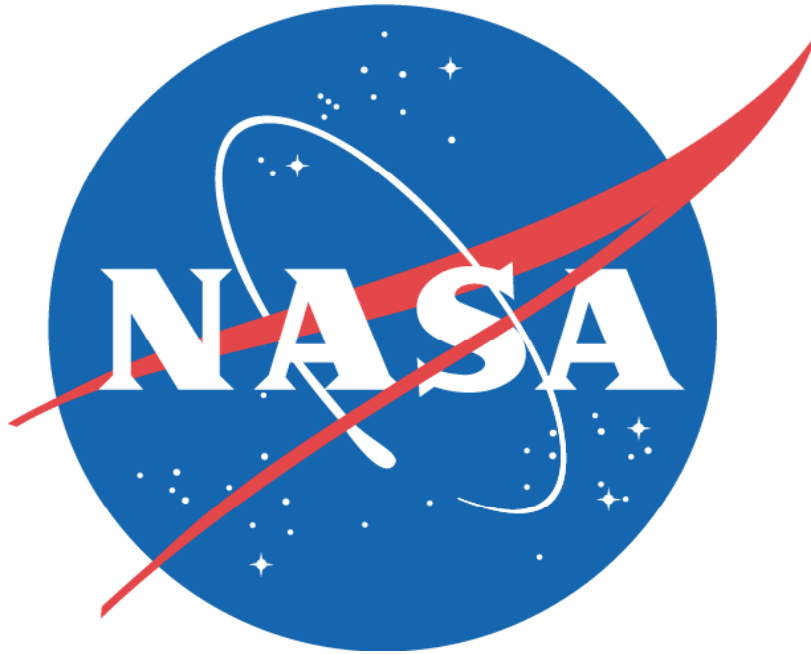


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**Code P, Office of Public Affairs**

**Office Work Instruction**

# **Develop Television Programming**

Original Approved by: \_\_\_\_\_  
Margaret C. Wilhide  
Associate Administrator

\_\_\_\_\_ Date

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### DOCUMENT HISTORY LOG

<u>Status</u> <u>(Baseline/ Revision/ Canceled)</u>	<u>Document</u> <u>Revision</u>	<u>Effective</u> <u>Date</u>	<u>Description</u>
Baseline		1/10/00	
Revision	A	8/18/00	Revised throughout to incorporate COTR functions for the HQ TV contract, expand applicability to include the contract, add definitions to accommodate COTR forms and acronyms, expand flowchart. Section 6.0 and Section 7.0 now incorporate quality records determined to be required for process control as a result of systemic analysis performed subsequent to Scope Expansion Audit.

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## 1.0 Purpose

The purpose of this OWI is to document the procedures to develop NASA-wide programming for NASA Television.

## 2.0 Scope and Applicability

2.1 This OWI pertains to developing television programming in response to requirements to distribute NASA information in the categories of Live News, excluding Live Shuttle Mission Coverage, Taped News, Education, and History. Activities described in this work instruction are consistent with the authorization and responsibility delegated to Code P in the NASA Organization Handbook.

2.2 This OWI applies to all NASA Public Affairs Offices and the NASA Headquarters Audio Video Center (HQ TV) contract. The Executive Producer, NASA Television is responsible for maintaining this document. The controlled version of this OWI is available on the NASA intranet via the NASA ISO 9000 Document Library at <http://hqiso9000.hq.nasa.gov/>. Any printed version of this OWI is uncontrolled (reference: HCP 1400.1, Document and Data Control).

