

# Axiom Mission 1

On orbit events

Gary Jordan

A stylized graphic on the left side of the slide depicts a rocket launch. A light blue curved line represents the rocket's trajectory, starting from the bottom left and curving upwards and to the right. A white rocket is shown at the point of launch, angled upwards. Three white four-pointed stars are positioned along the trajectory line, suggesting the path of the mission.

JOHNSON SPACE CENTER EXTERNAL RELATIONS OFFICE  
CONNECT ♦ ENGAGE ♦ INSPIRE

# Events overview

- JSC PAO is tracking 190 media and outreach events
  - Includes engagement with media, world leaders, students, documentary filming, commercial activity
- 159 scripts are being reviewed or have been approved in various stages
  - Final delivery and approval of scripts delayed to 4/5
- Event types
  - PAO Live
    - 8 live events, possibly a 9th
  - Recorded events
    - 96 scripts received
  - Ice Cubes events
    - 49 scripts reviewed
  - HAM radio events
    - 6 scripts approved
  - Still imagery
    - 235 image requests

# PAO events

- JSC PAO is contracted to execute 8 events (welcome, farewell, and 6 Axiom events). Only welcome and farewell are on NASA TV. The rest are streamed on Axiom YouTube (some are not streamed publicly)
1. Welcome ceremony
    - Kathy Lueders, Mike Suffredini, full ISS crew participation, pinning ceremony, comments from Tom Marshburn and Ax-1 crew
    - On NASA TV. Full ISS crew participation. Flight suits cleared by legal.
  2. Axiom Crew midpoint
    - connect with students at Space Center Houston
  3. Axiom research press conference
  4. MLA
    - Musical performance and duet with BLKBOK
  5. Larry Connor
    - Media event with Shepard Smith/CNBC member
  6. Eytan Stibbe
    - Science lesson
  7. Mark Pathy
    - Media event with Nicole Mortillaro, CBC
  8. Farewell ceremony
    - Tom Marshburn and Ax-1 crew make farewell remarks, hugs and handshakes prior to Dragon ingress and departure
    - On NASA TV. Full ISS crew participation. Flight suits cleared by legal.

# Ice Cubes media events

- Mark Pathy
  - La Presse
  - Globe & Mail
- MLA
  - CBS news
  - People TV
  - Good Morning America
  - Today Show
- Larry Connor
  - Dayton Daily News
  - WBNS-10 TV, Columbus OH
  - Local 12 WKRC Cincinnati, OH
- Eytan Stibbe
  - 3 Israeli reporter events
- If you're counting 13, The Armchair Expert podcast has been dropped



# International events flagged for OIIR

- **OIIR okayed events with:**
  - His Serene Highness Albert II, Sovereign Prince of Monaco
  - Comunidad de Madrid: President of the Madrid region, Ms. Isabel Diaz Ayuso
  - Isaac Herzog, President of Israel
  - Israel Prime Minister Mr. Naftali Bennett and Minister of Innovation, Science and Technology, Mrs. Orit Prakash-Hacohen
  - Africa Space Panel
- **Edits made and script approved**
  - Citizenship and borders
- **Approved with conditions**
  - Comunidad de Madrid – no mention of wine (ESA)
- **In work**
  - Eytan's personal connection to the Holocaust
    - ESA rejected the event from taking place on ICE Cubes/in Columbus
    - ISS working to see if ESA will accept as a PAO live-to-tape recording

# Responsibilities

- Prior to Mission, OCOMM/PAO:
  - Wrote/signed Public Affairs clause of the Basic Ordering Agreement
  - Defined contracted work in Mission Specific Order
  - Supported >80 on-site filming and guest ops requests
  - Reviews scripts, provides letters of CoFR endorsement to CLDP and ISS, signs flight notes
  - Edited/signed imagery MOU
  - Contributed to new ISS policy for PAM events (no logos in background)
  - Chairs Comm LEO Panel
- During Mission
  - Staff MCC PAO console for PAO events
  - Execute PAO events
  - Cover pre-defined moments of the mission on NASA TV
    - Execute contingency plan as necessary
  - KSC Media ops
  - Review and approve video/social media posts/imagery
  - Support on-site documentary/photo/film requests
- After Mission
  - Review and approve all downlinked video and imagery prior to delivery to Axiom
  - Review and approve all final videos, social media posts, imagery, and documentaries prior to publication



# Private Astronaut media briefings

- As part of orientation prior to day 1 on site, PAO presented on-site media guidelines to private astronauts
- At the request of ISS management, JSC PAO briefed private astronauts this week during quarantine on NASA guidelines and talking points for their events:
  - Answering Russia/Ukraine questions
  - Refraining from speaking as a fully trained NASA astronaut
  - Refraining from revealing too much technical information on ISS systems
  - Reinforcing NASA advertising guidelines

## **§1214.403 Code of Conduct for the International Space Station Crew.**

The Code of Conduct for the International Space Station Crew, which sets forth minimum standards for NASA-provided International Space Station crewmembers, is as follows:

### CODE OF CONDUCT FOR THE INTERNATIONAL SPACE STATION CREW

#### I. INTRODUCTION

##### *A. Authority*

This Code of Conduct for the International Space Station (ISS) crew, hereinafter referred to as Crew Code of Conduct (CCOC), is established pursuant to:

(1) Article 11 (Crew) of the intergovernmental Agreement Among the Government of Canada, Governments of Member States of the European Space Agency, the Government of Japan, the Government of the Russian Federation, and the Government of the United States of America Concerning Cooperation on the Civil International Space Station (the IGA) signed by the Partner States on January 29, 1998; and

(2) Article 11 (Space Station Crew) of the Memoranda of Understanding between, respectively, the National Aeronautics and Space Administration of the United States of America (NASA) and the Canadian Space Agency (CSA), NASA and the European Space Agency (ESA), NASA and the Government of Japan (GOJ), and NASA and the Russian Space Agency (RSA) Concerning Cooperation on the Civil International Space Station (the MOU's), which require, inter alia, that the crew Code of Conduct be developed by the partners.

##### *B. Scope and Content*

The partners have developed and approved this CCOC to: establish a clear chain of command on-orbit; establish a clear relationship between ground and on-orbit management; and establish a management hierarchy; set forth standards for work and activities in space, and, as appropriate, on the ground; establish responsibilities with respect to elements and equipment; set forth disciplinary regulations; establish physical and information security guidelines; and define the ISS Commander's authority and responsibility, on behalf of all the partners, to enforce safety procedures, physical and information security procedures and crew rescue procedures for the ISS. This CCOC and the disciplinary policy referred to in Section IV shall not limit the application of Article 22 of the IGA. This CCOC succeeds the NASA-RSA Interim Code of Conduct, which was developed pursuant to Article 11.2 of the MOU between NASA and RSA to cover early assembly prior to other partners' flight opportunities.

This CCOC sets forth the standards of conduct applicable to all ISS crewmembers during preflight, on-orbit, and post-flight activities, (including launch and return phases). ISS crewmembers are subject to additional requirements, such as the ISS Flight Rules, the disciplinary policy, and requirements imposed by their Cooperating Agency or those relating to the Earth-to-Orbit Vehicle (ETOV) transporting an ISS crewmember. Each ISS crewmember has



a right to know about such additional requirements. ISS crewmembers will also abide by the rules of the institution hosting the training, and by standards and requirements defined by the Multilateral Crew Operations Panel (MCOP), the Multilateral Space Medicine Board (MSMB) and the Multilateral Medical Operations Panel (MMOP). Each ISS crewmember will be informed by the Cooperating Agency providing him or her of the responsibilities of ISS crewmembers under the IGA, the MOU's and this CCOC. Further, each ISS crewmember will be educated by the Cooperating Agency providing him or her through the crew training curriculum and normal program operations as to ISS program rules, operational directives and management policies. Completion of postflight activities shall not affect an ISS crewmember's continuing obligations under Section V of this CCOC.

### *C. Definitions*

For the purposes of the CCOC:

(1) "Cooperating Agency" means NASA, CSA, ESA, Rosaviakosmos (formerly RSA) and, in the case of Japan, the Science and Technology Agency of Japan (STA) and, as appropriate, the National Space Development Agency of Japan (NASDA), assisting agency to STA.

(2) "Crew Surgeon" means a Flight Surgeon assigned by the MMOP to any given expedition. He or she is the lead medical officer and carries primary responsibility for the health and well-being of the entire ISS crew.

(3) "Disciplinary policy" means the policy developed by the MCOP to address violations of the CCOC and impose disciplinary measures.

(4) "ETOV" means Earth-to-Orbit Vehicle travelling between Earth and the ISS.

(5) "Flight Director" means the Flight Director in control of the ISS.

(6) "Flight Rules" means the set of rules used by the Cooperating Agencies to govern flight operations.

(7) "ISS crewmembers" means any person approved for flight to the ISS, including both ISS expedition crew and visiting crew, beginning upon assignment to the crew for a specific and ending upon completion of the postflight activities related to the mission.

## **II. GENERAL STANDARDS**

### *A. Responsibilities of ISS Crewmembers*

ISS Crewmembers shall comply with the CCOC. Accordingly, during preflight, on-orbit, and postflight activities, they shall comply with the ISS Commander's orders, all Flight and ISS program Rules, operational directives, and management policies, as applicable. These include those related to safety, health, well-being, security, and other operational or management matters governing all aspects of ISS elements, equipment, payloads and facilities, and non-ISS facilities,

to which they have access. All applicable rules, regulations, directives, and policies shall be made accessible to ISS crewmembers through appropriate means, coordinated by the MCOP.

### *B. General Rules of Conduct*

ISS Crewmembers' conduct shall be such as to maintain a harmonious and cohesive relationship among the ISS crewmembers and an appropriate level of mutual confidence and respect through an interactive, participative, and relationship-oriented approach which duly takes into account the international and multicultural nature of the crew and mission.

No ISS crewmember shall, by his or her conduct, act in a manner which results in or creates the appearance of: (1) Giving undue preferential treatment to any person or entity in the performance of ISS activities; and/or (2) adversely affecting the confidence of the public in the integrity of, or reflecting unfavorably in a public forum on, any ISS partner, partner state or Cooperating Agency.

ISS crewmembers shall protect and conserve all property to which they have access for ISS activities. No such property shall be altered or removed for any purpose other than those necessary for the performance of ISS duties. Before altering or removing any such property, ISS crewmembers shall first obtain authorization from the Flight Director, except as necessary to ensure the immediate safety of ISS crewmembers or ISS elements, equipment, or payloads.

### *C. Use of Position*

ISS crewmembers shall refrain from any use of the position of ISS crewmember that is motivated, or has the appearance of being motivated, by private gain, including financial gain, for himself or herself or other persons or entities. Performance of ISS duties shall not be considered to be motivated by private gain. Furthermore, no ISS crewmember shall use the position of ISS crewmember in any way to coerce, or give the appearance of coercing, another person to provide any financial benefit to himself or herself or other persons or entities.

### *D. Mementos and Personal Effects*

Each ISS crewmember may carry and store mementos, including flags, patches, insignia, and similar small items of minor value, onboard the ISS, for his or her private use, subject to the following:

(1) mementos are permitted as a courtesy, not an entitlement; as such they shall be considered as ballast as opposed to a payload or mission requirement and are subject to manifest limitations, on-orbit stowage allocations, and safety considerations;

(2) mementos may not be sold, transferred for sale, used or transferred for personal gain, or used or transferred for any commercial or fundraising purpose. Mementos which, by their nature, lend themselves to exploitation by the recipients, or which, in the opinion of the Cooperating Agency providing the ISS crewmember, engender questions as to good taste, will not be permitted.

An ISS crewmember's personal effects, such as a wristwatch, will not be considered mementos. Personal effects of any nature may be permitted, subject to constraints of mass/volume allowances for crew personal effects, approval of the ISS crewmember's Cooperating Agency, and approval of the transporting Cooperating Agency and considerations of safety and good taste.

If a Cooperating Agency carries and stores items onboard the ISS in connection with separate arrangements, these items will not be considered mementos of the ISS crewmembers.

### III. AUTHORITY AND RESPONSIBILITIES OF THE ISS COMMANDER, CHAIN OF COMMAND AND SUCCESSION ONORBIT; RELATIONSHIP BETWEEN GROUND AND ON-ORBIT MANAGEMENT

#### *A. Authority and Responsibilities of the ISS Commander*

The ISS Commander, as an ISS crewmember, is subject to the standards detailed elsewhere in this CCOC, in addition to the command-specific provisions set forth below:

The ISS Commander will seek to maintain a harmonious and cohesive relationship among the ISS crewmembers and an appropriate level of mutual confidence and respect through an interactive, participative, and relationship-oriented approach which duly takes into account the international and multicultural nature of the crew and mission.

For avoidance of doubt, nothing in this Section shall affect the ability of the MCOP to designate the national of any Partner State as an ISS Commander.

#### (1) During Preflight and Postflight Activities

The ISS Commander is the leader of the crew and is responsible for forming the individual ISS crewmembers into a single, integrated team. During preflight activities, the ISS Commander, to the extent of his or her authority, leads the ISS crewmembers through the training curriculum and mission-preparation activities and seeks to ensure that the ISS crewmembers are adequately prepared for the mission, acting as the crew's representative to the ISS program's training, medical, operations, and utilization authorities. During postflight activities, the ISS Commander coordinates as necessary with these authorities to ensure that the ISS crewmembers complete the required postflight activities.

#### (2) During On-Orbit Operations

##### (a) General

The ISS Commander is responsible for and will, to the extent of his or her authority and the ISS on-orbit capabilities, accomplish the mission program implementation and ensure the safety of the ISS crewmembers and the protection of the ISS elements, equipment, or payloads.

##### (b) Main Responsibilities



The ISS Commander's main responsibilities are to: (1) Conduct operations in or on the ISS as directed by the Flight Director and in accordance with the Flight Rules, plans and procedures; (2) direct the activities of the ISS crewmembers as a single, integrated team to ensure the successful completion of the mission; (3) fully and accurately inform the Flight Director, in a timely manner, of the ISS vehicle configuration, status, commanding, and other operational activities on-board (including off-nominal or emergency situations); (4) enforce procedures for the physical and information security of operations and utilization data; (5) maintain order; (6) ensure crew safety, health and well-being including crew rescue and return; and (7) take all reasonable action necessary for the protection of the ISS elements, equipment, or payloads.

