed for technical or scientific interchange, and technical information presented at professional meetings or in professional journals.

ATTACHMENT B. (Reserved for Acronyms)

ATTACHMENT C. Records

C.1 All formal issuances developed by the Marshall Public and Employee Communications Office are to be maintained in accordance with NPR 1441.1 and requirements therein.

C.1.1 NASA Headquarters maintains the official record of news releases cleared through Headquarters. The MSFC copy is maintained as NRRS 1/54/C; Temporary-Destroy when no longer needed for reference.

C.1.2 News Releases not cleared through Headquarters, but released through MSFC (the official record) are maintained as NRRS 1/54/A; Permanent-Retire in 5 years.

Note: For further details on retirement of non-textual formats (e.g., radio or video), reference NRRS 1/57/B, C (Radio) and NRRS 8/24 (Video).