## 3.0 Definitions

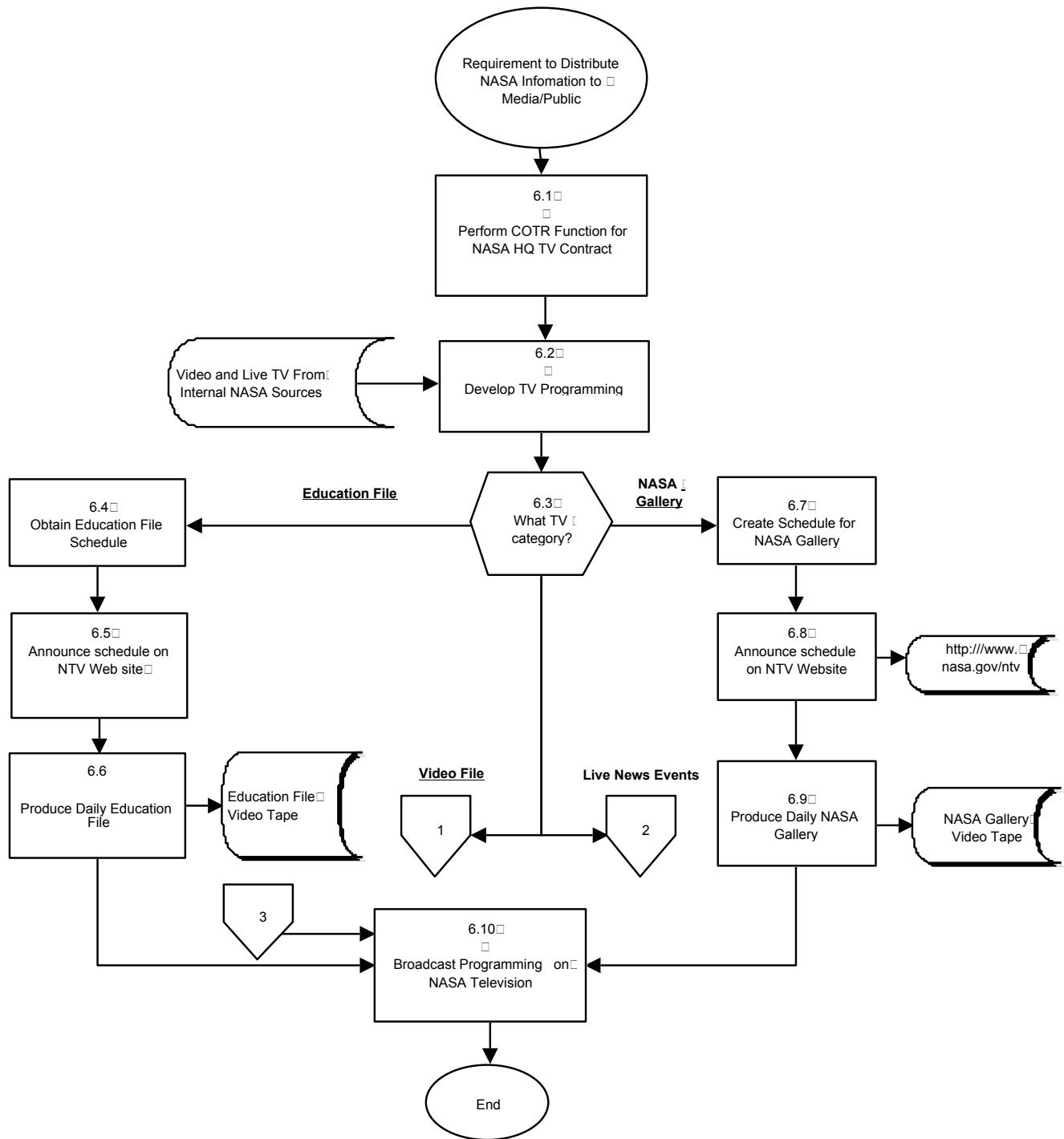
3.1	AA	Associate Administrator
3.2	AVC	Audio Video Center at Headquarters
3.3	COTR	Contracting Officer's Technical Representative
3.4	CO	Contracting Officer
3.5	DMS	Director, Media Services
3.6	EP NTV	Executive Producer, NASA Television and COTR
3.7	HQ PAOs	Headquarters Public Affairs Officers
3.8	HQ SP	HQ Senior Producer - Code P Employee who is the backup for the Executive Producer and COTR
3.9	HQ TV contract	NASW 5003, Production, Operations, and Maintenance of the Headquarters Audio Video Center
3.10	NASA Homepage Editor	Code P Newsroom Employee responsible for the NASA Television Web site
3.11	NF 533	Contractor Financial Management Report
3.12	NTV	NASA Television
3.13	OSR	NASA Headquarters Audio Video Center Operational Services Request
3.14	SOW	Statement of Work