### (c) Scope of Authority

During all phases of on-orbit activity, the ISS Commander, consistent with the authority of the Flight Director, shall have the authority to use any reasonable and necessary means to fulfill his or her responsibilities. This authority, which shall be exercised consistent with the provisions of Sections II and IV, extends to: (1) the ISS elements, equipment, and payloads; (2) the ISS crewmembers; (3) activities of any kind occurring in or on the ISS; and (4) data and personal effects in or on the ISS where necessary to protect the safety and well-being of the ISS crewmembers and the ISS elements, equipment, and payloads. Any matter outside the ISS Commander's authority shall be within the purview of the Flight Director.

Issues regarding the Commander's use of such authority shall be referred to the Flight Director as soon as practicable, who will refer the matter to appropriate authorities for further handling. Although other ISS crewmembers may have authority over and responsibility for certain ISS elements, equipment, payloads, or tasks, the ISS Commander remains ultimately responsible, and solely accountable, to the Flight Director for the successful completion of the activities and the mission.

### *B. Chain of Command and Succession On-orbit*

(1) The ISS Commander is the highest authority among the ISS crewmembers on-orbit. The MCOP will determine the order of succession among the ISS crewmembers in advance of flight, and the Flight Rules set forth the implementation of a change of command.

#### (2) Relationship of the ISS Commander to ETOV and Other Commanders

The Flight Rules define the authority of the ETOV Commander, the Rescue Vehicle Commander, and any other commanders, and set forth the relationship between their respective authorities and the authority of the ISS Commander.

### *C. Relationship Between the ISS Commander (On-Orbit Management) and the Flight Director (Ground Management)*

The Flight Director is responsible for directing the mission. A Flight Director will be in charge of directing real-time ISS operations at all time. The ISS Commander, working under the direction of the Flight Director and in accordance with the Flight Rules, is responsible for

conducting on-orbit operations in the manner best suited to the effective implementation of the mission. The ISS Commander, acting on his or her own authority, is entitled to change the daily routine of the ISS crewmembers where necessary to address contingencies, perform urgent work associated with crew safety and the protection of the ISS elements, equipment or payloads, or conduct critical flight operations. Otherwise, the ISS Commander should implement the mission as directed by the Flight Director. Specific roles and responsibilities of the ISS Commander and the Flight Director are described in the Flight Rules. The Flight Rules outline decisions planned in advance of the mission and are designed to minimize the amount of real-time discussion required during mission operations.

#### IV. DISCIPLINARY REGULATIONS

ISS crewmembers will be subject to the disciplinary policy developed and revised as necessary by the MCOP and approved by the Multilateral Coordination Board (MCB). The MCOP has developed an initial disciplinary policy which has been approved by the MCB. The disciplinary policy is designed to maintain order among the ISS crewmembers during preflight, on-orbit and postflight activities. The disciplinary policy is administrative in nature and is intended to address violations of the CCOC. Such violations may, inter alia, affect flight assignments as an ISS crewmember. The disciplinary policy does not limit a Cooperating Agency's right to apply relevant laws, regulations, policies, and procedures to the ISS crewmembers it provides, consistent with the IGA and the MOU's.

#### V. PHYSICAL AND INFORMATION SECURITY GUIDELINES

The use of all equipment and goods to which ISS crewmembers have access shall be limited to the performance of ISS duties. Marked or otherwise identified as export controlled data and marked proprietary data obtained by an ISS crewmember in the course of ISS activities shall only be used in the performance of his or her ISS duties. With respect to data first generated on-board the ISS, the ISS crewmembers will be advised by the appropriate Cooperating Agency or by the data owner or provider through that Cooperating Agency as to the proprietary or export-controlled nature of the data and will be directed to mark and protect such data and to continue such protection for as long as the requirements for such protection remain in place. Additionally, ISS crewmembers shall act in a manner consistent with the provisions of the IGA and the MOU's regarding protection of operations data, utilization data, and the intellectual property of ISS users. They shall also comply with applicable ISS program rules, operational directives, and management policies designed to further such protections.

Personal information about ISS crewmembers, including all medical information, private family conference, or other private information, whether from verbal, written, or electronic sources, shall not be used or disclosed by other ISS crewmembers for any purpose, without the consent of the affected ISS crewmember, except as required for the immediate safety of ISS crewmembers or the protection of ISS elements, equipment, or payloads. In particular, all personal medical information, whether derived from medical monitoring, investigations, or medical contingency events, shall be treated as private medical information and shall be transmitted in a private and secure fashion in accordance with procedures to be set forth by the MMOP. Medical data which must be handled in this fashion includes, for example, biomedical

telemetry, private medical communications, and medical investigation data. Nothing in this paragraph shall be interpreted to limit an ISS crewmember's access to all medical resources aboard the ISS, to ground-based medical support services, or to his or her own medical data during preflight, on-orbit, and postflight activities.

## VI. PROTECTION OF HUMAN RESEARCH SUBJECTS

No research on human subjects shall be conducted which could, with reasonable foresight, be expected to jeopardize the life, health, physical integrity, or safety of the subject.

No research procedures shall be undertaken with any ISS crewmember as a human subject without: (1) written approval by the Human Research Multilateral Review Board (HRMRB) and (2) the full written and informed consent of the human subject. Each such approval and consent shall be obtained prior to the initiation of such research, and shall fully comply with the requirements of the HRMRB. The HRMRB is responsible for procedures for initiation of new experiments on-orbit when all consent requirements have been met, but the signature of the human subject cannot be obtained; explicit consent of the human subject will nonetheless be required in all such cases. Subjects volunteering for human research protocols may at their own discretion, and without providing a rationale, withdraw their consent for participation at any time, without prejudice, and without incurring disciplinary action. In addition, approval or consent for any research may be revoked at any time, including after the commencement of the research, by: the HRMRB, the Crew Surgeon, the Flight Director, or the ISS Commander, as appropriate, if the research would endanger the ISS Crew Member or otherwise threaten the mission success. A decision to revoke consent by the human subject or approval by the other entities listed above will be final.



National Aeronautics and  
Space Administration  
**Lyndon B. Johnson Space Center**  
2101 NASA Parkway  
Houston, Texas 77058-3696



July 16, 2018

Reply to Attn of : CB-18-028

TO: CB/All Astronauts

FROM: CB/Chief, Astronaut Office

SUBJECT: Guidance for Astronaut Use of Social Media

This memorandum supersedes CB-15-006, dated April 16, 2015, on this same subject.

Extreme care should be taken to present any public postings in a professional manner, reflecting the expected high standards of crew member conduct, as defined in the Astronaut Code of Professional Responsibility, the International Space Station Crew Code of Conduct, as well as other NASA policies. As such, the following social media guidelines are to be followed during on-orbit crew operations:

1. Social media efforts should always be considered secondary to the safety of the crew and vehicle.
2. Per the ISS Crew Code of Conduct, ISS crew members "shall refrain from any use of the position of ISS crew member that is motivated, or has the appearance of being motivated, by private gain, including financial gain, for himself or herself or other persons or entities". As such, crew members should avoid mention of any brand names, or endorsement-like statements of any commercial products, or any anticipated post-mission endeavors, either personal or professional. Per the Astronaut Professional Code of Responsibility (Integrity), [We will] "observe both the rule and the spirit of technical and ethical standards...We will strive to avoid the appearance of impropriety". If you are not sure if there is an appearance of impropriety, please contact the Assigned Crew Branch Chief (assigned) or the Mission Support Crew Branch Chief (unassigned) for guidance.
3. Astronauts shall not post any significant operational events (changes in vehicle traffic, anomalies, unscheduled EVAs, etc.), or programmatic information prior to official release by NASA Public Affairs. If you are not sure about the status of specific information, please contact an Astronaut Office PAO representative to confirm.

4. Astronauts shall ensure that social media efforts do not disrupt or interfere with the primary objectives of NASA Programs and missions or jeopardize harmonious and cohesive relationships among the ISS crew members.
5. Astronauts shall use discretion when addressing any significant events, such as political issues (e.g., civil unrest, etc.) or other tragic incidents (e.g., terrorist activities) occurring on earth. Although expressing sympathy is understandable, it may be perceived as a political statement, and should be avoided.
6. Any photos or videos used on social media forums shall follow the same policies as other official imagery. In general, any medical data/information should not be used for social media purposes and any imagery with other crew members should be approved by those individuals. Personal information, such as family photos, phone numbers, personal kit inventory lists, etc. should not be posted, either in photos, or text form. Keep in mind that photos can be enlarged, and background details enhanced.
7. Designated "Outreach" items can be used in Social Media forum. Likewise, designated "Personal" items cannot be used in Social Media forums.
8. Commercial vehicles and proprietary payloads may have imagery and social media restrictions, and crew members will be briefed on these restrictions in advance.
9. Onboard crew members have the option of posting on their social media platforms directly, by means of the CrewNet system, or utilizing an Astronaut Office social media representative to post for them ("proxy tweeting"). No other personnel (e.g., friends or spouse) have the authority to post for the crew member ("ghost tweeting"). Proxy tweeting via an Astronaut Office social media representative is recommended because it will significantly decrease in-flight crew time and allow for a review of the content and accuracy of the postings prior to release.
10. On request, the Astronaut Office will establish accounts for each participating astronaut from the list of NASA-approved social media platforms. A briefing, including an instruction session will be arranged, if desired, to explain policies and processes associated with the various social media platforms.



Patrick G. Forrester

cc:

See List

cc:

AD7/M. C. Sumner

AD9/B. K. Dean

CB/S. C. Fernandez

CB/V. C. Herod

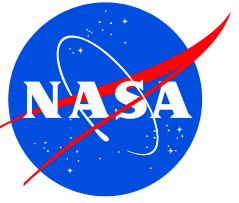
CB/J. J. McBride

CB/S. Walker





National Aeronautics and  
Space Administration

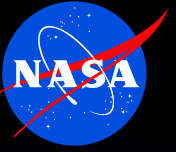


# Astronaut Candidate Social Media Training

Stephanie  
Fernandez

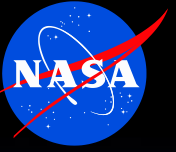
Chelsey  
Ballarte

# Introductions



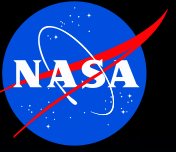
- John McBrine – Outreach Lead for CB
- Stephanie Fernandez – Astronaut Social Media Lead
- Chelsey Ballarte – JSC Social Media Lead
- Megan – FOD/Astronaut Office Public Affairs Rep
- Stephanie Smith, Brittany Brown – NASA Digital Leads
- CB Legal Team – Amy Xenofos, Michele Collins, Chris Miner, Jaewon Choi

# Goals and Agenda



- Your goals and inclinations
- Social media universe at NASA
- Policies and guidelines
- Best practices
- We are here to help

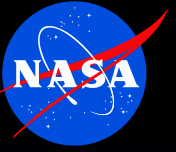
# What about you?



- ASCAN Q&A
  - Goals and inclinations
  - Pro, neutral, opposed. What do you like? Dislike?
  - Status update on your NASA accounts
  - 99.9% of people will never get to experience what you will. Social media is a chance for them to experience it through you.

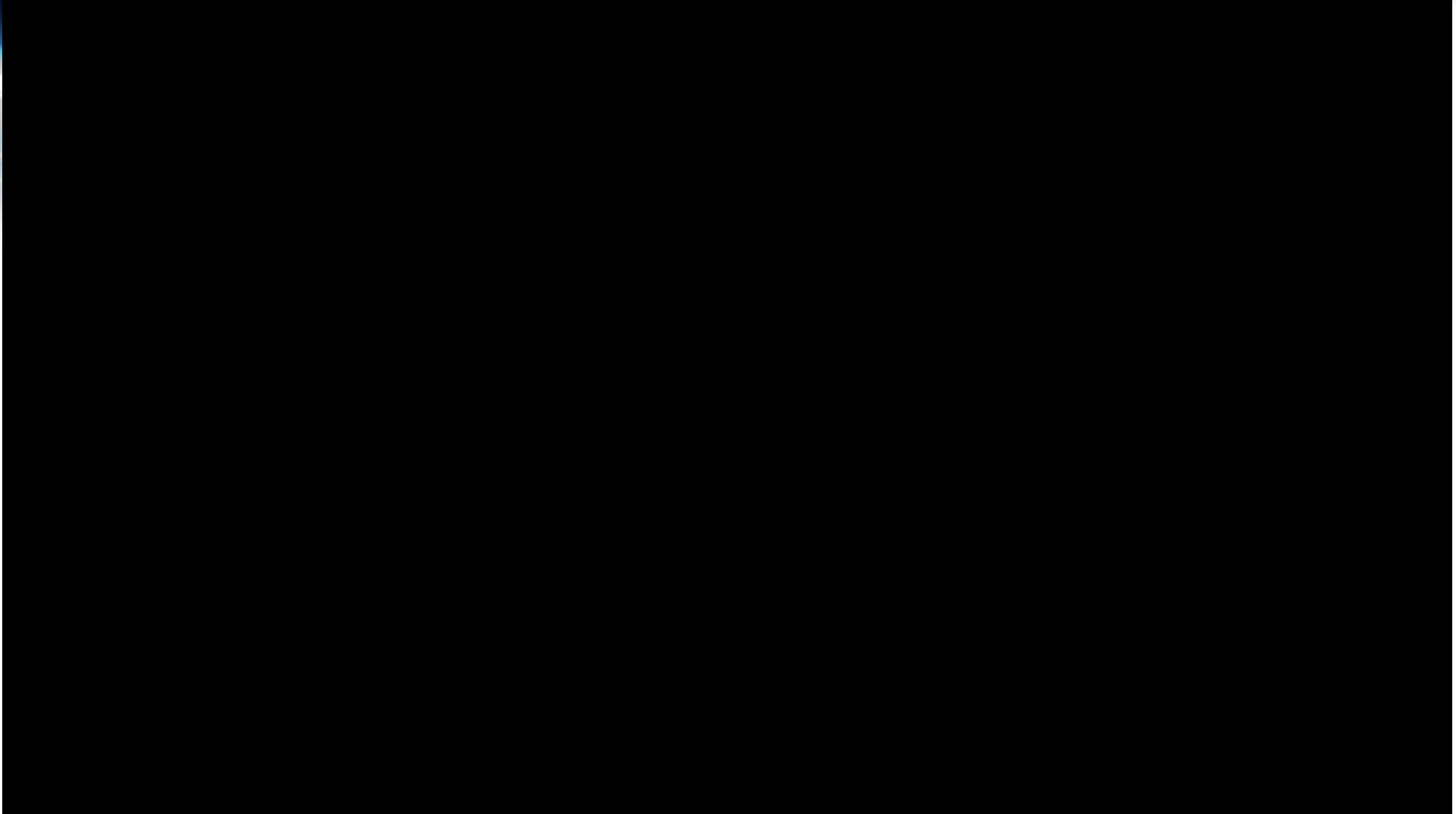
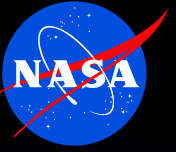


# Agency Goal on Social Media



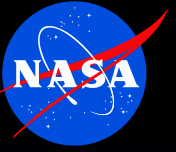
- **ENGAGE MORE PEOPLE MORE EFFECTIVELY:** Execute strategies and tactics using our communications tools more effectively to ensure our agency priorities and stories engage and reach a higher number of people across our many audiences.
- **EXPAND AWARENESS:** Ensure outreach events and engagement connect with audiences outside of NASA's traditional space community to expand awareness of aeronautics and space.
- **INFUSE NASA INTO THE NATIONAL CONVERSATION:** Capitalize on the opportunities for NASA to participate and get exposure in nation-wide conversations that have connections to the Artemis generation, our missions, work and people.
- **FOCUS ON NASA'S VALUE:** Effectively tell the stories that bring focus to NASA's value in everyday life through humans living and working in space; scientific exploration and discovery; technological and aeronautical innovation; spinoffs; conducting of cutting-edge research and increasing commercialization of space.
- **TRANSFORM COMMUNICATIONS:** Continue to transform current methods of communications, internal processes, practices and delivery of services to ensure maximum effectiveness, efficiency and return on investment of our resources, people and work products.

