

NASA Earth Science Division: Communications Project Worksheet
R&A Program – Ozone Integrative Story

ESD project requestor	
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Brief project description:
A small-format R&A gatefold for a nontechnical audience that we can distribute to third-party stakeholders and at conferences. The gatefold will provide a high-level overview of what R&A does, brief descriptions of its 6 key focus areas, and one short research example for each focus area. It will complement the broader ESD-wide handout currently in production.

Date for final product delivery: February 1, 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 checked="" type="checkbox"/> Brochure ___ Booklet ___ Slides/Presentation ___ Pamphlet ___ Banner ___ Flyer ___ Poster or other collaterals <input type="checkbox"/> New web page ___ Web content on existing page <input type="checkbox"/> Other, please specify:
Will this product be (if both, please check both and add info) <input checked="" type="checkbox"/> Printed, how many copies: 1000 <input type="checkbox"/> Online, URL:
What is the general purpose of this product: <input type="checkbox"/> Educational <input checked="" type="checkbox"/> General information/awareness <input type="checkbox"/> Motivate to action <input type="checkbox"/> Specific meeting, audience or agenda/please specify:

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	Third Read	Fourth Read	Approval
Hal Maring, Barry Lefer and Ken Jucks	Sept 7, 2017	Oct 24, 2017	Dec 11, 2017	-	Dec 11, 2017
Jared Entin	Sept 7, 2017	Oct 24, 2017	-	-	
Laura Lorenzoni, Hank Margolis and Kathy Hibbard	Sept 7, 2017	Oct 24, 2017	Dec 11, 2017	-	Dec 11, 2017
Eric Lindstom, Nadya Vinogradova-Shifer, David Considine, Thomas Wagner	Sept 7, 2017	Oct 24, 2017	-	-	
Ben Phillips and Gerald Baldwin	Sept 7, 2017	Oct 24, 2017	Dec 11, 2017	-	Dec 11, 2017
Tsengdar Lee	Sept 7, 2017	Oct 24, 2017	-	-	
Jack Kaye	Sent: Oct 9, 2017; Received edits: Oct 20, 2017	Sent: Nov 6, 2017; Received edits: Dec 11, 2017	Sent: Jan 4, 2018; Received edits: Jan 8, 2018	Sent: Jan 11, 2017; Received edits: N/A	
Deb Hernandez	Nov 28, 2017				

Mike Freilich and Sandra Cauffman	Dec 20, 2017				
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