

**Jet Propulsion Laboratory**

California Institute of Technology

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| **Release of Information** |

This Subcontract with the Jet Propulsion Laboratory (JPL) constitutes a subcontract under the Prime Contract between the California Institute of Technology (Caltech) and the National Aeronautics and Space Administration (NASA). It is NASA's policy to provide the widest practical dissemination of information on all of its activities. Since 90% of NASA's research and development effort is performed by private industry, subcontractors have played a large role in this process.

In accordance with this policy, the Subcontractor may want to issue press releases or plan publicity and advertising from time to time, and the Subcontractor will be expected to respond to queries from information media.

Close coordination in all of these matters is required, and JPL requires that all materials (e.g., news and photo releases, exhibit copy, motion picture scripts, and advertising copy) directly related to Subcontractor's work with and for JPL be reviewed by JPL for technical accuracy prior to issuance or use.

In the event this Subcontract is a cost-reimbursement subcontract, review by JPL shall not constitute approval for reimbursement of expenditures made in connection with publicity or advertising releases. Any such expenditure remains subject to applicable cost principles.

Nothing contained herein shall be deemed to change existing requirements relating to the release of classified information.

**Guidelines for Vendors on News Releases and Other Marketing**

*What can and can’t you say about your business relationship with JPL? Here are 5 tips.*

1. *Get it approved.* Vendor news releases and other promotional materials (blogs, videos, commercials etc.) must be reviewed and approved by JPL. Send draft content with at least a week’s lead time to instcomm@jpl.nasa.gov.
2. *Yes, you can shout it from the rooftops.* Vendors are free to state that JPL is one of their customers, and to describe factually the services and products they provide. Identify JPL on first reference as “NASA’s Jet Propulsion Laboratory.”
3. *No, you can’t speak for JPL.* As a research and development center funded by the nation’s taxpayers, JPL must always avoid the appearance of favoritism toward any private entity. JPL employees are not permitted to provide quotes for vendor news releases. Vendors may not attribute any statements or opinions to JPL (i.e. “JPL was thrilled with the performance of our ACME widget.”)
4. *No logos or photo shoots.* Vendor promotional materials may not include the logos of JPL, NASA or Caltech, and may not include images taken on Lab. Publicly available images may be used, subject to the [JPL Image Use Policy](https://www.jpl.nasa.gov/imagepolicy/).
5. *No partnerships.* JPL does not issue joint releases with vendors, and the word “partnership,” which has a specific legal meaning for JPL, may not be used.