# Why does NASA use social media?





# Social Media Foundation at NASA

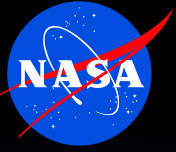


According to the National Aeronautics and Space Act (Pub. L. No. 111-314, 124 Stat. 3328[Dec. 18, 2010]):Sec. 20112 (a)

The Administration, in order to carry out the purpose of this Act, shall—

(3) provide for the widest practicable and appropriate dissemination of information concerning its activities and the results thereof

# NASA Agency Policies and Guidelines for Social Media



- NASA employee policies regarding personal conduct and use of communication tools [communications.nasa.gov](https://communications.nasa.gov)
- NASA Use of Social Media
  - Federal employees may not endorse any product, service or enterprise (5 CFR 2635)
  - Office of Public Affairs is authorized to release NASA news (including launch dates and crew assignments)
  - Don't post proprietary or privileged information, intellectual property, ITAR, SBU, or customer data
  - Be professional and respectful at all times, ensure accurate information
  - Astronaut social media accounts are considered official NASA accounts
  - NASA managers and supervisors have the discretion to restrict personal use of social media technologies by employees during duty hours

# News media were telling our story for us, now we can do that ourselves...



**Nick Hague** ✓  
@AstroHague

Thank you all for your support & heartfelt prayers. Operational teams were outstanding in ensuring our safety & returning us to family & friends. Working with our international partners, I'm confident that we will find a path forward & continue the achievements of [@Space\\_Station](#).



International Space Station and 2 others

10:13 AM · Oct 12, 2018 · Twitter Web Client

1,574 Retweets 92 Quote Tweets 12K Likes

**Nick Hague** ✓  
@AstroHague

If at first you don't succeed, fly, fly again! Feels good to finally be home on [@Space\\_Station](#).

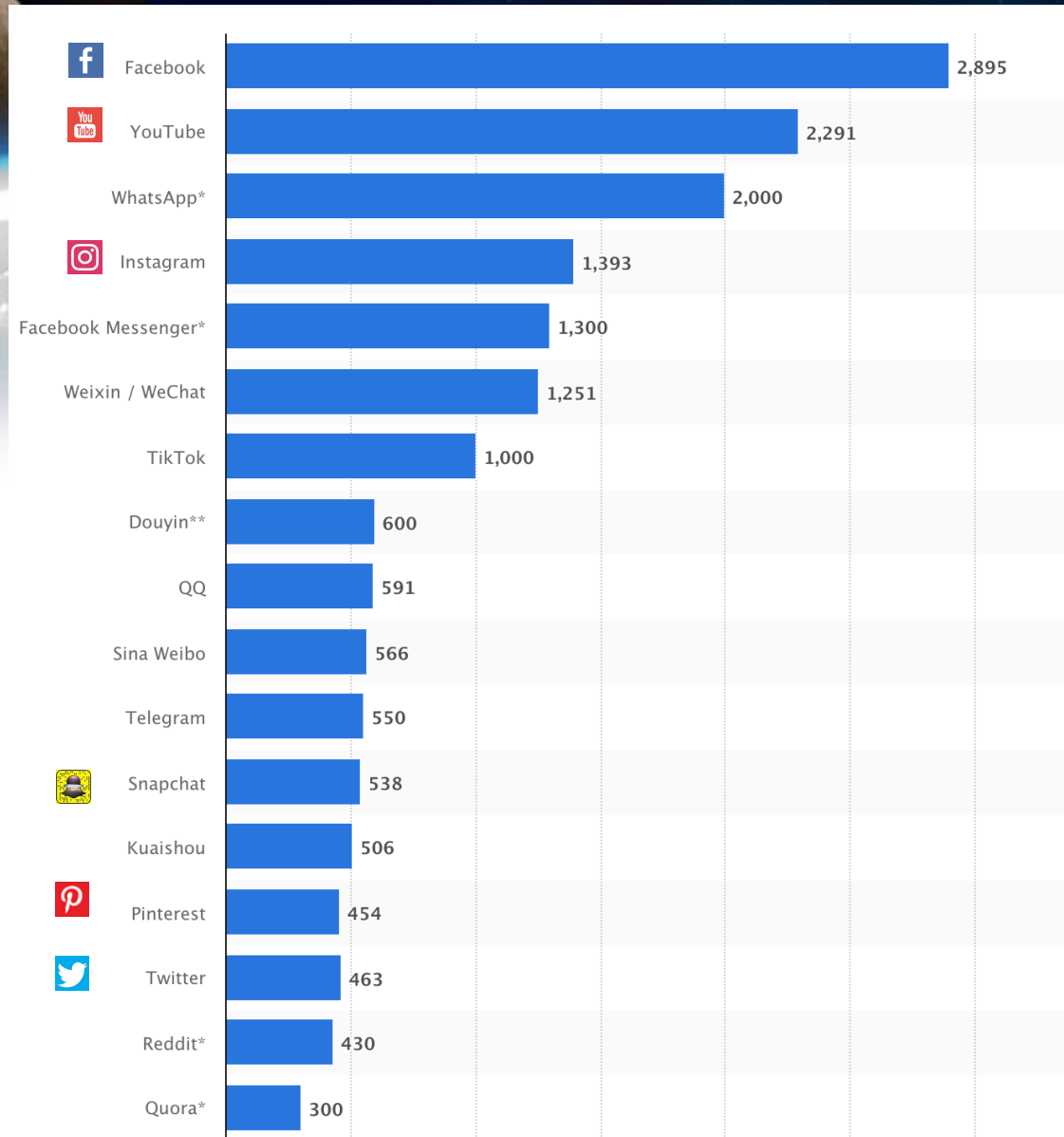


Anne McClain and 6 others

9:59 AM · Mar 16, 2019 · Twitter Web Client

832 Retweets 62 Quote Tweets 7,807 Likes

# Social Networks Worldwide



Number of active users in millions, 2021

Sources  
Facebook; WhatsApp; Twitter; Tumblr; LinkedIn;  
Google; Kepios  
© Statista 2017



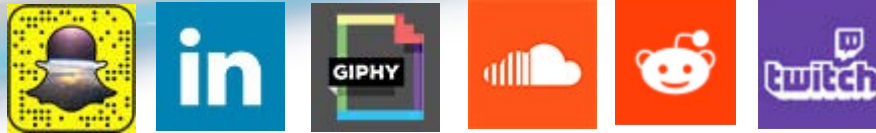


# NASA Social Media Universe

[nasa.gov/socialmedia](https://nasa.gov/socialmedia)



## Flagship Only



## Most Accounts

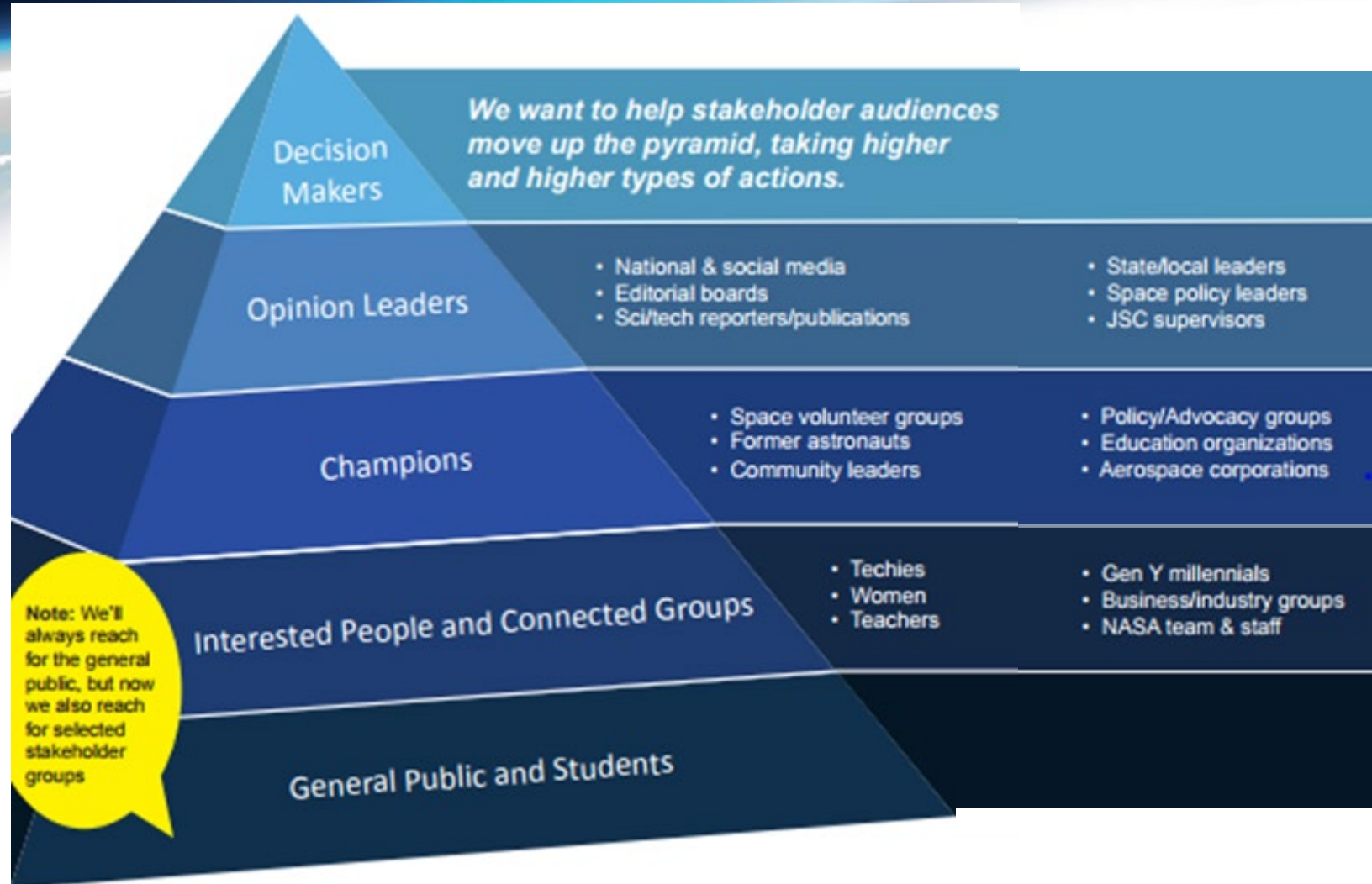
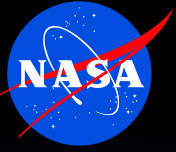


## Astro Bio



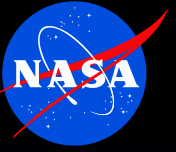
- 700 NASA agency related accounts and growing
- 10+ NASA agency full time social media managers
- 10 NASA centers each with social media managers
  - Chelsey Ballarte is the JSC social media lead

# We want to share as much about NASA with as many people as possible...



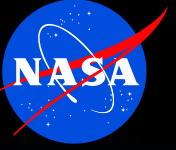


# Astronaut Office Policies and Guidelines for Social Media



- Astronaut Code of Professional Responsibility
- Astronaut Use of Social Media CB-15-006
  - Maintain a professional manner reflecting the expected high standards of crew member conduct
  - Social media is voluntary and should be considered secondary to safety of mission and crew cohesion
  - Use discretion when addressing any significant events, such as political issues or other tragic incidents
  - Astronaut Office Social Media Coordinator can "proxy-post" for the crew. No other personnel (e.g., friends or spouse) have the authority to post for the crew member
  - Export compliance concerns – Russian documents

# Astronaut Office Goal on Social Media

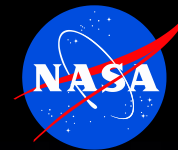


- Represent the Astronaut Office in a positive and professional manner
  - Use experienced resources (Outreach Office / Social Media Coordinator)
  - Recognize that individual accounts are scrutinized more stringently than institutional accounts
- Ensure an accurate understanding on the potential impacts of social media
  - Social media proficiency will not have a positive influence on career appointments (i.e., flight assignments)
  - Poor judgement on social media could have an adverse influence on career appointments



Keep the corner office happy

# What could possibly go wrong?



NASA  
@NASA

We've seen your tweets about spacesuit availability for Friday's spacewalk. To clarify, we have more than 1 medium size spacesuit torso aboard, but to stay on schedule with @Space\_Station upgrades, it's safer & faster to change spacewalker assignments than reconfigure spacesuits.



