

NASA Earth Science Division: Communications Project Worksheet
R&A Program – Focus Area One-Pagers

ESD project requestor	
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Brief project description:
One-pagers (front and back) for each R&A Focus Area. These will include high-level information for a nontechnical audience on what each Focus Area is and does. They can be used by Jack Kaye and Program Managers to promote their programs at conferences, meetings and other events. They will also be posted online as PDFs and available to download and print.

Date for final product delivery: AGU 2018 Fall Meeting; December 10-14 2018
Final product sign off required from: Jack Kaye

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 checked="" type="checkbox"/> Web content on existing page <input checked="" type="checkbox"/> Other, please specify: Handout
Will this product be (if both, please check both and add info) <input checked="" type="checkbox"/> Printed, how many copies: 500 of each <input checked="" type="checkbox"/> Online, URL: https://science.nasa.gov/earth-science/programs/research-analysis
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: Would like to get out in time for AGU 2018 Fall Meeting

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:

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>
Hal Maring, Barry Lefer and Ken Jucks (AC)			
Kathy Hibbard, Hank Margolis, Woody Turner, etc. (CC&E)			
David Considine, Eric Lindstrom, Nadya Vinogradova-Schiffer, etc (CVC)			
Ben Phillips, Gerald Bawden, Craig Dobson, etc (ESI)			
Jared Entin, etc (W&EC)			
Tsengdar Lee, Gail Skofronick Jackson, etc (Weather)			
Deb Hernandez			
Jack Kaye			