

National Aeronautics and  
Space Administration  
**Office of the Administrator**  
Washington, DC 20546-0001



May 26, 2010

Vice Admiral Joseph W. Dyer, USN (Ret.)  
Chairman  
Aerospace Safety Advisory Panel  
National Aeronautics and Space Administration  
Washington, DC 20546

Dear Admiral <sup>Joe</sup> Dyer:

Enclosed is NASA's response to Recommendation 2009-03-07 from the 2009 Third Quarterly Meeting of the Aerospace Safety Advisory Panel (ASAP). Please do not hesitate to contact me if the Panel would like further background on the information provided in the enclosure.

I look forward to receiving continued advice from the ASAP that results from your important fact-finding and quarterly meetings.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Bolden, Jr.", with a long horizontal stroke extending to the right.

Charles F. Bolden, Jr.  
Administrator

Enclosure

**Tracking Number 2009-03-07**  
**NASA External Communications**

**Recommendation**

With respect to internal communications, the Panel has seen a very positive shift in the culture of NASA. People are not only allowed and encouraged to voice concerns, but are appreciated for doing so. There has been tremendous progress in this regard. Flight readiness reviews have shown that voices get heard and NASA has been doing a much better job. This progress contrasts with something that hasn't changed--how NASA communicates to the public and perhaps to Congress. This communication doesn't reflect the same positive evolution. The plainspoken nature of the in-house technical NASA is out of harmony with its communications to the public and its congressional relations. The Panel recommends an evolution in external communications commensurate with that achieved in its internal communications.

**NASA Response**

NASA recognizes the importance of informative and timely communications with our stakeholders, specifically the general public and Congress. To that end, NASA's Office of Communications has made great progress in updating the manner in which we communicate to reach the broadest possible audience.

While we continue our traditional media-focused approach of issuing press releases, media advisories, and press kits to feature NASA missions and major events, we have significantly expanded our outreach efforts over the past year. NASA's communication toolkit now includes current social media applications such as Twitter, Facebook, and YouTube. NASA has enriched our Web site with blogs and downloadable podcasts in conversational, plain-spoken language which keep our followers up to date. We have also recently launched an effort we call *Participatory Exploration*, with the intent of increasing NASA's exposure by including the public in our exploration activities. NASA TV continues to host excellent programming on an array of channels (public, education, and media). NASA 360, NASA Edge, and This Week at NASA are all well-produced shows that educate and excite their viewers.

NASA leadership stresses the importance of engaging the public so they may share in our discovery. We have been recognized across the Government for having exemplary TV programs and Web sites, and we continue to look for ways to improve the transparency and speed by which we release information. NASA briefed the ASAP on April 29, 2010, and would be pleased to have further discussion regarding any remaining concerns.