10:44 AM · Mar 26, 2019 · Sprinkl

698 Retweets 328 Quote Tweets 3,464 Likes



Anne McClain  
@AstroAnimal

This decision was based on my recommendation. Leaders must make tough calls, and I am fortunate to work with a team who trusts my judgement. We must never accept a risk that can instead be mitigated. Safety of the crew and execution of the mission come first.



NASA @NASA · Mar 26, 2019

We've seen your tweets about spacesuit availability for Friday's spacewalk. To clarify, we have more than 1 medium size spacesuit torso aboard, but to stay on schedule with @Space\_Station upgrades, it's safer & faster to change spacewalker assignments than reconfigure spacesuits.



8:29 AM · Mar 27, 2019 · Twitter for iPhone

3,003 Retweets 337 Quote Tweets 15.1K Likes

Anne McClain @AstroAnimal · Mar 27, 2019

Replying to @AstroAnimal

Nothing has been cancelled or postponed. US EVA 53 to upgrade @Space\_Station power systems is on 29 March w/ @AstroHague and @Astro\_Christina. US EVA 54 is on 8 April to install a redundant power channel for our robotic arm, tentatively @Astro\_DavidS and me.

11

118

1.1K



Anne McClain @AstroAnimal · Mar 27, 2019

Tune in - history is made every day up here!

36

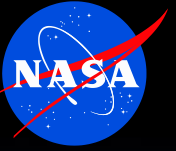
125

1.6K





# What could possibly go wrong?



Thomas Pesquet  
@Thom\_astro

@Aki\_Hoshide & Shane hanging out between manoeuvres. We don't wear the spacesuit during the whole ascent, only for the dynamic phases (launch and docking)... well, except if for example you have to prepare for a debris avoidance manoeuvre... 😊



1:11 PM · Apr 25, 2021 · Twitter Web App



Anne McClain  
@AstroAnimal

Yes buddy, that's your Mother Earth. Isn't she beautiful?



11:43 AM · Mar 4, 2019 · Twitter Web App

20K Retweets 1,192 Quote Tweets 149.5K Likes

ESPN analyst erroneously included URL to pornography site rather than highlight video



Gerry Hamilton  
@HamiltonESPN

#ESPN300 No. 29 Roquan Smith schedules Texas A&M OV Jan. 23. #UCLA Jan. 30. Already visited #UGA & #Michigan. #Gigem [pornhub.com/view\\_video.php...](https://pornhub.com/view_video.php...)

3:37 PM · 21 Jan 15

CBS VP political views superseded compassion



Hayley Geftman-Gold

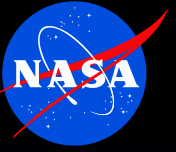
If they wouldn't do anything when children were murdered I have no hope that the Repugs will ever do the right thing. I'm actually not even sympathetic bc country music fans often are republican gun toters.

54m Like Reply



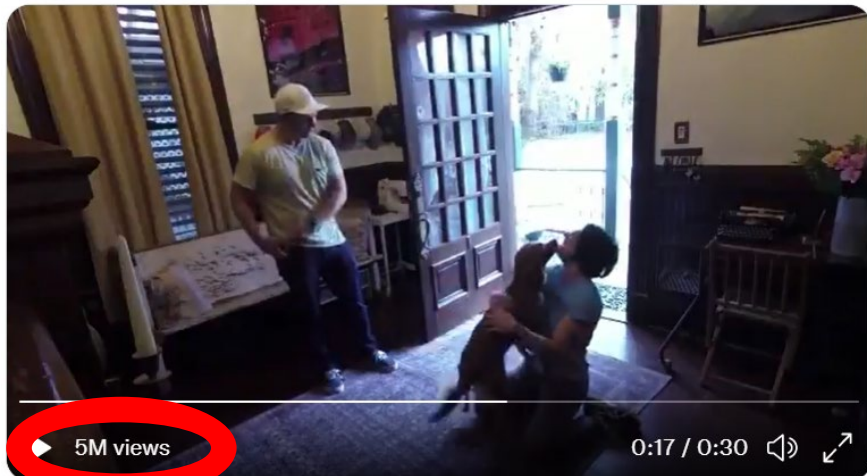


# What could go right?



 **Christina H Koch** ✓  
@Astro\_Christina

Not sure who was more excited. Glad she remembers me after a year!




1:26 PM · Feb 13, 2020 · Twitter for iPhone

20.4K Retweets 4,801 Quote Tweets 151.7K Likes

 **Jessica Meir** ✓  
@Astro\_Jessica

Happy Hanukkah to all those who celebrate it on Earth!  
[#HappyHanukkah](#)



 International Space Station and NASA

6:36 PM · Dec 22, 2019 · Twitter for iPhone

7,470 Retweets 1,020 Quote Tweets 38.2K Likes



**NASA's Johnson Space Center** ✓ @NASA\_Johnson · May 2, 2021

How we feel knowing that the astronauts of NASA's SpaceX Crew-1 mission have safely returned to our home planet. ❤️

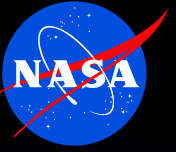


↻ 4.3K

❤️ 39K



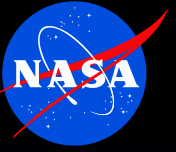
# Best Practices



- Avoid NASA speak, all institutional-eze and jargon
- Talk about your science – use your PRO and PAO resources
- Would a 6<sup>th</sup> grader understand your post? Would a 70-year-old?
- Don't use acronyms unless they are defined. Never.
- Only use hashtags for major agency events. NASA found that creating your own hashtag, or tagging random words, only takes away from your post.



# Topics that Resonate

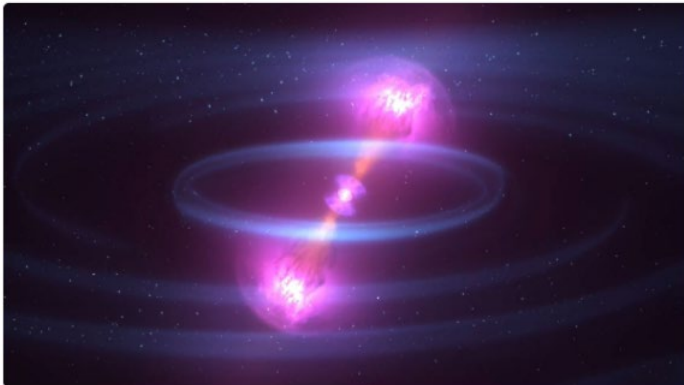


- **Cool pictures:** Earth or space related current events
  - Ground-based: Offering perspective/congrats on NASA missions, retweeting/sharing content from other Earth or space-related accounts
  - On-Orbit: Pick your favorite Earth/Moon/star pic from the day and use it for a “Good Morning” or “Good Night” post from space.
- **Who you are:** Personal topic of interest – how you feel, something you thought to be cool/funny
- **Your environment:** Interesting factoid about your surroundings or some neat activity, day in the life of an astronaut candidate



Christina H Koch • @Astro\_Christina · 24 Oct 2017

Kilonova is the new Supernova. And every space telescope turns to check out the action. Astrophysics so cool. [go.nasa.gov/2yHqtfa](https://go.nasa.gov/2yHqtfa)



29 64



Karen L. Nyberg • @AstroKarenN · Jan 16

I was 8 years old and my dream to become an astronaut was sparked; my act - to learn and become the best I could to make my dream come true - were motion. #inspired



NASA • @NASA

40 years ago today, we made history by selecting the 1s @NASA\_Astronaut class to include women, African-American & Asian-American astronauts. That diverse cla of 1978 went on to achieve many firsts & build a...

7 50 311



Jessica Meir • @Astro\_Jessica · 26 Jun 2017

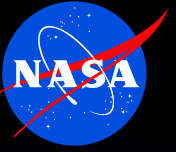
My @NASA #spacesuit 3 days before a training run...did you know they size each suit by hand each time? Thx to amazing team @NASA\_Johnson



Jessica Meir, NASA, Johnson Space Center and NASA Astronauts

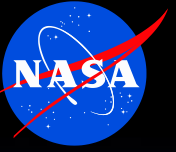
22 66 390

# Topics that Resonate



- Trending topics
- Share your wisdom
- Answer questions
- Celebrate a holiday
- Share something you just learned
- Major agency priorities/events

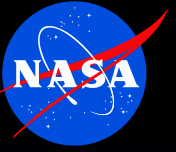
# To Post or Not to Post



- When posting, consider the following:
  - Is the message valuable for my audience? (Does it fit with our NASA messaging?)
    - STEM, space exploration, hobbies, interests
  - Is everything correct—voice, URL, spelling, grammar, length?
  - Did I make the most of visuals to help tell the story?
  - Is this breaking news?
  - Is there an impact to crew cohesion?
  - How reactionary is this message? Would I be okay with absolutely anyone seeing it? (Including your boss)
  - Is my post clear, concise and understandable to a 6th grader and a 65 year old?
  - Is the photo/imagery being used appropriately? Are there image restrictions?
  - Does it clearly convey your intended message?
  - Is it professional? Silly or funny imagery can be misinterpreted.
  - Astronaut gym and the interior of NASA planes (G3, G5) are restricted.



# Perception is Everything



Just hanging out at the #NBL

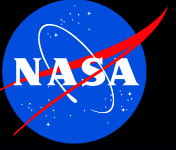


I love how this photo shows the perspective of the 6.2 million gallon pool we use to train for @Space\_Station spacewalks.



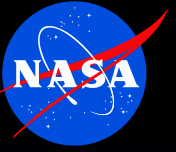
GAME ON!

# Caption This





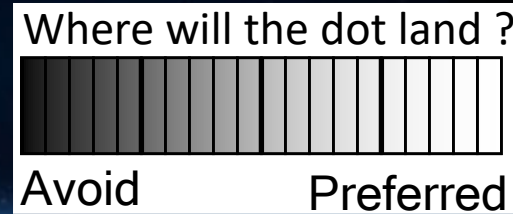
# Caption This



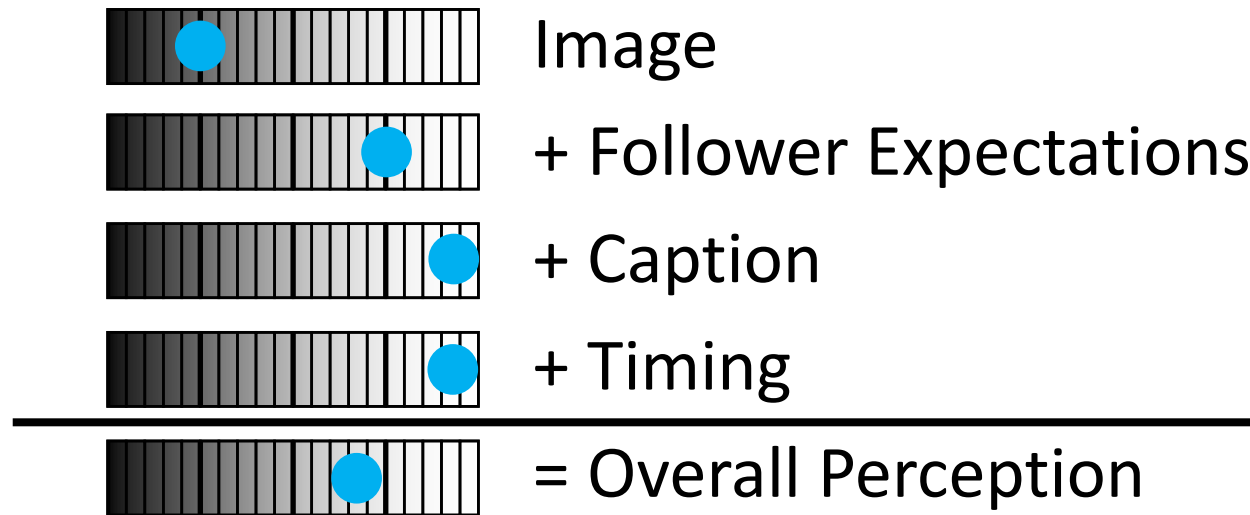
Christina H Koch  @Astro\_Ch... · 10/13/17 ▾

Next challenge: getting proficient at flying formation back in the T-38!

# Perception Spectrum



- Important factors on how a post is received:



- Follower Expectations
  - STEM, Human Exploration, Hobbies, Interests

# Perception Spectrum Example



Had FUN doing aileron rolls and loops in the T-38 today. #FlyingSoHigh



Post #1



Backseat selfie from the T-38 today. #BackseatDriver



Post #2



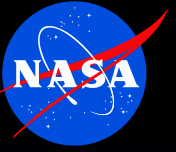
We train in the T-38 Talon supersonic jet to keep our skills sharp.



Post #3



# Discussion



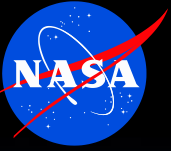
In my opinion, no doubt about it - [@JJWatt](#) – the best football player on Earth



Watching [#WorldCup](#) finals with [@astro\\_alex](#) and our [#Exp40](#) crew. Great game so far!



# Discussion



**Kjell Lindgren**  @astro\_kjell · 15 Mar 2017

One of the best parts of this job is encouraging the next generation of explorers!

Came down stairs to find him eating breakfast with his hero. Thank you a million times over for getting him this personalized autographed photo. I suspect he will cherish it for many years to come. 🚀



16 124 573



**Victor Glover**  @VicGlover · 10 Mar 2017

Consider it done!

**Dogooder Begooder** @ObamaCares1

Replying to @VicGlover @NASA\_Johnson

when you get to space going to need you tell the world again why #STEMMATTERS get the kids dreaming in numbers.



# Tip: Watch that Vertical Crop



Original



Web Preview

Randy Bresnik @AstroKomrade · 17m  
The Penguin suit provides 40 kg of pressure to our spines to fit back in our Soyuz seats and work our muscles to prepare for return to Earth



App Preview

Randy Bresnik @Ast... · 18m  
The Penguin suit provides 40 kg of pressure to our spines to fit back in our Soyuz seats and work our muscles to prepare for return to Earth



Original



Web Preview

Randy Bresnik @AstroKomrade · 12m  
ANTI-ANTIGRAVITY BOOTS! These are from the "Penguin" suit that helps us prepare to adapt back to Earth gravity after 6 months in Space.

