



Request for Approval under NASA's "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 2700-0153)

<b>1. Title of information collection</b>	Event Media Coverage After Action Survey
<b>2. Purpose</b>	To gather information from a sampling of people to measure stakeholder satisfaction, access opinions and gain other information about our Stennis events and activities from individuals who might otherwise be less likely to provide feedback.
<b>3. Description of respondents</b>	Media Attendees

**4. Type of collection** (check one)

<input type="checkbox"/> Customer comment card/complaint form	<input type="checkbox"/> Customer satisfaction survey
<input type="checkbox"/> Usability testing (e.g., website, software)	<input type="checkbox"/> Small discussion group
<input type="checkbox"/> Focus group	<input checked="" type="checkbox"/> Other: After Action Survey

**5. Personally identifiable information**

Will PII be collected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
<b>If yes:</b> will any information that is collected be included in records that are subject to the Privacy Act of 1974?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<b>If yes:</b> has an up-to-date System of Records Notice (SORN) been published?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**6. Gifts or payments**

Is an incentive provided to participants? (e.g., money, reimbursement of expenses, token of appreciation)	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
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**7. Burden time per response**

Category of respondent	Number of respondents	Participation time (list in minutes)	Burden time
Media attendees	75	5	375 minutes or 6.25 hours

**8. Federal cost** (Typically \$30 x total burden hours = federal cost. This cost includes: printing, shipping, IT, contracting, and does not include salaries)

There is no cost associated with the surveys because they are being distributed through Google Forms, an internet-based platform. No printing, mailing, graphic design, etc., is associated with this project. However, there is an annual fee for the Google Suite access to utilize google forms (\$230).

**9. The selection of your targeted respondents**

Do you have a customer list or similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
<b>If yes,</b> please provide a description of both below (attach a sampling plan if available). A list will be developed based on event attendees.		
<b>If no,</b> please provide a description of how you plan to identify your potential group of respondents and how you will select them.		

**10. Administration of the instrument** (check all that apply)

<input checked="" type="checkbox"/> Web-based	<input type="checkbox"/> Telephone	<input type="checkbox"/> In person	<input type="checkbox"/> Mail
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<input type="checkbox"/> Other, please explain:		
Will interviewers or facilitators be used?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Please provide the URL: <a href="https://forms.gle/69sTL2x4iKANRBP4A">https://forms.gle/69sTL2x4iKANRBP4A</a>		

**11. Certification.** Please certify the following to be true

<input checked="" type="checkbox"/> The collection is voluntary.
<input checked="" type="checkbox"/> The collection is low-burden for respondents and low-cost for the Federal Government.
<input checked="" type="checkbox"/> The collection is non-controversial and does <u>not</u> raise issues of concern to other federal agencies.
<input checked="" type="checkbox"/> The results are <u>not</u> intended to be disseminated to the public.
<input checked="" type="checkbox"/> Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> policy decisions.
<input checked="" type="checkbox"/> The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.
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Center, division, & program: Stennis Space Center, Office of Communications