## 4.0 References

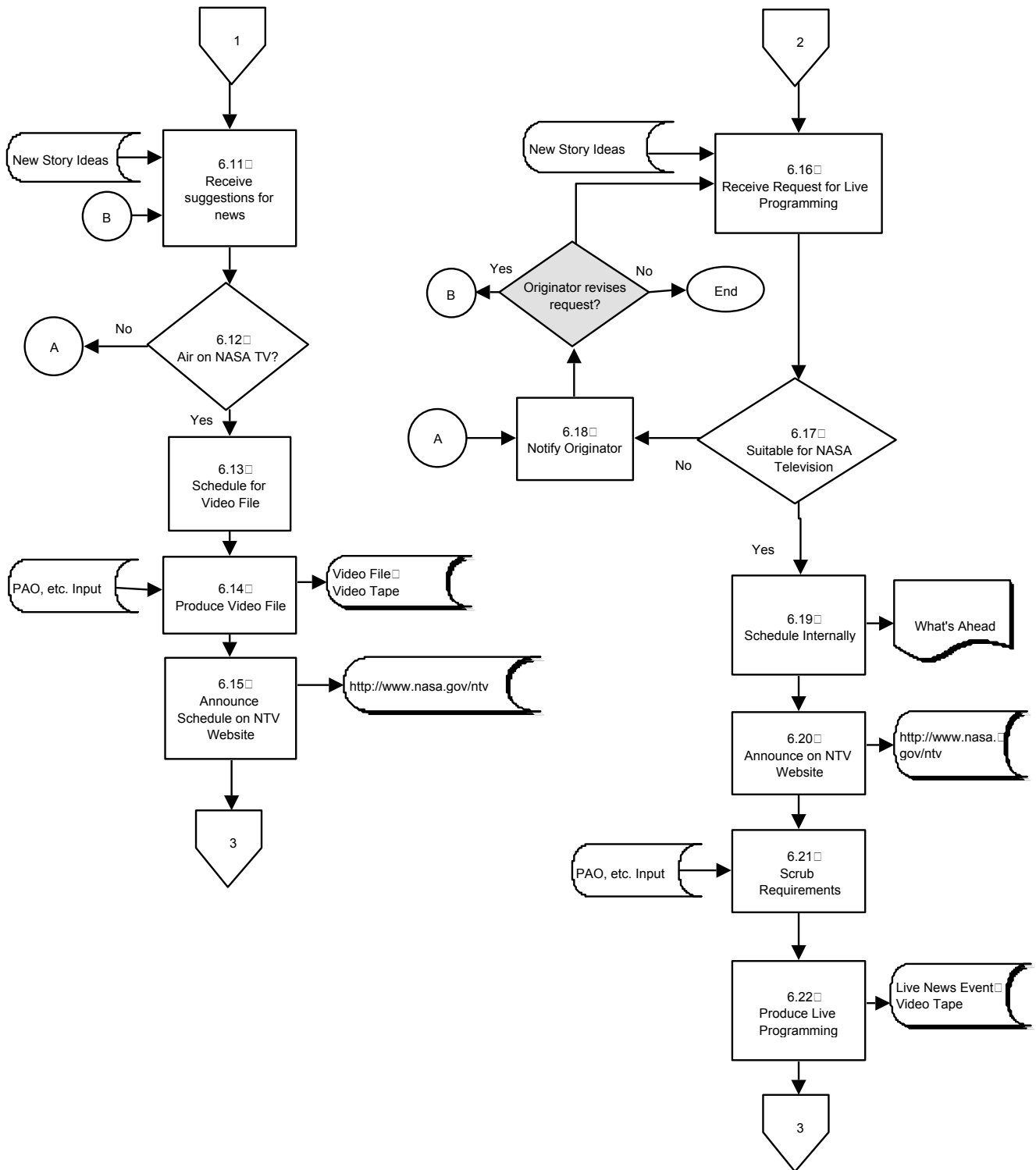
4.1	NHB 1101.3	NASA Organization Handbook,
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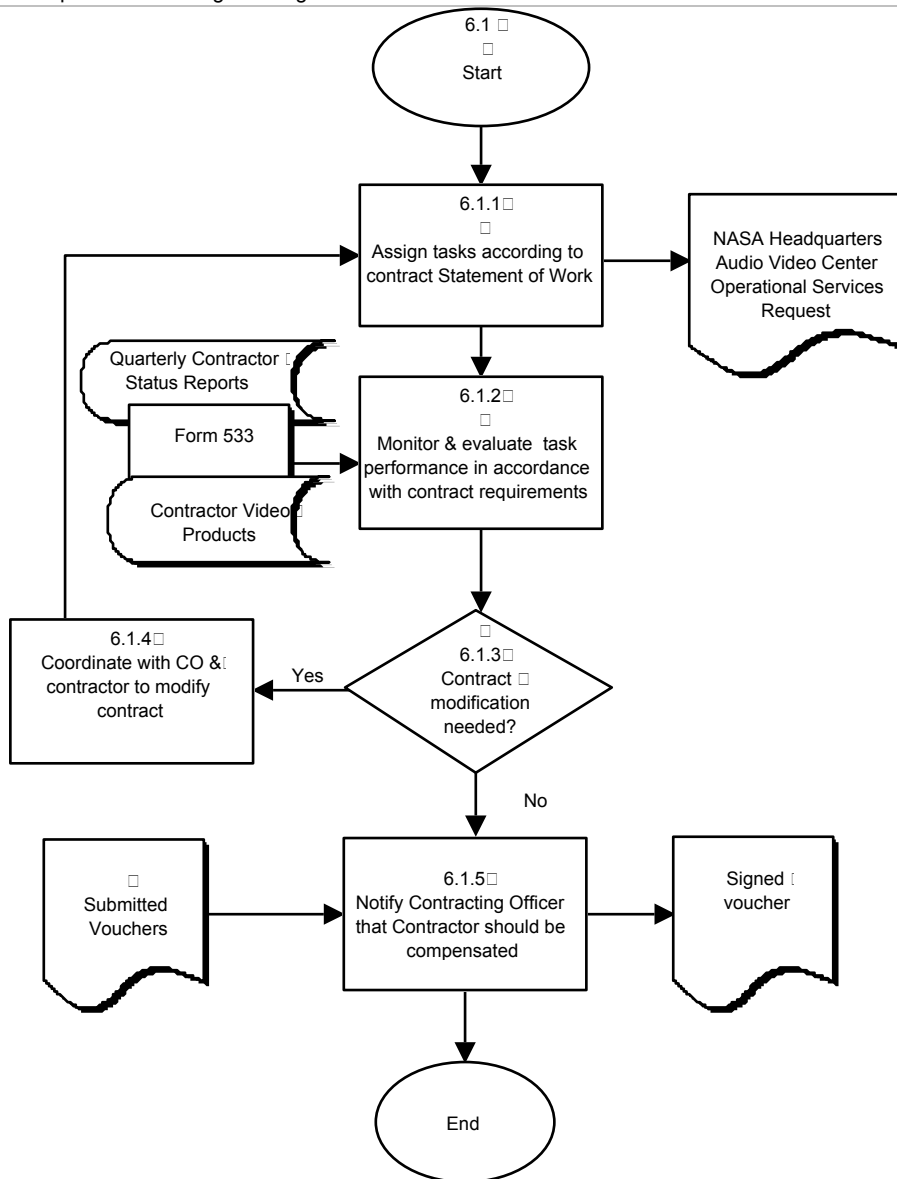
## 5.0 Flowchart