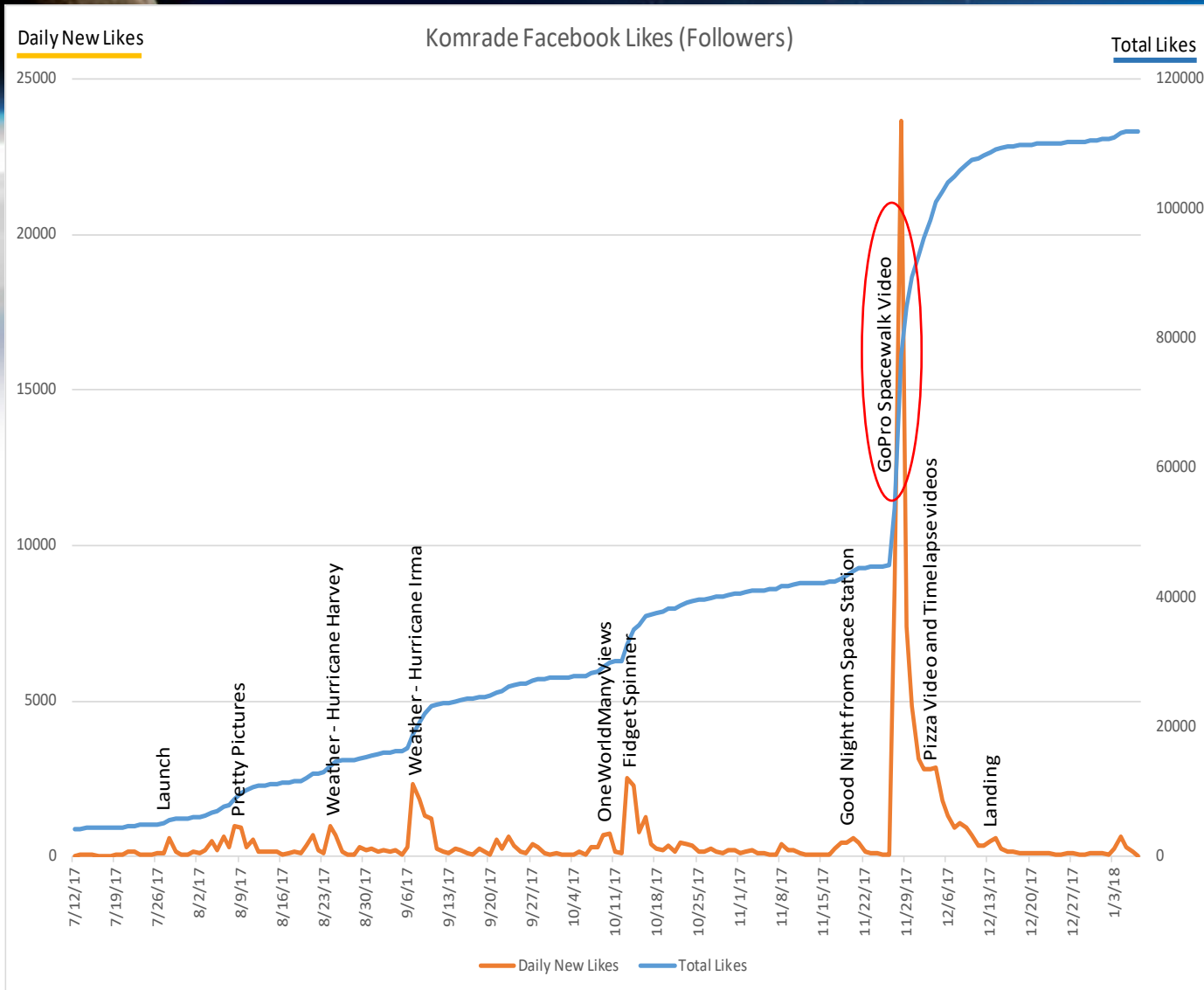
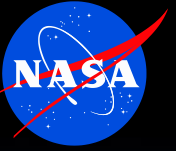


App Preview

Randy Bresnik @As... · 33m  
ANTI-ANTIGRAVITY BOOTS! These are from the "Penguin" suit that helps us prepare to adapt back to Earth gravity after 6 months in Space.



# Tip: Oldies are Still Goodies



**NA SA Astronaut Randy "Komrade" Bresnik**

November 27, 2017 · 🌐

Sometimes on a #spacewalk, you just have to take a moment to enjoy the beauty of our planet Earth.

This Go-Pro footage is from our spacewalk where Joe Acaba and I refurbished the Canadarm2 robotic arm and the Dextre robotic arm extension. Learn more about our spacewalk by visiting: [https://blogs.nasa.gov/.../expedition-53-spacewalk-successfu...](https://blogs.nasa.gov/.../expedition-53-spacewalk-successfu.../)



4.4M Views

👍 Like    💬 Comment    ➦ Share

IX Sana Ullah Khan, Yasin Özkay, Andrea Genu Chiarolini and 34,410 others like this.

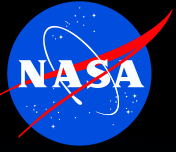
Top Comments ▼

73,340 Shares






# Tip: Mention, Tag, Flag

[nasa.gov/socialmedia](https://nasa.gov/socialmedia)



It's not what you know, it's who you know


			
NASA	49M	25M	71M
Space Station	5.6M	4.4M	7.8M
JSC	1.6K	1.3M	925K
Orion	540K	644K	
Commercial Crew	370K	180K	
NASA Astronauts	1.2M	165K	544K

2021 Statistics

**International Space Station** added 4 new photos. [Like Page](#)

Published by Nasa Dev · September 20, 2016 ·

The moon, city lights and thunderstorms illuminate these nighttime views of Earth.



39,613,834 people reached [Boost Post](#)

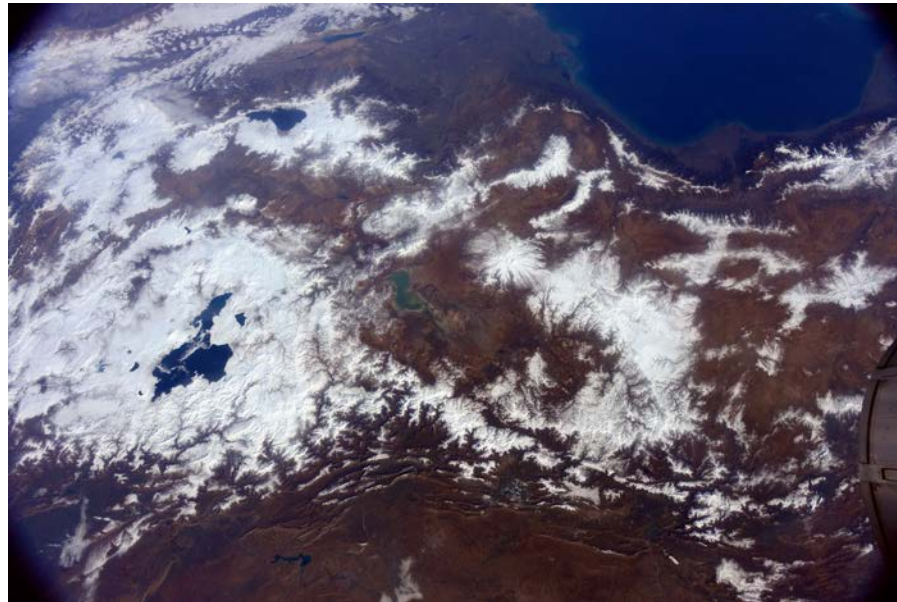
[Like](#) [Comment](#) [Share](#)

[Like](#) [Love](#) [Wow](#) [Sad](#) [Angry](#) Ishaque Hussain, Jola Szubert and 214K others [Top Comments](#)

177,229 shares 4.3K Comments

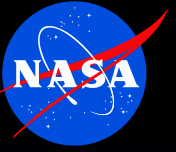
# Tip: Land Mines

- Keep the caption as high level as possible
  - Persian Gulf vs. Arabian Gulf; Jerusalem and Bethlehem; Falkland Islands vs. Islas Malvinas, Mt. Ararat, ...
  - You **can** see borders from space, but there are no borders in space.



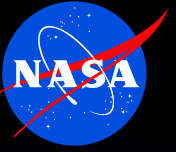


# Tools: Photo, Video, and Online



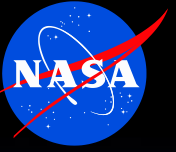
- Get the content
  - Imagery Online (internal to JSC)
  - Images.nasa.gov
  - NASA Johnson YouTube
  - Giphy
  - Flickr
  - Ask the photographer or videographer

# Play it Safe



- The basics
  - Use strong passwords and protect them.
  - Use nasa.gov email addresses to register official accounts.
  - Personal and official NASA social media don't mix. Please prevent even the most innocent of mistakes.
  - Stay safe from hacking and phishing schemes. Check your authorized third-party apps & don't click links from unknown sources.
  - Contact the CB Social Media Team so we can help you regain access or recover from an issue.

# Play it Safe



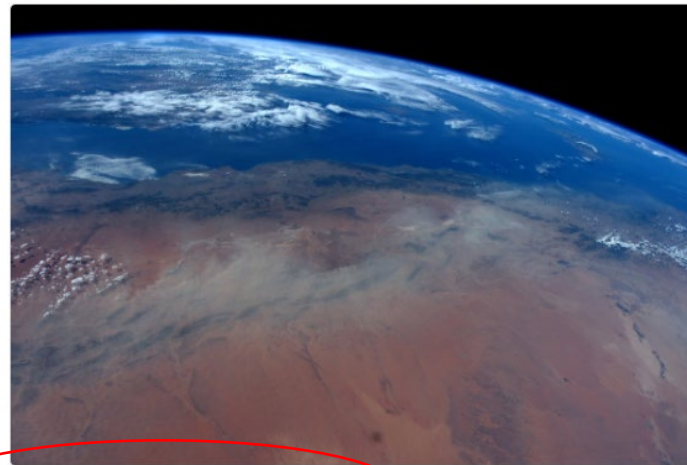
- Check your settings
  - Privacy
    - Professional vs. personal accounts
  - Phototagging
    - "Only allow people I follow to tag me in photos."
  - Discoverability
  - Direct Messages
  - Location
  - Notifications
  - Emails
  - Two-factor authentication



Tim Kopra  
@astro\_tim

Follow

Sandstorm over large portion of western  
#Africa. @Space\_Station #Explore



7:29 AM - 11 Jun 2016 from Houston, TX



Jessica Meir  
@Astro\_Jessica

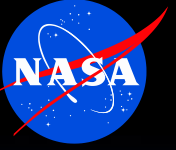
Follow

Honored to be part of this EPIC #spacewalk  
team with @astro\_kimbrough @Thom\_astro  
@AstroPeggy @NASA @Space\_Station today!



3:45 PM - 24 Mar 2017 from Taylor Lake Village, TX

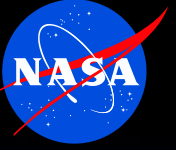
# Play it Safe



- Commentary/reply moderation
- Blocking/reporting
- Identify impersonation
- Threats
- Hacked

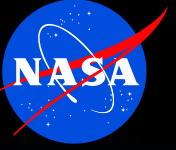


# Comment Moderation



- Social media is considered a place of free speech, and NASA cannot delete comments, or block people from commenting.
- However, you can turn your profanity filter on to the highest setting on the platform.
- This is an ongoing discussion that happens every day at NASA.

# Thank you!



- Questions
- Sign up for accounts
- Reach out to us for help

# **ISS Review Process for PAM Imagery Distribution and PAM Communications Release.**

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March 2022

**National Aeronautics and Space Administration**  
Johnson Space Center  
Houston, Texas

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## **1.0 Purpose**

This document is to define the personnel roles and responsibilities for the support of Private Astronaut Missions (PAM) imagery between the following NASA organizations:

- IC8/Multimedia Imagery Operations Group,
- FOD/Flight Operations Directorate
- AD/External Relations Office
- OA/ISS Program Office
- UA/Commercial LEO Development
- XI4/Exploration Science Office

The primary function of this document is to address operational agreements, roles and responsibilities, and a general understanding of the expectations of shared responsibility for current and future still photography and video requirements for private astronaut missions.

## **2.0 Scope**

This document details the roles and responsibilities needed to support the acquisition, distribution, and storage of still and video imagery (including live and prerecorded events, and Earth observation imagery) and social media, for Private Astronaut Missions (PAMs). Imagery is screened and approved per SSP 50521 Return, Processing, Distribution and Archiving of Imagery Products from the International Space Station, which is the governing multi-lateral document for ISS imagery.

This document does not replace or supersede operational procedures, flight rules, nor PAM contractual documentation.

As per SSP 51092, Private Astronaut Resources, Interfaces, and Services (PARIS), imagery acquired onboard the ISS by the PAM, regardless of the owner of the equipment (PAM Provider or NASA) used to obtain the imagery, will be downlinked using ISS communication assets following ISS imagery policies and procedures, outlined in SSP-50521, Return, Processing, Distribution and Archiving of Imagery Products from the International Space Station. All imagery recorded onboard the ISS, irrespective of the method of imagery acquisition, will be provided to NASA for review and classification before it is made public. The PAM Provider and the ISS Imagery Working Group, with assistance from the PAM Mission Manager, will document and agree before the mission to the required Ground processing, classification, review, services, and imagery products to be delivered to the PAM Provider.

## **3.0 Roles and Responsibilities**

### ***3.1 Parties to this Agreement***

### **IC8/Multimedia Imagery Operations Group**

- **Still Photography/ESC Console** – Receives, documents, processes, disseminates, and archives still imagery received from ISS.
- **Video** – Johnson TV and Mission Video receive, distribute (JSC and inter-center), record, and archive live video downlink and file-based video data for manned spaceflight at JSC.

### **FOD/Flight Operations Directorate**

- **ISS GC** – Concerned directly with management of video routing and restriction functions pertaining to ISS MCC-H requirements. Responsible for coordinating the distribution of video from the ISS over the NASA telecommunications ground network interfaces to the ISS External Partners (EPs)
- **Photo/TV** – Manages procedures and usage of the Imagery Transfer Tool (ITT) and trains the private astronauts on use of the ISS cameras onboard, file labeling, and transferring of files.
- **OCA** - Performs image and video file downlinks from ISS/SSCs. Transfers the files to Building 8 (ESC and Mission Video) for processing.
- **OPS PLAN** – Front Room to OCA console. Responsible for OCA imagery downlinks when OCA is not on console.
- **CB** - Reviews imagery with astronauts (NASA, International Partner, and Private astronauts) in the frame.
- **BME** – Transfers medically sensitive imagery directly to Axiom Surgeons.

