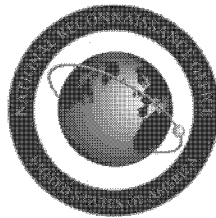


**National Reconnaissance Office**  
Business Function 110, Strategic Communications  
**Directive 110-9, Public Outreach**

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27 OCTOBER 2015

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ND 110-9 CHANGE LOG

Revision	Date	Revised By	Pages Affected	Remarks

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## SECTION I - INTRODUCTION

In accordance with the National Reconnaissance Office (NRO) Governance Plan, this NRO Directive (ND) defines the scope, authorities, and responsibilities specific to NRO Business Function (NBF) 110. The ND has been coordinated with appropriate stakeholders and approved by the NBF owner, with administrative approval of the Director, Office of Policy and Strategy (OP&S). OP&S shall archive all official record copies.

The Public Outreach directive encompasses NRO communications with the public, including through printed publications, postings on the public-facing NRO website, NRO social media sites, events, and exhibits.

## SECTION II - APPLICATION

All NRO personnel who perform tasks or have duties specific to NBF 110 shall comply with this ND and its corresponding instructions. When work to be performed under an NRO contract must comply with this directive and corresponding instructions, the program office shall list these documents as reference documents in the contract statement of work.

## SECTION III - REFERENCES/AUTHORITIES

- a. NRO Governance Plan, 25 October 2011
- b. NBF 110, Strategic Communications, 3 April 2012
- c. NI 110-5-1, *Legislative Branch*, 15 November 2013
- d. NI 110-5-2, *Congressional Support Agency*, 15 November 2013
- e. Intelligence Community Directive 119, *Media Contacts*, 20 March 2014
- f. Department of Defense Directive 5122.5, *Assistant Secretary of Defense (Public Affairs)*, 5 September 2008
- g. DoD Instruction 5410.15, *DoD Public Affairs Assistance to Non-Government, Non-Entertainment Oriented Print and Electronic Media*, 28 March 1989

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(b)(3)

i. CIA Agency Regulation 6-1, *Media Briefings and Release of Unclassified Information to News Media*, 16 February 2000

j. The Director of Central Intelligence and Intelligence Authorization Committees, dated 12 October 1988

k. DNI Policy Memorandum 2005-100-3 "Reporting of Intelligence Activities to Congress"

l. DNI's Uniform Procedure for Processing Congressionally Directed Actions

m. Department of Defense Instruction 5400.13, *Public Affairs (PA) Operations*, 15 October 2008

n. NRO JWICS SharePoint Governance Plan, December 2013

#### **SECTION IV - POLICY**

BPO/OCPA/OPA shall coordinate major NRO community outreach efforts, including managing content on the NRO public-facing Internet home page and social media.

Ds and Os wishing to post material to the NRO public Internet home page must obtain clearance through the prepublication review process and submit approved material to BPO/OCPA/OPA for posting.

OPA provides resources for NRO personnel wishing to speak to community groups (e.g., school groups, Scout troops, etc.) about the NRO or space reconnaissance. Such resources include a pre-approved unclassified PowerPoint briefing, NRO brochure, and educational materials, as the budget allows.

#### **SECTION V - ROLES AND RESPONSIBILITIES**

##### **BPO/OCPA**

a. Responsible for internal and external corporate communications, including Congressional affairs and public affairs;

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b. Maintains close and ongoing relationships with counterparts in the Office of the Secretary of Defense, the Under Secretary of Defense for Intelligence, the ODNI, mission partners, and industry; and

c. Supports the NRO Office of the Director directly for all speech services for unclassified and classified presentations at government, industry, or public events, conferences, forums, and similar engagements where NRO senior leaders are representing the NRO and/or NRO interests. The speech service communicates consistent and corporate NRO themes and messages to internal and external audiences, with a specific focus on oral presentations.

**BPO/OCPA/OPA**

a. Fosters understanding of the vision, mission, contributions, and value of the NRO to external audiences;

b. Communicates initiatives and actions to the public;

c. Serves as the principal public affairs advisor to NRO leadership and personnel;

d. Develops and implements public affairs policy, plans, and guidance for the NRO;

e. Produces print, multimedia, and electronic/web products to educate the public about the NRO's mission, vision, goals, and accomplishments;

f. Develops, advises, and assists in the production of selected videos, brochures, and exhibits or displays used to educate the public about the NRO, its mission, and successes;

g. Manages the content and posting of information to the public-facing NRO website (nro.gov) and NRO social media sites;

h. Coordinates on and provides consultation and advice to the Ds and Os in planning, publicizing, and implementing major NRO community outreach efforts;

i. Coordinates on and/or monitors public appearances and presentations by senior NRO officials; and

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j. Participates in the process of reviewing all NRO-related information submitted for prepublication review and newly declassified information intended for public release or dissemination under the Freedom of Information Act or other provisions.

**NRO Personnel**

a. Notify BPO/OCPA/OPA in advance of speaking to the public about NRO- or IC-related topics; and

b. When developing print, presentation, display, or multimedia products for public release, use approved NRO branding in the design.

**SECTION VI - DIRECTIVE POINTS OF CONTACT**

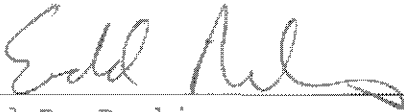
BPO/OCPA is the point of contact for any policy and/or process questions associated with implementation and operation of this Directive.

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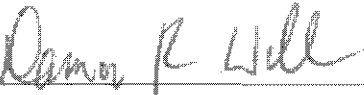
**APPROVING SIGNATURE**

As the NBF owner for Strategic Communications, I confirm that this document provides a complete representation of ND 110-9, Public Outreach, and the document has been coordinated with stakeholders in this process.



Todd B. Peckins  
Strategic Communications,  
NBF Owner

10/21/15  
Date



Damon R. Wells  
Director, Office of Policy  
and Strategy

10/27/15  
Date



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**APPENDIX A - GLOSSARY**

<b>Term</b>	<b>Definition</b>
<b>Social Media</b>	The collective use of online platforms, applications, and technologies used to share information, and create interactive content beyond static websites. Social media includes social networking sites, video hosting sites, weblogs, and other Internet forums.
<b>Prepublication Review</b>	The process established to control and monitor the release of unclassified information about, or affecting the plans, policies, programs, or operations of the NRO, the Intelligence Community or U.S. Government.
<b>Official Release</b>	A record or document released by the NRO or an NRO component as part of its mission and function.
<b>NRO Personnel</b>	For purposes of this directive, "NRO personnel" refers to all military, government civilian, and contractor employees of or assignees to the NRO.