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## 6.0 Procedure

<b>Step</b>	<b>Actionee</b>	<b>Action</b>
6.1	EP NTV	<i>Perform COTR Function for NASA HQ TV</i> –Executive Producer - or, in his absence, the HQ SP - performs COTR function for HQ Television contract, managing work and ensuring it is completed.
6.1.1	EP NTV, PAO, Newsroom Staff	<i>Assign tasks according to Contract Statement of Work.</i> Using the NASA Headquarters Audio Video Center Operational Services Request for Contract #NASW-5003, complete the top half of the form. EP NTV as COTR – or, in his absence, the HQ SP, signs.
6.1.2	EP NTV	<i>Monitor task performance in accordance with contract requirements.</i> EP NTV and NASA requester, if other than EP NTV, coordinate with contractor to assure that task is on budget and on track for timely, accurate completion. Budget, manpower, material and equipment forecasting section of the OSR form is not used with the incumbent contractor because of their history of innovative and efficient operation. EP uses contractor video products, Form 533 and quarterly status reports to assess task performance.
6.1.3	EP NTV	<i>Contract modification needed?</i> If performance and contract requirements are consistent proceed to 6.1.5. If performance and contract requirements conflict, go to Step 6.1.4.
6.1.4	EP NTV	<i>Coordinate with Contracting Officer and contractor to modify contract.</i> EP NTV and CO meet with contractor to review contract, its requirements and make necessary modifications.
6.1.5	EP NTV	<i>Notify Contracting Officer that Contractor should be compensated.</i> EP signs voucher, which certifies acceptable performance, directing payment on completed tasks
6.2	EP NTV	<i>Develop TV Programming.</i> EP NTV or, in his absence, the HQ SP obtains video tape and live television programming from internal NASA sources for the purpose of distribution on NASA Television per direction in NASA Organization Handbook, NHB: 1101.3, <a href="http://nodis.hq.nasa.gov/">http://nodis.hq.nasa.gov/</a> .
6.3	EP NTV	<i>What TV category?</i> – EP NTV divides the video tape and live television products for the daily television broadcast into categories so that the news media and public know where to find these programs. The EP makes these decisions in consultation with HQ PAOs, the HQ News Chief, the DMS, the AA and Deputy AA, the HQ SP, center producers, PAOs and News Chiefs. The daily programming is broken into 4 major categories: Live News Events, Video File, Education File and the NASA Gallery. Live News Events fall mainly into certain subcategories such as launches, ongoing mission events, live commentary, press conferences, and special events.
6.4	EP NTV	<i>Obtain Education File Schedule</i> – If the video falls into the Education File category, the EP NTV directs an Education Producer to check it against the schedule provided by NASA's Education program. NASA Headquarters Office of Education has responsibility for setting the Education File programming. A member of that office emails the selections for the month to the Education Producer.
6.5	NASA Homepage Editor	<i>Announce schedule on NTV Web site</i> – The NASA Television website ( <a href="http://www.nasa.gov/ntv">http://www.nasa.gov/ntv</a> ) has a link to the Spacelink website where NASA's Office of Education posts the Education File schedule for the month.