**ERO (External Relations Office), also PAO (Public Affairs Office)** – Responsible for reviewing and approving on orbit media activities and scripts prior to implementation; script uplink, monitoring, and distribution for PAO live video events; reviewing and approving downlink video and imagery as described in this document, and working directly with the PAM Provider for social media and communications activities.

### **ISS Program Office**

- **Imagery Working Group**- Integrates all ISS imagery and manages ISS imagery processes.
- **PAM Manager**- Manages the private astronaut mission and works directly with the PAM Provider. Approves communications activities.
- **Research and Integration Office** – Represents research on the ISS including the research being conducted by PAM crew during the PAM and imagery requirements for that research.

### **XI4/Exploration Science Office**

- **Crew Earth Observations (CEO) Facility**- receives all handheld digital camera (still or video) imagery tagged as Earth Observations and processed by IC8 for additional review before release. Earth Observation payload tagged imagery will be retained for publication to the NASA publicly accessible Gateway to Astronaut Photography of Earth online database. All PAM Earth observations data received through IC8 is considered to be publicly available for viewing and download at no cost to the end-user unless other specific mission agreements are in place.

- Note: CEO may also provide Earth observations requirements development, and operations planning and support (i.e. selection of Earth observation sites, daily crew target message development and uplink) per specific mission agreements with PAM PDs and ISSP concurrence.

**Commercial LEO Development Program** – Responsible for development and coordination of policy decisions with key stakeholders and responsible for reviewing and approving PAM commercial activities. Reviews and approves communications activities.

### ***3.2 Imagery Classifications***

ISS Program imagery will be classified to identify appropriate handling, processing, and distribution procedures per SSP 50521 section 3.1.3. Imagery acquired during the course of ISS operations shall be categorized as either shared, restricted, deferred release, proprietary, or proprietary/not reviewed. Any imagery that is not classified as shared shall have a release authority identified.

#### **Shared**

Shared imagery is available to NASA and all IP/Ps without any restrictions. Shared imagery will be archived by NASA. NOTE: B8/ESC does not share imagery with the public (or to AVAIL) unless directed by ERO/PAO.

#### **Restricted**

Imagery whose access and distribution must be limited because of the exclusive rights of a payload customer, astronaut privacy requirements, medical information, nondisclosure requirements, or program sensitivities will be classified as restricted. IP/P or Commercial Partners may request that their imagery be restricted. Planned restricted imagery shall be identified in the IDRD Annex 3. Other restricted imagery may be identified by the crewmember on board, the Crew Office during review, the ISS Program management, or the ISS Flight Directors. Restricted imagery will be archived by NASA.

#### **Deferred Release**

It is necessary for some types of imagery to have its distribution and use controlled for a period prior to general shared release. This type of imagery shall be classified as deferred release. Deferred release imagery requirements shall be identified in the IDRD Annex 3. On expiration of the deferred release period, the imagery shall be treated as shared. Deferred release imagery will be archived by NASA.

#### **Proprietary**

Imagery whose distribution must be limited to protect the exclusive rights of a payload customer or commercial partner shall be classified as proprietary. This imagery shall be protected, and its distribution limited based upon the processes established by the payload developer or commercial partner. This imagery will not be archived by NASA. NASA may retain copies of certain proprietary imagery upon agreement with the imagery owner. Proprietary imagery must be discussed ahead of flight so that proper processing and distribution can be accomplished. Additionally, planned proprietary payloads/activities must be identified in the IDRD Annex 3.

### **Proprietary/Not Reviewed (P/NR)**

Imagery whose distribution must be limited to protect exclusive rights of a payload customer or commercial partner and is delivered directly to the imagery owner without screening shall be classified as proprietary/not reviewed. This imagery will not be archived by NASA.

### **3.3 Record Retention**

**Permanent Record:** Permanent records are Federal records that have been determined by the National Archive Record Administration to have sufficient value to warrant their preservation in the National Archives even while they remain in agency custody.

**Temporary Record:** Records with a temporary disposition that will eventually be destroyed or deleted when all relevant business needs have expired.

Permanent records will be NASA numbered and archived by Building 8. Permanent records are sent to National Archives and Records Administration (NARA) at the end of the Program. Temporary records will be stored by Building 8 for the duration of their retention (5 years) and will not be archived or sent to National Archives at the end of the Program.

Imagery dispositions are explained in section 5. Each disposition is categorized as either a permanent record or temporary record.

### **3.4 Support Hours**

During business days, imagery downlink and review for PAM imagery will typically occur within 24 hours. For missions with large imagery support needs, imagery will be prioritized such that low priority imagery may be reviewed post mission. Expedited and off-hours imagery support may be coordinated with the ISS Program in advance of the mission and documented in the PAM Provider Communications Plan. Real-time requests for expedited imagery turnaround or contingency off-hours support may occur per GEN OIP 8.7 Imagery Exchange. Real-time expedited imagery is reserved to support safety of the astronaut crew, the ISS, and to contribute to essential tests and operations that could otherwise be impacted. Real-time expedited imagery requests are at the discretion of the ISS Flight Director approval.

OCA Support Hours: Imagery downlink via OCA is available when the OPS PLAN Team is supporting console in MCC-H.

Building 8 Support Hours: ESC is staffed Monday through Friday, 7:30 – 4:30. Television Operations (JTV/Mission Video) typically staffs during ISS crew wake hours.

XI4/CEO Support Hours: CEO ops, analysis, and IT personnel nominally observe a Monday through Friday 0800- 17:00 schedule (except on US Federal holidays). Earth observation daily observable targets are determined on a nominal +24hr schedule such that PAM crew will receive daily target messages for all planned operations days (unless other specific mission agreements and procedures are determined).



Per GEN OIP 8.7 Imagery Exchange, time estimates for imagery processing are:

#### Time Estimates for Imagery Processing

Processing Type	Transfer to SSC	OCA Downlink	Processing & Distribution	Total Time
Standard	<24 hours^	<24 hours	<24 hours	<72 hours
Expedited – DIL	<1 hour*	<1 hour*	<24 hours*	<24 hours
Expedited – HOUSTON FLIGHT	<1 hour*	<1 hour*	<1 hour*	<3 hours

^Per procedure or crew preference

\*Per real-time direction from HOUSTON FLIGHT

Expedited review may occur upon request for limited events. Real-time requests for expedited imagery turnaround or contingency off hours support may occur per GEN OIP 8.7 Imagery Exchange. Real-time expedited imagery is reserved for contingency support at the discretion of the ISS Flight Director. Real-time expedited imagery is reserved to support safety of the astronaut crew, the ISS, and to contribute to essential tests and operations that could otherwise be impacted. Real-time expedited imagery requests are at the discretion of the ISS Flight Director approval.

## 4.0 Primary Processes

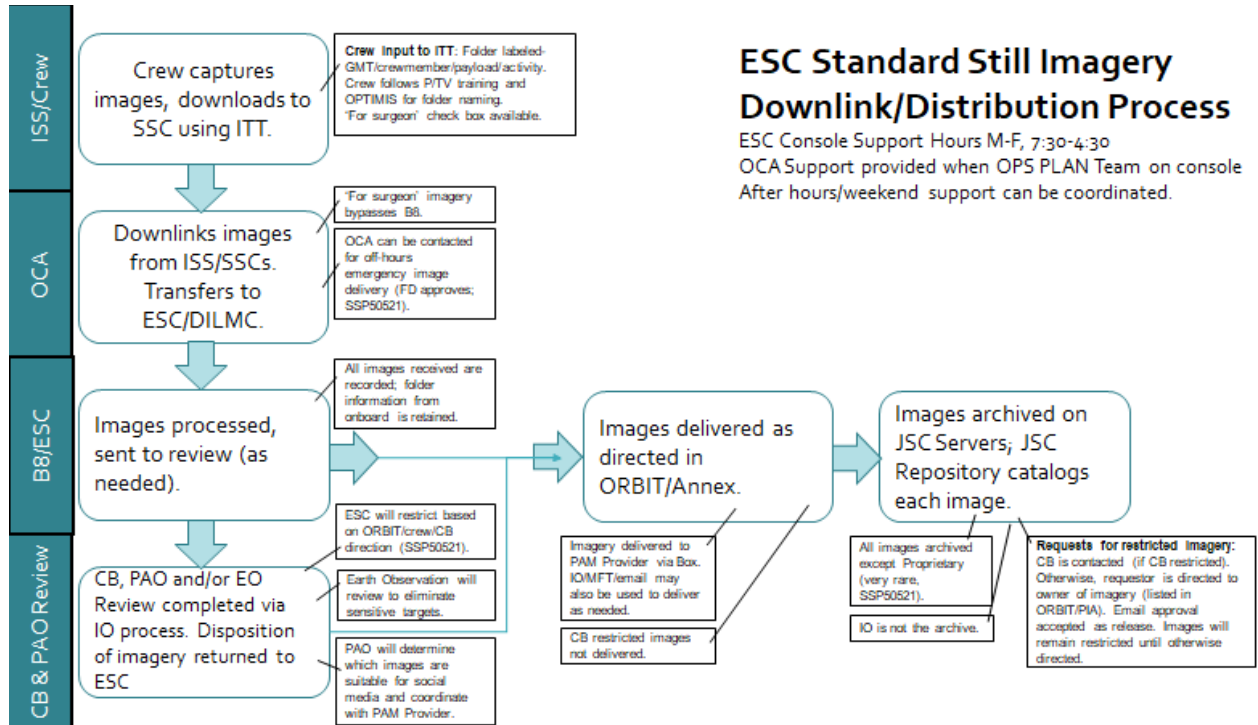
The following sections outline the review process for releasing imagery and communications to PAM Providers. All PAM Imagery and Communications is documented in the PAM Communications Plan. PAM activities, including imagery, are reviewed and approved per ISS PAM Manifest and Activities Approval Process prior to timelining and execution. Only approved imagery will be timelined, downlinked, and reviewed. Only approved media, social media, and communications will be released to the public.



The sections below focus on the downlink and review process, prior to imagery release to the PAM Provider.

## 4.1 Still Imagery

Still imagery is downlinked, reviewed, and distributed per the workflow outlined below.



## 4.2 Live Downlink Events Managed by NASA

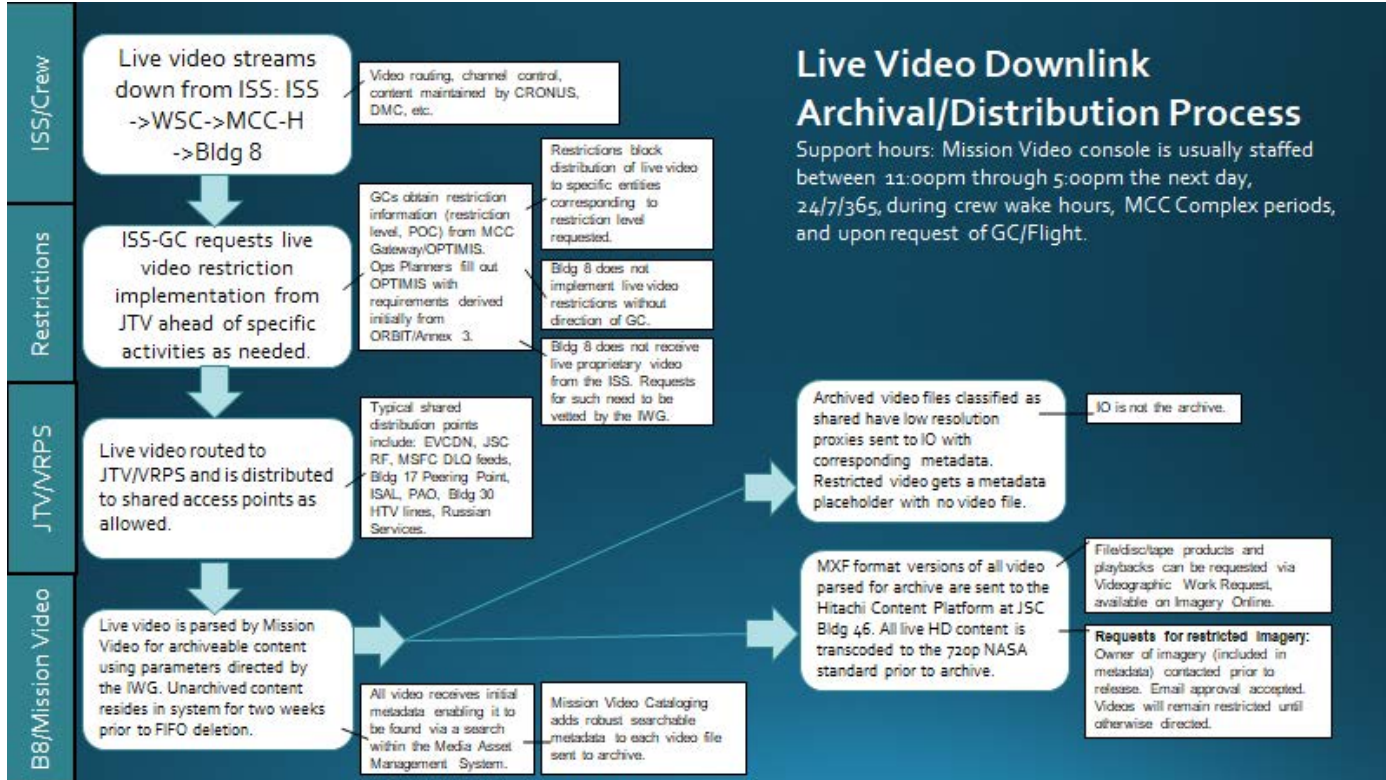
The Inter-Center Distribution of live video downlinks follows the procedure established in GEN OIP 6.7.9.

