

PAO Account Managers use their talents in many ways to benefit various directorates. Below are brief profiles of just four of our Account Managers:



Kylie Moritz

In my role, I serve as a media liaison for the Engineering Directorate and the Space Shuttle Program. My primary focus is to gather and write newsworthy press releases for the public and the media. I also generate fact sheets covering our accomplishments for the media and am available for media inquiries regarding new technological developments for our programs.



Doug Peterson

As a liaison to Flight Crew Operations and the Astronaut Office I reside in both the Astronaut office and the Public Affairs Office, providing public affairs advice to the astronaut office management (CB) and the astronaut corps. My other responsibilities include coordinating access to the astronauts for appearances, selected interviews and film shoots that appropriately conveys the NASA space story.



John Ira Petty

As the liaison for the International Space Station (ISS) and the KC-135 Reduced Gravity Student Opportunities Program, I provide a variety of communication services to each group. For the ISS I provide the Station Program Managers with talking points for scheduled briefings as needed, ISS commentary from the Station Flight Control Room daily, write press releases about the program and provide focused outreach work. For the KC-135, I compile the press kits, publicity materials and news releases, and I brief the students on how to handle the media while at JSC.



Cathy Watson

In my role, I am the liaison to the Space and Life Sciences group. My responsibilities consist of updating and maintaining various public JSC Web sites. Items such as press releases, announcements of publications of journal articles, the convening of a group of scientists at a local conference can be found on both internal and external Web sites.

Meet your PAO team

We are your Public Affairs Office. We are a talented team of skilled communicators. We are editors, public speakers, producers, reporters, writers and story creators. We serve as liaisons, escorts, representatives and press agents. We are partners, leaders and speakers. We are contractors and civil servants. Often we are the first people visitors and media interact with when they contact NASA.



NASA JSC 2002e00168 photo by Robert Markowitz

We work to tell the Johnson Space Center story, your story, to the public and the media. As JSC employees serve, create, accomplish, design and innovate, we work to share this news with the world. We do this through many ways. Sometimes through carefully selected images taken by the photography team, or through broadcast images on NASA TV. Other times, we use written pieces to share the excitement that is JSC through media kits, press release and numerous publications. Here is how we work:

Newsroom

Members of JSC's newsroom team handle all aspects of media relations for the center. Major activities include:

- ◆ Providing around-the-clock Space Shuttle mission support and commentary for NASA Television
- ◆ Providing International Space Station NASA TV support and updates on weekdays and during major flight activities, such as spacewalks or visiting vehicle dockings
- ◆ Interfacing on a daily basis with national and international print, electronic and broadcast media working on articles, television news stories, documentaries, movies and TV shows
- ◆ Writing, editing and distributing all JSC local and national press releases
- ◆ Developing mission press kits for all space shuttle flights and all Expedition crews
- ◆ Preparing and broadcasting shuttle preflight press conferences, status briefings and other events
- ◆ Acting as the representatives for JSC's directorates in composing press releases and articles in their newsworthy activities and events
- ◆ Maintaining and updating Internet sites, including NASA's Human Space Flight Web site at www.spaceflight.nasa.gov

The JSC newsroom also plays a key role in a wide variety of astronaut public affairs activities including pre-mission crew interviews, film shoots, appearances and publicity, interviews and communications advice and support.

Web Team

The Web Team within PAO is primarily responsible for the maintenance and enhancement of the following PAO Web sites:

- ◆ NASA Human Space Flight Web <http://spaceflight.nasa.gov/>
- ◆ JSC External Web Site <http://www.jsc.nasa.gov/>
- ◆ Daily Cyberspace Roundup <http://www.jsc.nasa.gov/pao/roundup/index.html>

The NASA Human Space Flight Web site is the primary mechanism for delivery of information to the public and media concerning the Human Exploration and Development of Space (HEDS), which includes space shuttle mission coverage, ISS coverage, release of news concerning all aspects of the HEDS effort and real-time and historical information. The Web team is responsible for updating the information on this Web site and also developing tools and techniques to allow others to deliver information.

The JSC External Web Site is the conduit for information to the public and media for such topics as space shuttle and space station activities, specific JSC activities such as the JSC Exhibits program, FOIA information and University Research programs.

The Daily Cyberspace Roundup is an extension of the JSC *Roundup* publication, which is updated daily to provide JSC personnel, media and the public with the latest information regarding NASA's activities.

Internal Communication

Our employees are our most important audience. Your mood, perceptions and interpretations of the center's activities influence how you present JSC to everyone you encounter and even how you perform your duties. If we arm you with positive and straightforward information, we hope you will feel valued, involved and can speak more knowledgeably and positively about your work. And you will be the committed workers that we want in our workforce.