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6.7	EP NTV	<i>Create Schedule for NASA Gallery</i> – The EP NTV directs the Gallery Producer to create a monthly schedule of NASA historical programming that pertains to specific events in NASA’s recent history and well-known significant events that will be of interest to the media and the general public. The Gallery Producer attempts to match these historic programs to events that occurred on a given day of the year based on a timeline created by Kennedy Space Center’s Office of Public Affairs. Therefore, NASA Television attempts to air programs on Apollo on the anniversary of a particular mission. The Gallery is also the time slot where press briefings are typically aired and replayed. The regular Gallery schedule may be preempted at the discretion of the EP to air special events, video for news media, to replay press conferences, or to cover mission activities. In such a case, the EP ensures that the Gallery Producer airs the correct programming during the regular NASA Gallery slot.
6.8	NASA Homepage Editor	<i>Announce schedule on NTV Website</i> – The NASA Homepage Editor updates the NTV Website with the monthly NASA Gallery. The EP directs the Gallery Producer to provide the Webmaster with the monthly Gallery schedule prior to each month. The EP also gives schedule changes to the Homepage Editor in the event that the Gallery schedule is preempted for other events. The Gallery Schedule can be found at <a href="http://www.nasa.gov/ntv">http://www.nasa.gov/ntv</a> .
6.9	EP NTV	<i>Produce Daily NASA Gallery</i> – The EP NTV directs the Gallery Producer to obtain pre-produced historical programs and put them into the daily broadcast. Should the regular NASA Gallery be preempted by the discretion of the EP, the EP will ensure that the Gallery Producer airs the correct programming on NASA TV.
6.10	EP NTV	<i>Broadcast Programming on NASA Television</i> – The EP NTV directs the contractor’s producer to ensure that all scheduled programming for the day airs on NASA Television.
6.11	EP NTV	<i>Receive Suggestions for News</i> – The EP NTV receives suggestions for Video File news stories from HQ PAOs, the AA and Deputy AA, the DMS, the HQ SP, center News Chiefs, center producers and center PAOs via email, phone calls, and the daily HQ editorial meeting.
6.12	EP NTV	<i>Air on NASA TV?</i> – The Executive Producer decides if the story is suitable for the NASA Video File based on its news value and the quality of the video. The EP makes these decisions in consultation with the HQ PAOs, the DMS, the HQ SP and the HQ News Chief, often in the daily HQ editorial meeting. Should the EP decide the story is not suitable, the center PAOs, news chiefs, and producers have the opportunity to revise their story and resubmit it (step 6.18 and out of scope activity).
6.13	HQ SP	<i>Schedule for Video File</i> – The HQ SP is responsible for scheduling video files. A working schedule is kept on the News Room Meeting Maker Calendar. Each video file is given a tentative air date which is revised based on how well the center producer is able to meet schedule and mission or science events. The HQ PAOs also give their input. Note: no video file will air prior to the story’s HQ Press Release.
6.14	EP NTV	<i>Produce Video File</i> – The EP NTV directs the Video File Producer in producing the daily video file with significant input from the HQ PAOs. The PAOs and EP view video and slates when necessary to ensure accuracy.
6.15	NASA Homepage Editor	<i>Announce Schedule on NTV Website</i> – The NASA Homepage Editor updates the NTV Website with the daily Video File. The Video File Producer and HQ SP