Coordination for Internal High Definition Video Downlinks is defined in FCOH 6.7.9

Events in partner modules and managed by international partners will adhere to SSP 50521. As documented in the PAM Manifest and Activities Approval Process, script review for live events will occur as follows:

1. PAM Provider submits script to ERO for review and approval at NLT L – 5 weeks.
2. PAM Provider submits EFNs with the precoordinated scripts for review and approval at NLT L – 3 weeks.
3. Event is monitored by NASA. NASA is responsible for cutting the live feed if required.

\*If a recording of the live event is required, it must be coordinated with ISSP in advance of the mission and documented in the PAM Provider Communications Plan.



MCC-H/HOUSTON GC has the ability to privatize, view and/or route to partner gateways, up to two simultaneous video playbacks from the Video Control Center (VCC). The procedure for playing back recorded downlink video is established in GEN OIP 6.7.7. If any of the playback video is deemed restricted/private, release authority procedure located in GEN OIP 8.1.6 will need to be followed prior to the playback.

#### 4.2.1 Live Privatized Downlinked Events

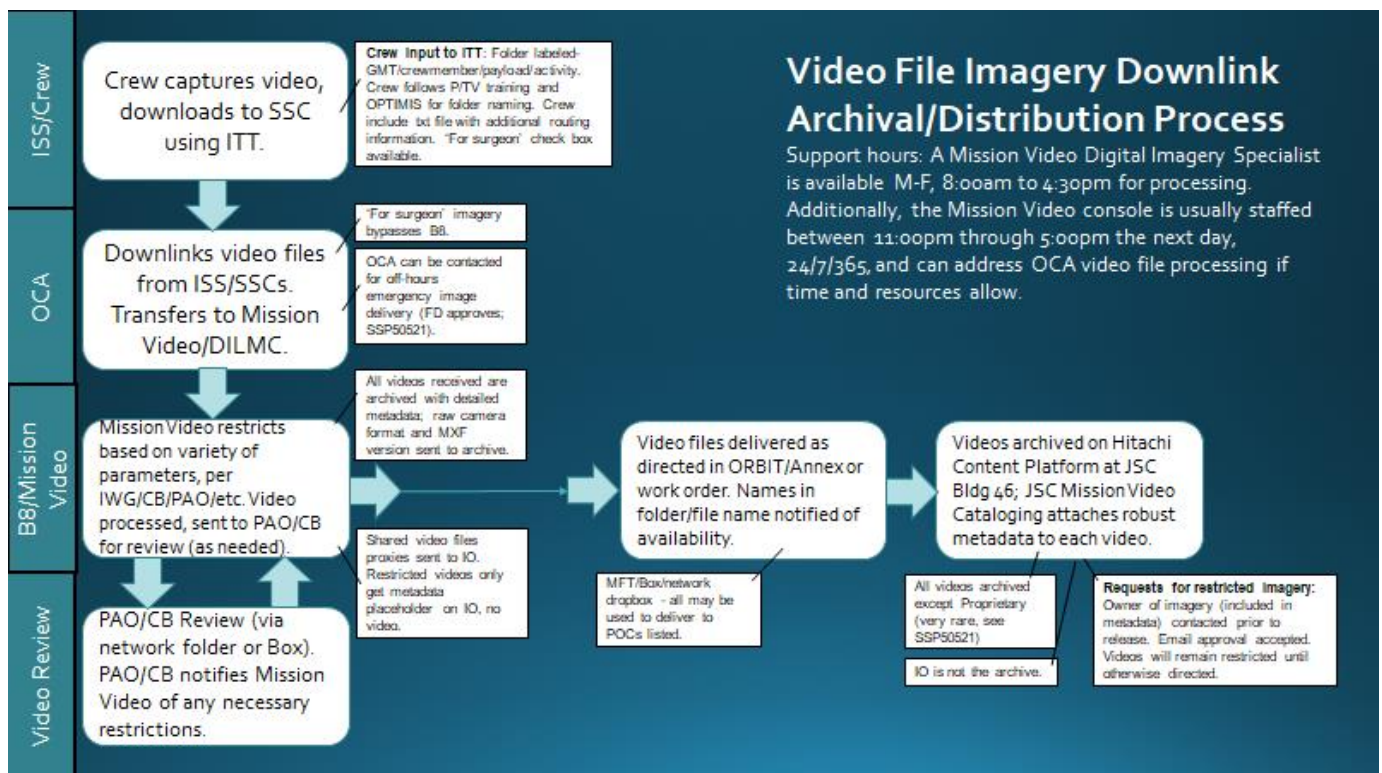
PAM Provider may elect for events to be privatized during the mission to monitor the activity while live. These events must be coordinated in advance with ISSP and documented in the PAM Provider Communications Plan. Privatization for these events will restrict the video to MCC-H, B8, B2 PCR, and PAM Provider. Execution of privatized video will occur per GEN OIP 8.1.6 ISS Audio and Video Configurations.

The video files created during the privatized events will be treated as commercial files as described in section 5.1 Commercial and Marketing Content.

#### 4.3 Pre-Recorded Video Events Managed by NASA

The timeframe documented below is within current processes. See Section 3.3 Support Hours for details on when each team will support and how to handle expedited requests that are not documented in the PAM Communication Plan.

1. PAM Provider submits script to ERO for review and approval at NLT L – 5 weeks.
2. Recorded video downlinked from ISS within three days of execution.
3. IRD/B8 reviews recording within one week.
4. ERO reviews recording within one week, unless new details are introduced that require additional stakeholder approval.
5. Recording released to PAM Provider.
6. For recordings that will be made public, PAM Provider submits final product (post processing) back to NASA ERO for review and approval.



#### 4.4 Social Media Imagery Downlink and Proxy Posting

##### Definitions

- Social Media Proxy = the person who works for the PAM Provider or PAM Provider's designee who actually makes the post.



- ERO PAM Media Coordinator = the NASA employee responsible for coordinating within NASA to verify the content and appropriateness of an image, video, and/or caption/post.

#### Applicability

- NASA will not require a Social Media Proxy to post Private Astronaut (PA) media posts during Training, Ascent/Descent, or Post Flight.

If the PAM Provider requires that, it is between the PAM Provider and the PA

NASA have awareness of the PA's communication plan via the PAM Provider Communication Plan that is required via the Basic Ordering Agreement.

- NASA will require PA posts go through a social media proxy while the PA is on ISS.

#### Process

1. Using the Imagery Transfer Tool, Private Astronaut places Social Media photo/video in SSC folder that is marked with "Mission Name Media Rush" or similar.
  - Unique folder name will signal to teams that these folders need to be bumped to the top of the queue for downlink. Social media images will be downlinked and processed by building 8 within one business day. Off hours and weekend requests should be documented in the Communications Plan.
  - Will also signal to B8 that the photos need to go to the ERO Media Coordinator post approval.
2. B8 performs standard review per SSP 50521 and then send image to ERO Media Coordinator for PAMs. See sections 4.1 and 4.3 for details on the review process.
3. ERO Media Coordinator Photo/Video review
  - ERO Media Coordinator coordinate with stakeholders for release approval

ERO review [NASA's Media Usage Guidelines](#)

For any sponsorship/marketing, need to verify approval via Comm Plan/Comm LEO Panel.

Sponsorship/marketing materials will be identified pre-flight and reviewed by the Commercial LEO Panel.

4. Text/Wording review (may occur in parallel to photo/video)
  - NASA receives proposed caption from PAM Provider or PA for review and approval.
  - ERO will review the image and caption within one business day unless new details are introduced that require additional stakeholder review.

- Off hours and weekend requests will be documented in the Communications Plan.
5. PAM Provider Social Media Proxy is responsible for doing the “posting”
- May include PAM Provider coordinating with the crew comm team/publicist

## 5.0 General Terms and Conditions

The following sections detail different categories of imagery and how NASA will manage each category for PAMs. Each section below is broken down by

Classification and Record Retention	Outlines the type of classification and how the records are retained. Descriptions of classifications and record types are in section 3.0.
Responsible Parties	Lists the parties impacted by the agreement.
Summary	Includes key points about the type of imagery that are applicable to PAMs.

### 5.1 Commercial and Marketing Content

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Proprietary</li> <li>• Not NASA Numbered</li> <li>• Retained as temporary record for 5 years</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• CLDP (Commercial Leo Development Program)</li> <li>• ERO</li> <li>• ISSP</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• Per NID 8600.121 NASA Interim Directive (NID): Use of ISS for Commercial and Marketing Activities, NASA may approve Commercial &amp; Marketing activities on ISS.</li> <li>• Each activity required to be in IDRD Annex 3 with appropriate imagery classification (assume proprietary).</li> <li>• For every event, the Communication Plan will be provided with the following information: <ul style="list-style-type: none"> <li>○ Activity Name</li> <li>○ High level Summary</li> <li>○ Understanding of Folder Label nomenclature. Example “Mission-Name Nike Commercial”</li> <li>○ Information is needed for events that occur in US modules, docked USCV, and IP modules that use US assets for downlink.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• NASA will review per SSP 50521 and the process described in section 4.0.</li> <li>• It is critical that the PAs appropriately label downlink folders per training and per procedures.</li> </ul>
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## 5.2 Ground Based

Ground based photography includes crew training and events on NASA property. PAM Providers may use NASA photographers for ground-based imagery. In that case, NASA photographers will capture the imagery and the below will apply.

If PAM Providers do not use NASA photographers to capture the image, they are still required to have NASA review of imagery that is publicly released.

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Proprietary to PAM Provider</li> <li>• Do not NASA number</li> <li>• Do not retain</li> <li>• PAO may request images for release/numbering</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• NASA Photographers to capture training, if applicable.</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• For Ax-1, NASA photographers will capture training imagery on behalf of Axiom under the Axiom 1 Mission Specific Order.</li> <li>• NASA ground imagery files will be shared with PAM Providers via BOX.</li> <li>• Any image released by NASA or taken on government property is subject to NASA's Media Usage and Advertising Guidelines.</li> </ul>

## 5.3 Vehicle and NASA Hardware Closeout

Hardware closeout photography includes photos of NASA hardware that are flying within the PAM vehicle. NASA will work with the PAM Provider and PAM USCV Provider to identify hardware that closeout imagery is required for.

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Shared</li> <li>• NASA numbered</li> <li>• Permanent record</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• PAM Provider/PAM USCV Provider – Photographic documentation of hardware. Delivered to NASA.</li> <li>• NASA Photo Lab – Processes images. NASA numbers, archives, and posts to IO</li> </ul>

Summary	<ul style="list-style-type: none"> <li>• PAM Provider (or PAM USCV Provider on PAM Provider's behalf) sends NASA vehicle closeout imagery per SSP 50502 Preflight Imagery Plan (PFIP).</li> </ul>
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#### **5.4 Crew Portrait**

NASA does not require the PAM Provider to deliver crew portraits of the PAs. If chosen, the PAM Provider may deliver photos. NASA will get permission to use the likeness if the photos are used. NASA would typically use crew portraits in building 30 where all crew on-orbit are displayed outside of the MCC.

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Shared</li> <li>• NASA numbered</li> <li>• Permanent record</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• PAM Provider – Provides a copy of the crew portrait. Not required. Delivered to NASA.</li> <li>• NASA Photo Lab – Processes images. NASA numbers, archives, and posts to IO</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• Crew portrait to be shot by PAM provider and delivered to NASA for internal and external communications.</li> </ul>

#### **5.5 Ascent and Descent Imagery**

##### **5.5.1 Ascent Imagery**

Ascent imagery is imagery taken by the private astronauts while in the USCV capsule from launch to docking. Per standard agreements, imagery on the USCV Provider tablets will not be transferred to ISS. Only imagery taken on approved cameras (for example, Nikon D6) will be transferred to ISS.

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Ascent Imagery– <ul style="list-style-type: none"> <li>○ Proprietary to PAM Provider/PAM USCV Provider</li> <li>○ Not NASA Numbered</li> <li>○ Not retained by NASA</li> </ul> </li> <li>• NASA owned hardware <ul style="list-style-type: none"> <li>○ Shared</li> <li>○ NASA Numbered</li> <li>○ Permanent Record</li> </ul> </li> </ul>
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Responsible Parties	<ul style="list-style-type: none"> <li>• OCA – Delivery of imagery files to NASA B8</li> <li>• NASA B8 Photo Lab – Delivery to PAM Provider/PAM USCV Provider via Box. NASA number/post /images to IO</li> </ul>
Summary for Ascent Imagery	<ul style="list-style-type: none"> <li>• For photos using compatible cameras and cards PAM Crew will downlink ascent photos after hatch open, via nominal processes (OCA/B8). <ul style="list-style-type: none"> <li>◦ NASA will not downlink photos from USCV Provider tablets.</li> </ul> </li> <li>• Ascent imagery will not receive NASA review (images will be seen, not reviewed for content).</li> <li>• Specific imagery may be requested by PAO or other NASA organizations; PAM Provider/PAM USCV Provider approval for photo usage will be documented in metadata.</li> <li>• Should a mishap occur, NASA will request all imagery from the PAM Provider and PAM USCV Provider per NPR 8621.1B.</li> </ul>

### 5.5.2 Descent Imagery

Descent imagery is imagery taken by the private astronauts while in the USCV capsule from undocking to splashdown. Descent imagery must be transferred from the PAM Provider or PAM USCV Provider to NASA. ISS Flyaround imagery falls into this category, but ISS Flyarounds are not required for PAMs.