The internal communication teams works to provide key center messages, such as the JSC commitment to safety and diversity and the promise of NASA as an investment in America's future. The internal communication team works to represent all JSC Civil Servants,

contractors and the entire JSC workforce, including White Sands Test Facility and the Sonny Carter Training Facility – from top management to engineering to administrative staff to janitorial, cafeteria and security.

To keep you up-to-date, the publication *Horizons* is the internal guide for those of you that help tell the ISS Story. It has fun facts, quotes, and basic mission info. Whether you are speaking to school kids, the Kiwanis or to a technical symposium, this is a tool for you.

External Communications

Supplementing our internal communications program is our effort to communicate key messages and news from our center to external audiences. Through the proliferation of media, both traditional forms and now online mechanisms, there are tremendous new opportunities to get our story out.

It is the goal of the External Communications Team to proactively capture some of those opportunities and to increase awareness of NASA-Johnson Space Center and the fascinating work done here. More specifically, to expand the reach of our coverage beyond Space.com and the *Houston Chronicle*, we're moving into mainstream press that reaches more of our public. Look for more to come from this team highlighting our diverse and talented workforce, like the media hit in January's issue of *Women's Enterprise* with Dr. Nitza Cintron.

Additionally, leveraging our important community and business partnerships also happens through this team. In recent months, we've been able to garner more visibility in Houston and national print materials through building relationships with our community and business partners such as the Greater Houston Partnership and the Clear Lake Area Economic Foundation.

External Relations Office

The External Relations Office works to provide increased emphasis on the Center's relationships with key external audiences, communities and government entities. They build support for NASA/JSC programs through community involvement, exhibits programs, public presentations, special events, guest operations and government relations. This office also participates in community organizational meetings and

interacts with committees that seek an interface for events and initiatives.

The Information Services Center (ISC)

The ISC is often referred to as the "library." This office responds to all requests for information from the general public. The library moniker is a holdover from the days when the ISC housed a lot of books and the staff researched NASA information for the public. The number of books has been significantly reduced, and the staff no longer does a lot of library type research, but they are an excellent source of information about NASA, JSC and other space contacts. They like to think they know something about everything, so give them a shot.

The ISC is open for employee walk-up requests during the hours of noon to 4 p.m. This enables JSC employees to get information, lithographs (pictures) and posters for their contacts, families and friends. As an example, the office provides crew pictures and information for each shuttle flight.

International Space Station Traveling Exhibit

JSC's ISS Traveling Exhibit, housed in two semi-truck trailers, travels the United States presenting the story of the ISS and the excitement of human space flight to a diverse audience. Visitors receive a guided tour and hand-out souvenirs after having learned the purpose of building the ISS. Exhibit staff often conducts teacher workshops and student activities in addition to providing tours.

Speaker's Bureau

The Speaker's Bureau dispatches selected speakers to events nationwide and internationally. Sample requests supported in FY 2000-2001 included events in Denmark (Danish Ministry of Culture) and in Scotland (TechniTex Faraday Partnership). Dow Chemical Company in Houston and Massachusetts General Hospital in Boston were other beneficiaries of the JSC Speaker's Bureau. The Speaker's Bureau is also responsible for recruiting volunteer staff for events such as the Houston Livestock and Rodeo Show, Texas State Fair and the Houston International Festival. ❖

Telling Your Story

Wondering how to get your message out to those inside or outside JSC? Let PAO and ISD help you.

Roundup

A monthly newspaper that contains human-interest stories, events, major awards and initiatives.

Cyber Roundup

An online newsletter that provides additional JSC features, news, announcements and employee recognition.

Contact for both: Melissa Davis, x39978

JSC Today

Online announcements, three times a week.

Contact: <http://isd.jsc.nasa.gov/>
GA/isdhome/jstoday.html

Print publications

Brochures, fact sheets and posters that highlight programs and organizations.

Contact: For internal publications, contact Donna Baumer, x46175 [For external publications, contact your PAO Account Manager]

Spaceflight Web site

Managed here at JSC, this is NASA's primary location for human space flight on the Web to include mission news, updates and facts at <http://www.spaceflight.nasa.gov>.

Contact: Your PAO Account Manager

Internal Communication Video Series

An internal video series that highlights JSC's people, projects and organizations.

Contact: Beth Nischik, x36992

Press releases/events

An announcement to inform the media about a project, event or person.

Contact: Your PAO Account Manager

NASA TV

A video news release service that delivers NASA programming to media outlets and educational institutions.

Contact: Your PAO Account Manager

Information Services Center (ISC)

Located in Bldg. 2, Room 174, the ISC offers a variety of material, including *Horizons*, crew lithographs, educational packets, posters and Jukebox information.

Contact: x38693

Want to know which Account Manager serves your directorate or program? Please call the ISC at x38693