

PAO: TELLING YOUR STORY

By Dan Carpenter, Director of Public Affairs



The Johnson Space Center Public Affairs (PAO) Team is looking forward to another exciting year. I am proud to be a member of this talented team. We work hard to help tell the stories of our Center's research, engineering, science and space flight programs, with a focus on the employees who work tirelessly "behind the scenes."

We tell these stories through various outlets. The most visible way is through the *Roundup*, which originates in PAO. For instance, last month the *Roundup* highlighted the Human Resources Team

and some of the new programs they are fielding.

This month the *Roundup* is giving you another behind the scenes look – this time at PAO. We will show you how we have changed some of our services, introduce you to our team and provide details about contacting us to learn more about what we offer.

Do you know your JSC PAO team? Numbers can help tell you our story. Here is a sampling of what we did last year to tell *your* story to the public:

- ❖ The Newsroom wrote and distributed 127 press releases and more than 200 status reports during space flight missions;
- ❖ Our Exhibits program provided exhibits for 461 locations – from Houston to Tokyo to Moscow to Paris to Rio de Janeiro;
- ❖ We received more than 400 requests for interviews and completed 466 (some requested multiple interviewees) from media around the globe;
- ❖ The www.spaceflight.nasa.gov Web site attracted approximately 9 million visitors; visiting the 45,000 pages on the site, including the 23,000 pages that our web team either edited or created last year
- ❖ The External Relations Office, which rejoined PAO in September, scheduled a total of 283 protocol tours – 198 of them were VIP tours and 85 were educational tours.

But numbers only tell you one aspect of the story. Here are just some of our responsibilities:

- ❖ Cover missions and ongoing operations using NASA TV and the host of production tasks that entails
- ❖ Work media requests
- ❖ Produce videos and other presentations
- ❖ Coordinate involvement with major network and film producers
- ❖ Process Freedom of Information Act requests
- ❖ Coordinate JSC participation in community events and exhibits
- ❖ Coordinate requests for speakers
- ❖ Develop and manage the most popular Agency Web site: www.spaceflight.nasa.gov

Finally, our story wouldn't be complete if it didn't involve telling your story. How do we tell your story or, sometimes, how do we help you tell it? As you will find out more on pages 4 and 5, our team is using some new resources and improved tools. However, more important than the resources and tools is our team's dedication and commitment. We have reallocated and reprioritized our resources to provide you with quality, timely information about:

- ❖ Upcoming missions and ongoing operations
- ❖ Relevant employee-related HR information about development and other programs
- ❖ JSC People at Work
- ❖ Letters and key messages from Center Management
- ❖ In-depth coverage of JSC stories and much more

In the coming issues of the *Roundup*, and soon through videos over the JSC cable system and JSC Web site, we hope to offer you many more glimpses – behind the curtain so to speak – of what many people do on a daily basis, many times with little or no recognition outside of their own team.

There are so many more stories at JSC that the public and other employees are interested in hearing about. We are dedicated to increasing our ability to help tell those stories. And, through close coordination with HR and the Information Systems Directorate, we are realizing that many other directorates find value in telling the JSC story to more people onsite as well.

As PAO strives to be better storytellers for and with you, we seek your input and suggestions. I hope you enjoy both the *Roundup's* new look and the fresh outlook it has adopted. That outlook is representative of our entire PAO approach. ❖



The President has presented to Congress his budget for fiscal year 2003. The budget relating to human space flight and the Johnson Space Center are essentially as we expected.

The year ahead will hold many challenges for us here at JSC. We recognize that we must be fiscally accountable to the

American public. Consistent with that accountability, we will maintain our commitment to safety and record of technical achievements that have been the hallmark of this Agency and Center for the past 40 years.

While less than the 2002 budget, the budget for 2003 is consistent with both Station and Shuttle planning. We will continue to build and operate the International Space Station and provide transportation with the Space Shuttle. The projected budget does reflect the plan for some job losses at JSC and other parts of the country. This is due to the planned completion and deployment of space hardware.

Understandably, we all are concerned about possible job losses as a result of this budget plan. However, the budget process is not yet sufficiently mature for us to speculate on any possible specific numbers locally.

Please be patient in this process and know that Center management is fully aware of and understands your concerns. I remain confident you will continue to keep your focus on the amazing work we have before us to keep our space flight team operating safely and on schedule.

I am proud of each one of you. You too should be proud of the incredible technical achievements of our operational team. Together, as a team, we will continue our commitment to accomplishing our country's goals of human space flight.

Roy S. Estess

FROM THE DESK OF ROY S. ESTESS

Combined Federal Campaign sets record

JSC closed out the 2001 Combined Federal Campaign with a record contribution of \$609,375 to the Texas Gulf Coast CFC.

Contributions from employees, contractors, military personnel and other government employees who work at the Center, as well as retirees, far exceeded JSC's goal of \$561,000. The CFC goal for the Houston and Galveston area was \$2.82 million, and JSC proved again this year to be a major contributor to the success of the area campaign.

"I want to congratulate all of you for a great team effort and for your individual generosity. You have once again demonstrated how much you care for those in need," Acting Director Roy Estess said. "In these trying times, your contributions will go a long way in helping our community and our nation."

While the campaign is over, the CFC and the charitable agencies it supports are available to help those in need throughout the year. For more information, contact Krista Heidi, CFC Regional Coordinator, at (713) 685-2734 or Candy Hunt, JSC CFC coordinator, at x31836. ❖

Editor's note: You may notice the *Roundup* has once more switched its paper.

While the coated text paper used for the January issue is indeed recyclable, the JSC recycling contractor does not currently recycle coated paper due to cost. The *Roundup* has switched to an uncoated paper because we are all environmentally aware here at JSC.