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Descent Imagery– <ul style="list-style-type: none"> <li>◦ Proprietary to PAM Provider/PAM USCV Provider</li> <li>◦ Not NASA Numbered</li> <li>◦ Not retained by NASA</li> </ul> </li> <li>• Flyaround images (if applicable) – Shared to NASA <ul style="list-style-type: none"> <li>◦ Shared</li> <li>◦ NASA Numbered</li> <li>◦ Permanent Record</li> </ul> </li> <li>• NASA owned hardware <ul style="list-style-type: none"> <li>◦ Shared</li> <li>◦ NASA Numbered</li> <li>◦ Permanent Record</li> </ul> </li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• PAM Provider – Deliver imagery of NASA owned hardware and ISS flyaround (if applicable) imagery to NASA B8 Photo Lab via Box for NASA numbering/archive.</li> </ul>
Summary for Descent Imagery	<ul style="list-style-type: none"> <li>• NASA will not receive or review descent imagery unless it contains NASA hardware or unless it is requested or and released to the public.</li> </ul>

	<ul style="list-style-type: none"> <li>• Specific imagery may be requested by PAO or other NASA organizations; PAM Provider/PAM USCV Provider approval for photo usage will be documented in metadata.</li> <li>• Should a mishap occur, NASA will request all imagery from the PAM Provider and PAM USCV Provider per NPR 8621.1B.</li> </ul>
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## 5.6 Payloads

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Classification documented in Orbit (standard process)</li> <li>• Shared, Deferred Release, and Restricted images are permanent records (standard process)</li> <li>• Temporary Record Retention for Proprietary payload Imagery.</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• Research and Integration Office</li> <li>• OCA – Delivery of still and video files to NASA B8</li> <li>• NASA B8 Photo Lab – Delivery of still images to PAM Provider via Box</li> <li>• NASA B8 Mission Video – Delivery of video files to PAM Provider via Box</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• Uses standard payload imagery process, SSP 50521 and ST&amp;E flow. Standard process includes: <ul style="list-style-type: none"> <li>○ Live payload video is routed directly to MSFC to process and distribute to their PDs via standard process.</li> <li>○ File based videos will be delivered via BOX to the POC(s) in ORBIT.</li> <li>○ Payload still photography will be delivered to POC(s) in ORBIT, typically via Imagery Online (IO).</li> <li>○ Uses “Shared”, “Deferred Release”, “Restricted”, and “Proprietary” categories as required.</li> <li>○ If NASA wants to use an image, we contact PD, per standard process.</li> </ul> </li> <li>• If PAM crewmember also puts the mission name or PAM Provider name in the downlink folder/ITT. The image will also be delivered to the PAM Provider via BOX. Nomenclature will be worked in advance of the mission.</li> <li>• It is critical that that PAs appropriately label downlink folders per training and per procedures (follow the process).</li> <li>• It is critical that all payload imagery requirements/constraints/delivery/POCs will be noted in ORBIT (follow the process).</li> <li>• It is the responsibility of PAM Provider and the Implementation Partner to determine POC(s).</li> </ul>

## 5.7 Earth Observations

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Crew Earth Observation Facility directed/Payload imagery <ul style="list-style-type: none"> <li>○ Shared</li> <li>○ NASA Numbered</li> <li>○ Permanent Record</li> </ul> </li> <li>• Non-Payload Imagery/Crew Choice <ul style="list-style-type: none"> <li>○ Not NASA Numbered</li> <li>○ Temporary Record</li> </ul> </li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• OCA – Delivery of still imagery files to NASA B8</li> <li>• NASA B8 Photo Lab – Delivery of still images to PAM Provider via Box. Post payload views to IO</li> <li>• Crew Earth Observations Facility – review of earth observations, posting to Gateway to Astronaut Photography of Earth</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• NASA’s Crew Earth Observations Facility supplying targets (mission specific)</li> </ul>

## 5.8 Crew Personal/Discretionary Time

Personal images include images that PAM Providers take during their personal time. Examples include photography of personal items for family, photos of crewmembers sharing meals, etc. Personal imagery is documented in the PAM Communication Plan. Personal imagery may have hardware incidentally in the background, but otherwise, personal imagery will not have intention shots of station hardware. Imagery of station hardware is included in payloads imagery or timed operational activities.

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Proprietary</li> <li>• May not be NASA Numbered</li> <li>• May be Permanent Record or Temporary Record</li> <li>• Imagery with Expedition crewmembers will be numbered and archived.</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• OCA – Delivery of imagery files to NASA B8</li> <li>• CB and/or PAO review (if USOS or IP Astronauts are in the image)</li> <li>• B8 review (for incidental imagery/screens/payloads)</li> <li>• B8 deliver to PAM via Box</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• Downlinked in folder/ITT with label similar to: “Crewmember Name -personal”</li> </ul>

	<ul style="list-style-type: none"> <li>• Includes photography of PAM Crew and photography documented in the PAM Communication Plan.</li> <li>• Personal imagery will not include imagery featuring ISS Expedition crew members.</li> <li>• All crew personal/discretionary time images will be reviewed by NASA prior to release to the public.</li> </ul>
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### 5.9 *Medically Sensitive Imagery*

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Proprietary/Restricted – not reviewed</li> <li>• Not NASA numbered</li> <li>• Not retained by NASA</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• OCA – Delivery of imagery files to NASA/BME</li> <li>• NASA/BME - Transfers medically sensitive imagery directly to PAM Provider SURGEONs.</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• Medically sensitive imagery will be labeled “For Surgeon” by the crew via the Imagery Transfer Tool.</li> <li>• OCA will downlink the imagery and deliver it directly to NASA/BME per GEN OIP 8.7. NASA/BME will transfer them directly to PAM Provider SURGEONs.</li> <li>• Upon successful delivery, all instances of this imagery will be deleted onboard and on the OCA LAN.</li> <li>• NASA will not review or archive any medically sensitive imagery. Imagery marked for medical purposes may not be shared or released.</li> </ul>

### 5.10 *Social Media*

Classification and Record Retention	<ul style="list-style-type: none"> <li>• Not NASA numbered</li> <li>• Retained as Temporary Record</li> </ul>
Responsible Parties	<ul style="list-style-type: none"> <li>• OCA – Delivery of imagery files to NASA B8</li> <li>• NASA B8 Photo Lab – Delivery of still images to ERO. Once ERO releases images, they will be delivered to PAM Provider.</li> <li>• ERO – Will coordinate with other stakeholders as needed.</li> </ul>
Summary	<ul style="list-style-type: none"> <li>• Imagery for social media downlinked in folder/ITT labeled “Mission-Name Media Rush” (or similar)</li> <li>• The mission name in the file name signals to ESC that the photos need to be sent to the PAM Provider.</li> <li>• Images reviewed per SSP 50521.</li> <li>• Assume 1 day turn around if not on weekend. Notify IWG pre-mission if faster turnaround required.</li> </ul>



	<ul style="list-style-type: none"> <li>• Social media photos should not contain expedition crewmembers unless otherwise agreed to by NASA.</li> <li>• Any photo with an expedition crewmember should be numbered and archived. NASA may request to retain copies of images for NASA use. <ul style="list-style-type: none"> <li>○ Images NASA retains will be numbered and archived.</li> </ul> </li> </ul>
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## 6.0 Applicable Documents

The following documents include specifications, models, standards, guidelines, handbooks, and other special publications. The documents listed in this paragraph are applicable to the extent specified herein.

NASA Interim Directive (NID) 8600.121	Use of International Space Station (ISS) for Commercial and Marketing Activities
NSTS -12820	Operational Flight Rules
XXXXXX <TBD 2-2>	NASA Private Spaceflight Training Catalog
SSP 540XX_540YY	Increment Definition Requirements Document (IDRD) for Increments XX and YY
SSP 50521	Return, Processing, Distribution and Archiving of Imagery Products from the International Space Station
SSP 57057	ISS Science, Technology, and Exploration Integration Flow
SSP 51098	PAM Authorization, Execution, and Coordination
SSP 51092	Private Astronaut Resources, Interfaces, and Services
No Number	Intergovernmental Agreement for ISS
GEN OIP 6.7.7	MCC-H Video Playbacks
GEN OIP 6.7.9	Mission Video Inter-Center Distribution
GEN OIP 8.1.6	ISS Audio and Video Configurations
GEN OIP 8.7	Imagery Exchange
FCOH 6.7.9	Coordination for Internal High Definition Video Downlinks

## Appendix A – Contacts

### *IC8/Multimedia Imagery Operations Group*

Contact Name	Title	Location	Contact Info	Team	Business Hours (CST)	After Hours
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Will Close	Photographic Operations Supervisor	JSC B8	william.j.close@nasa.gov	ESC/Photo Operations		
Daniel Gates	Video Engineer Lead	JSC B8	V: 281-786-6992 daniel.b.gates@nasa.gov	TV Ops	8a-5p	n/a
Steve Knarr	Mission Video Lead	JSC B8	steve.knarr-1@nasa.gov	TV Ops	8a-5p	
Glen Peterson	Video Operations Supervisor	JSC B8	glen.peterson@nasa.gov	TV Ops	8a-5p	
Kim Cook	ESC Console	JSC B8	kimberly.k.cook@nasa.gov	ESC	7:30-4:30	By request
Hannah Sturtecky	ESC Console	JSC B8	hannah.l.sturtecky@nasa.gov	ESC	7:30-4:30	By request
Maura White	NASA Monitor	JSC B8	Maura.white-1@nasa.gov	NASA		

### *FOD/Flight Operations Directorate*

Contact Name	Title	Location	Contact Info	Team	Business Hours (CST)	After Hours
FLIGHT	Flight Director Console	JSC MCC	V: 281-483-1401 jsc-dl-fod-ca8-flight-directors@mail.nasa.gov		12a-12a	Yes
GC Console	Houston Ground Control	JSC MCC	V: 281-244-5279 DL-MCC-GC@mail.nasa.gov		12a-12p	Yes
OCA Console	Orbital Communication Adapter	JSC MCC	V: 281-483-8714 jsc-dl-fod-oca-leads@mail.nasa.gov		M-F: 10a-3p	By request
OPS PLAN Console	Operations Planner	JSC MCC	V: 281-483-7705 Jsc-opsplan@mail.nasa.gov		M-F: 12a-12a Sat/Sun: 7:30-4:30	By request
BME Console	Biomedical Engineer	JSC MCC	V: 281-244-5348 Jsc-bmeiss@mail.nasa.gov		M-F: 12a-6p	By request
P/TV Console	Photo/TV	JSC MCC	V: 281-244-7771 PHOTO-TV@mail.nasa.gov		8a-5p	By request
Juan Galvez	CB PAM Imagery Representative	JSC B4	V: 281.483.7701 juan.galvez-1@nasa.gov	CB	8a-5p	By request
TJ Creamer	PAM Lead Flight Director	JSC B4	V: 281.244.8650 timothy.j.creamer@nasa.gov	CA8	8a-5p	By request
Sarah Quasny	FOD PAM Integration Lead	JSC B4	V: 281.244.8194 sarah.quasny@nasa.gov	CK	8a-5p	By request

### *Program and ERO Support List*

Contact Name	Title	Location	Contact Info	Business Hours	After Hours
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Carlos Fontanot	Imagery WG Chair	JSC B4	carlos.fontanot-1@nasa.gov	8a – 5p	By request
Brian Kelly	PAM Manager	JSC B4	JSC-DL-ISS-PAM-Management	8a – 5p	By request
Gary Jordan	Public Affairs Officer	JSC B2	Gary.j.jordan@nasa.gov	8a – 5p	By request
Leticia Vega	Commercial Activities Manager	JSC B1	leticia.m.vega@nasa.gov	8a – 5p	By request
Laura Beachy	PAM Manager	JSC B4	JSC-DL-ISS-PAM-Management	8a – 5p	By request
Thilini Schlesinger	PAM Research Manager	JSC B4	thilini.schlesinger@nasa.gov	8a – 5p	By request

*PAM Provider Support list*

Contact Name	Title	Location	Contact Info	Business Hours	After Hours
(b) (6)	Imagery Lead	Axiom	(b) (6)		
(b) (6)	Cargo Lead	Axiom	(b) (6)		
(b) (6)	Marketing Coordinator	Axiom	(b) (6)		

*XI/Exploration Science Office*

Contact Name	Title	Location	Contact Info	Business Hours	After Hours
Kenton Fisher	Earth Observations		kenton.r.fisher@nasa.gov	8a-5p	By Request
Will Stefanov	Earth Observations		william.l.stefanov@nasa.gov	8a-5p	By Request

## Appendix B – Acronyms and Abbreviations

**VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE**



B2 PCR	Building 2 Program Control Room
B8	Building 8 Multimedia team
BME	Biomedical Engineer
CB	Astronaut Office branch code
CEO	Crew Earth Observations
CLDP	Commercial Low Earth Orbit Development Program
ERO	External Relations Office
ESC	Electronic Still Camera (Mission console for still files)
GC	Ground Control
HD	High Definition
IO	Imagery Online
IP/P	International Partner/Participant
ISS	International Space Station
ITT	Imagery Transfer Tool
IWG	Imagery Working Group (ISS Team)
JSC	Johnson Space Center
MCC	Mission Control Center
MOU	Memorandum of Understanding
NASA	National Aeronautics and Space Administration
NARA	National Archives and Records Administration
OCA	Orbital Communications Adapter
OPS PLAN	Operations Planner in JSC MCC
PAM	Private Astronaut Mission
PAO	Public Affairs Office
PI	Principal Investigator
PIM	Payload Integration Manager
SD	Standard Definition
SSC	Station Support Computer

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## Appendix C – PAM Matrix (Ax-1)

	SPX/Ax Process	OCA	B8 Review	CB Review	PAO Review	Spx Review	NASA #/IO	Deliver via Box	Other
Ground based									
PA Training	x						x*	x	*Only if PAO requests
Hardware	x		x			no	x	Space X server	NASA pulling files
Crew Portrait							x	?	Shot by Axiom - NASA receives 1 file to use
Assent									
Ascent (Tablet images)	x	no							PAM Imagery
Ascent (D6 images)	x	x					no	x	PAM/SpaceX Delivery
Ascent (images of ISS)	x	x					x*	x	Delivered back to NASA by PAM
Onboard *Regardless of camera									
Onboard NASA crew		x	x	x	x		Yes	x	Normal process
Onboard PAM crew		x	x		x		no	x	Temp records
Ax-1 Payloads		x	x		x		Yes	x	Normal process
Ax-1 Payloads (Proprietary)		x	no				no	x	Temp records
Ax-1 crew personal		x	x		x		no	x	Temp records
Ax-1 in cabin		x	x		x		no	x	Temp records
Ax-1 Earth Observations - NON PAYLOAD		x	x*				no	x	Temp records *Earth Obs review
Ax-1 Earth Observations - PAYLOAD		x	x*				Yes	x	Normal payload process *Earth Obs review
Ax-1 Medial Imagery		x	NO						OCA > Flight Doc
Commercial Images		x	x		x		NO	x	Do not archive (temp record)
Images of Ax crew by ISS crew		x	x	x	x		x	No	Normal process
Descent									
Descent (Tablet)	x								
Descent (D6)	x								
Descent (images of ISS)	x						x	x	Axiom responsible for getting ISS Fly around images to NASA
VIDEO									
Live video									Normal process
Video Files (follow same as still)									Follow Still imagery process above

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