

NASA Earth Science Division: Communications Project Worksheet
R&A Program – ASP infographics

ESD project requestor	
Name:	Jack Kaye; Bruce Tagg
Email:	jack.kaye@nasa.gov ; bruce.a.tagg@nasa.gov
Phone:	202.358.2559; 202.358.2890

ESD communications project lead	
Name:	Abby Seadler
Email:	abigail.r.seadler@nasa.gov
Phone:	301.614.5758

Brief project description:
<p>The goal is to call attention to everything we wouldn't know about the Earth had it not been for NASA's airborne campaigns. It will consist of a series of infographics highlighting the unique data and observations collected during 7 different campaigns and what they taught us about the Earth.</p> <p>The seven campaigns include ABoVE, ATTREX, CalWater, HypSPIRI, OIB, OLYMPEX, and SEAC⁴RS. These seven campaigns were chosen in consultation with Ryan Spackman, Matt Fladeland, and Susan Schoenung, and they cover every R&A focus area.</p>

Date for final product delivery: April 20, 2018
Final product sign off required from: Jack Kaye and Bruce Tagg

Please answer the following questions to help inform production.
What is being produced? (Check all that apply.) <input type="checkbox"/> Brochure <input type="checkbox"/> Booklet <input type="checkbox"/> Slides/Presentation <input type="checkbox"/> Pamphlet <input type="checkbox"/> Banner <input type="checkbox"/> Flyer <input type="checkbox"/> Poster or other collaterals <input type="checkbox"/> New web page <input type="checkbox"/> Web content on existing page <input checked="" type="checkbox"/> Other, please specify: An infographic that can be used in presentations to upper-level management, or as a shareable on social media as a part of the 2018 Earth Day campaign, which emphasizes the importance of technology.
Will this product be (if both, please check both and add info) <input type="checkbox"/> Printed, how many copies: <input checked="" type="checkbox"/> Online, URL:
What is the general purpose of this product: <input checked="" type="checkbox"/> Educational <input checked="" type="checkbox"/> General information/awareness <input type="checkbox"/> Motivate to action <input checked="" type="checkbox"/> Specific meeting, audience or agenda/please specify: ASP meeting with ESD leadership to discuss the future of the DC-8 and other aircraft.

Who is the intended audience:

Scientific Community
 General Public
 Stakeholder Community
 Federal/state agencies
 Educators
 Students, please specify: K-8 High School College Post-Grad
 Other, please specify: **Upper-level management within ESD and SMD**

Is there a public or news media component to this requiring action by the Office of Communications (press releases, media alerts, for example)? Yes No

Does the material contain news suitable for a feature story, ScienceCast video or other NASA editorial product?
 Yes No

Will this product require Creative Services for
 Layout and design
 Original artwork
 Web design

Will the originating party be supplying high-resolution images or links to high-resolution Images:
 Yes
 No

Will the originating party be supplying source materials or links to source materials:
 Yes
 No

In the following section, please include (in chronological order to the extent possible) the names of **all** internal and external parties required for sign off on the content, art and final product.

Sign off required by:	First Draft	Second Read	Approval
<i>(Example) Claire Waters</i>	<i>May 11, 2018</i>	<i>May 25, 2018</i>	<i>April 8, 2018</i>
Scott Goetz (PI), Hank Margolis and Kathy Hibbard (ABOVE)			
Eric Jensen (PI), Hal Maring and Ken Jucks (ATTREX)			
Duane Waliser and Jared Entin (CalWater)			
Simon Hook (PI), Ben Phillips and Woody Turner (HysPIRI)			
Lora Koenig (PI), Randy Albertson and Thomas Wagner (OIB)			
Matthew Schwaller (PI) and Ramesh Kakar (OLYMPEX)			
Kent Shiffer (PI) and Hal Maring (SEAC4RS)			
Matt Fladeland, Ryan Spackman, and Susan Schoenung			
Bruce Tagg			
Jack Kaye			
Deb Hernandez			