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		provide the Homepage Editor with the Video File schedule each day. The Video File schedule can be found at <a href="ftp://ftp.hq.nasa.gov/pub/pao/tv-advisory/nasa-tv.txt">ftp://ftp.hq.nasa.gov/pub/pao/tv-advisory/nasa-tv.txt</a> . The NASA Homepage Editor also emails the Video File schedule to news media each day via list serve at 11 am eastern time as the Video File Heads Up and at 2 p.m. as part of the daily NASA News Summary. Should the Video File change throughout the day, the HQ SP or the Video File Producer will alert the HQ Webmaster who will then update the web and email an addendum to the list serve.
6.16	EP NTV	<i>Receive Request for Live Programming</i> - The EP NTV and HQ SP receive requests to air programs from HQ PAOs, the AA, Deputy AA, the DMS, center News Chiefs, center producers and center PAOs via email, phone calls, and the daily HQ editorial meeting.
6.17	EP NTV	<i>Suitable for NASA Television?</i> - The EP NTV decides if the Live News Event is suitable for NTV based on its news value and the NTV schedule. The EP and HQ SP make these decisions in consultation with the AA, Deputy AA, the DMS, the HQ PAOs, and the HQ News Chief, often in the daily HQ editorial meeting.
6.18	EP NTV	<i>Notify Originator</i> - Should the EP NTV decide not to air the live program, the HQ PAOs, the center PAOs, news chiefs, and producers have the opportunity to revise their request and resubmit it.
6.19	EP NTV	<i>Schedule Internally</i> – The EP NTV places the live program on the NASA TV schedule by placing the item on the What’s Ahead schedule which is sent out to the AA, the DMS, the EP, the HQ PAOs, the center PAOs, News Chiefs, and producers via email.
6.20	NASA Homepage Editor	<i>Announce on NTV Website</i> – The NASA Homepage Editor updates the NTV Schedule of Live Events based on the What’s Ahead Schedule. The schedule can be found at <a href="http://www.nasa.gov/ntv/">http://www.nasa.gov/ntv/</a> .
6.21	EP NTV	<i>Scrub Requirements</i> – The EP NTV has ultimate responsibility for all programming that airs on NASA TV. That said, many people look at the live programs to ensure their success. Key to this process are the HQ PAOs who have immediate production responsibility for Space Science Updates and other press conferences at HQ and the center producers and PAOs who have similar responsibilities at the field centers.
6.22	EP NTV	<i>Produce Live Programming</i> - The EP NTV has ultimate responsibility for live programs airing on NASA TV. The EP NTV uses the expert support of the HQ Television contractor to ensure the success of live television events at HQ. The center producers have similar responsibilities for live programs at the field centers and the EP NTV assures that they are successful.

## 7.0 Quality Records

<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
Education File Video Tape	EP NTV	AVC Tape Archive	Video Tape	Schedule 1, 71D.1(b)	Destroy when no longer needed for reference purposes.
<a href="http://www.nasa.gov/ntv">http://www.nasa.gov/ntv</a>	HQ Webmaster	HQ Website	Electronic	Schedule 1, 78E.2	Destroy or delete when no longer needed.
NASA	EP NTV	AVC Tape	Video Tape	Schedule 1, 71D.1(b)	Destroy when no

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<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Record Media</u>	<u>NPG 1441.1 Schedule and Item Number</u>	<u>Retention/Disposition</u>
Gallery Video Tape		Archive			longer needed for reference purposes.
SOW	CO	GSFC	Hard Copy	Schedule 5, 7A	Destroy 2 years after expiration of Contract
Signed Vouchers	CO	GSFC	Hard Copy	Schedule 5, 9	Destroy 6 years after final payment
Video File Video Tape	EP NTV	AVC Tape Archive	Video Tape	Schedule 1, 71D.3	Retain on-site for 5 years. Transfer to NARA (College Park, MD) when 5 years old.
NASA HQ AVC OSR	EP NTV	HO 8L86 files	Hard Copy	Schedule 5, 7A	Destroy 2 years after expiration of Contract
What's Ahead	EP NTV	HQ 8J80 files	Electronic	Schedule 1, 78E.2	Destroy or delete when no longer needed.
Live Event Video Tape	EP or Field Center Producer	AVC Tape Archive or Field Center Archive	Video Tape	Schedule 1, 71D.3	Retain on-site for 5 years. Transfer to NARA (College Park, MD) when 5 years old.