

Public Affairs ODIN Briefing

March 30, 2004

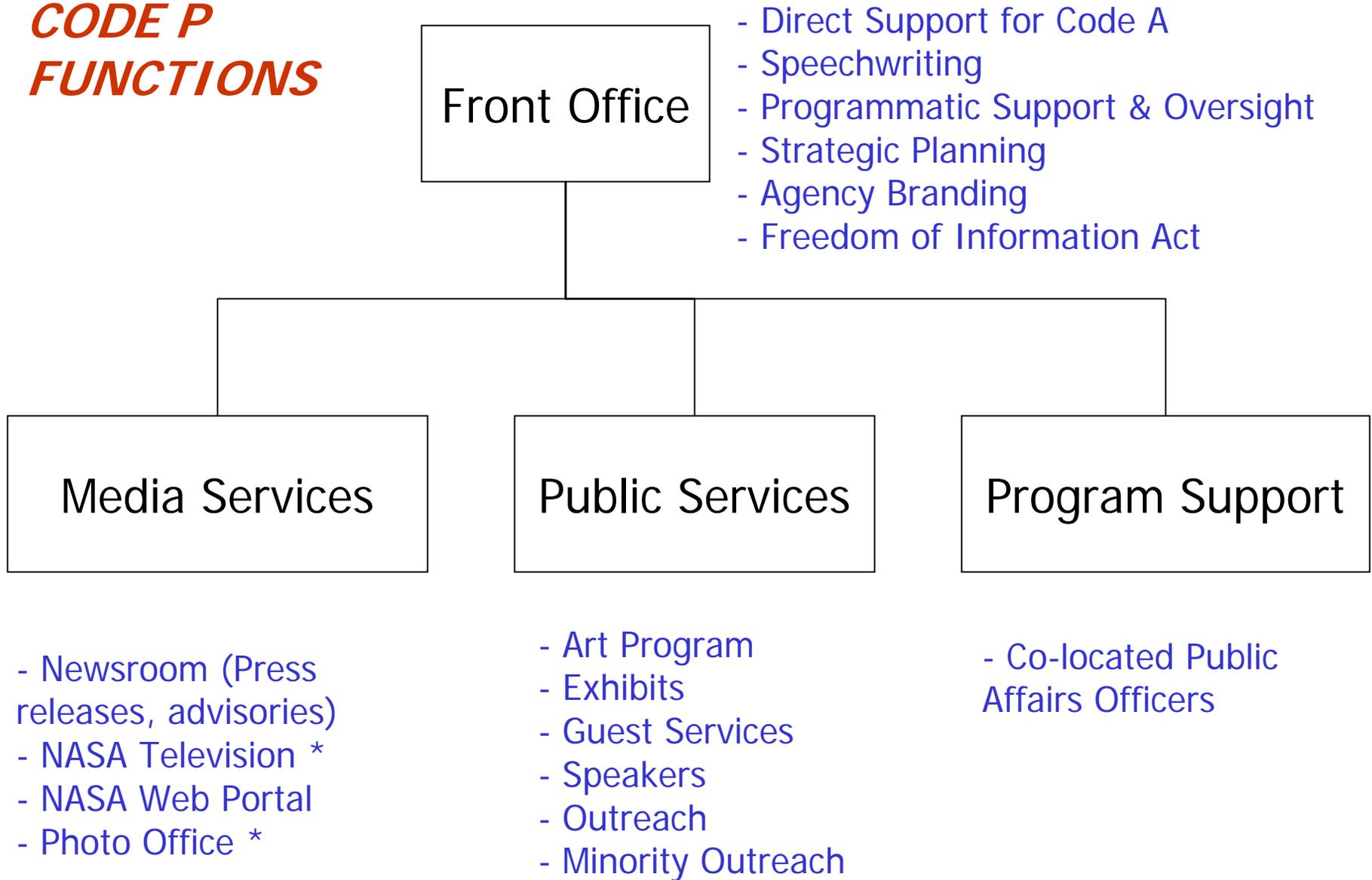
Office of Public Affairs

- Mission:
 - Communicate the importance and excitement of NASA's programs in creative ways that engage the public and news media.
- 60 civil servants
- 20 contractors
 - NASA TV
 - Photo Office
- Contractors must be seamlessly tied in to Media Services

Office of Public Affairs

- Media
 - Text: Press releases, status reports, press kits
 - Video: Press briefings, live interviews, NASA updates
 - Still images: Photos, data imagery, artists' concepts
 - Web: All of the above + Flash
 - Exhibits: pop ups in HQ lobby; major efforts
 - Fine Arts: paintings, sculpture, music
 - Guest Events: Launch viewings, commemorations

CODE P FUNCTIONS

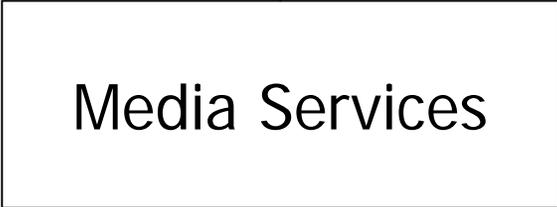


* Contracted services

**CODE P
REQUIREMENTS**



- Blackberry support
(throughout code)



- Macromedia, Adobe Web software
- Digital video tech: S/W & H/W
- Dbase software and access to apps
- Appropriate HW (lg. Data storage, photo quality printers, monitors, scanners, etc.)
- Online fax
- Secure listserve
- ENPS newsroom software

- Dbase software and access to apps
- Appropriate HW (lg. Data storage, monitors, scanners, etc.)
- Adobe graphics software

- Dbase software and access to apps
- Appropriate HW (lg. Data storage, high-capacity, photo-quality printers, monitors, scanners, etc.)

Code P Functional Requirements for ODIN

- Fast Action
 - Code P is NASA's news operation; we need to be able to work 24/7 and to develop new capabilities on a commensurate time scale.
- Continuity
 - Ex.: Code P-funded script that collected FTP download stats was repeatedly lost in handoffs to new sys admins.

Code P Functional Requirements for ODIN

- Keep up with commercial standards
 - We're standardized on outdated versions of software (Adobe Acrobat 5; Netscape 4.77)
 - Affects Training: New Acrobat user needs training, but gets trained on v. 6, not v. 5
- Provide normal support in times of crisis (virus outbreaks)
- Support with software
 - Ex: Rumba deployed with no documentation or training available

Ultimate Requirement

- Public Affairs needs an ODIN vendor that can support our need to respond to constantly changing, short-deadline requirements, and which can help offer creative technical solutions to meet those requirements.