

PUBLIC AFFAIRS PLAN

APOLLO 5

JANUARY 1968

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PUBLIC AFFAIRS PLAN

APOLLO 5

MISSION DESCRIPTION

First flight of the Apollo Lunar Module -- LM-1 -- is scheduled in January 1968. The unmanned earth orbital test flight will be launched from Cape Kennedy's Complex 37 by an Uprated Saturn I, the fourth flight of that vehicle and 15th in the Saturn series.

Apollo 5 mission objectives are to verify operation of:

- descent propulsion system, including restart
- ascent propulsion system
- lunar module structure
- and staging of the lunar module.

The other two modules making up the Apollo spacecraft will not be flown on Apollo 5 and will be replaced by a nosecone. The LM consists of a lunar descent stage and a lunar ascent stage.

Briefly, the flight plan calls for the Uprated Saturn's 1.6 million pound thrust S-IVB stage to burn $2\frac{1}{2}$ minutes up to about 35 miles and the 200,000 pound thrust S-IVB stage to burn $7\frac{1}{2}$ minutes to orbital insertion at 101 miles.

An aerodynamic shroud covering the lunar module is jettisoned and, some 54 minutes after liftoff, the LM is separated from the S-IVB over Australia. LM's initial orbit is 138 by 107 miles.

On the third revolution at four hours after liftoff, the first descent propulsion system (DPS) burn will occur over Australia with a total burn of 38.5 seconds. It will place the LM in an orbit 206 by 134 miles with an inclination of 31.63 degrees.

Also on the third revolution at four hours, 37 minutes after liftoff, the second DPS burn will occur over a ship off California. With varying thrusts to simulate the thrust profile required for a lunar landing, it will last 12 minutes and will result in an orbit 198 by 192 miles with an inclination of 29 degrees.

Simultaneously with the end of the second DPS burn, an abort will be simulated; the ascent propulsion system (APS) will be ignited while the stages are attached for a fire-in-the-hole burn. During the $5\frac{1}{2}$ second burn, separation of the stages will occur leaving the ascent stage in an orbit of 198 by 193 miles.

During the fourth revolution at six hours and ten minutes after launch, a second APS burn will occur over the United States. The seven minute burn will place the ascent stage in a 507 by 196 mile orbit.

This burn completes the primary Apollo 5 mission although additional engineering tests may be conducted in subsequent orbits.

ORGANIZATION AND RESPONSIBILITIES

The NASA Assistant Administrator for Public Affairs (Julian Scheer) is responsible for all NASA public affairs activities. His assistant for NASA-wide public information functions is the Director, Public Information Division, NASA Headquarters (O. B. Lloyd, Jr.).

For Apollo missions, responsibility for direction of public information activities has been assigned to the Public Affairs Officer, Office of Manned Space Flight (PAO/OMSF), NASA Headquarters (Alfred P. Alibrando). In this capacity he will coordinate his activities with and be responsive to the Apollo Mission Director when his duties impact mission operations.

In implementing this plan, the PAO/OMSF is designated Apollo Information Director. He will be responsible for the organization, coordination and accomplishment of all public information activities pertaining to the Apollo missions. He has delegated responsibility as follows:

a. Assistant Public Affairs Officer, OMSF (William J. O'Donnell) is designated the Deputy Apollo Information Director. He will assist the Apollo Information Director in the overall coordination and direction of the Apollo 5 public affairs plan. In the absence of the Apollo Information Director, the Deputy will act for him.

b. Public Affairs Officer, MSC (Paul P. Haney), designated the Deputy Apollo Information Director (MSC), will be responsible for the following:

- (1) Establishing and managing the Apollo News Center (MSC)
- (2) Scheduling briefings and press conferences (MSC)
- (3) Supervising NASA news pool operations (MSC)
- (4) Providing the Apollo mission commentary (MCC) as directed by the Apollo Information Director.

c. Public Affairs Officer, KSC (Gordon L. Harris), designated Deputy Apollo Information Director (KSC), will be responsible for the following:

- (1) Establishing and managing the Apollo News Center (KSC)
- (2) Scheduling briefings and press conferences (KSC)
- (3) Supervising NASA news pool operations (KSC)
- (4) Preparing for and managing NASA Press Site operations at the Kennedy Space Center.
- (5) Providing countdown commentary as directed by the Apollo Information Director.

d. Public Affairs Officer, MSFC (Bart J. Slattery), designated Deputy Apollo Information Director (MSFC), will be responsible for the following:

- (1) Directing all Apollo information activities conducted at MSFC.
- (2) Provide information assistance at the KSC and MSC News Centers.
- (3) Assist in the preparation and execution of mission commentary.

e. NASA Headquarters Chief of Public Information Audio-Visual Branch (Les Gaver), designated coordinator for all audio-visual activities during the Apollo mission.

f. NASA Headquarters Director of Special Events (Brian Duff), designated Coordinator for Protocol and Special Activities.

g. KSC Public Information Officer (Gatha F. Cottee), designated Coordinator for Communications relating to the public information portion of the mission to include communications links between KSC and MSC, as well as special communications which may be needed during, before or after the mission.

h. On a temporary assignment, Headquarters Public Affairs Officer (Richard T. Mittauer), will assist the Apollo Information Director in planning Apollo public information activities.

Other personnel assignments are contained in another section of this plan.

DOD SUPPORT

The Director of Public Information, Air Force Eastern Test Range, is appointed Assistant for Public Affairs, DOD Manager for Manned Space Flight Support Operations.

All information activities involving the Apollo Instrumentation Ships will be approved by the Apollo Information Director and coordinated with the Assistant for Public Affairs, DOD Manager for Manned Space Flight Support Operations.

SECURITY

The Apollo Program Security Guide will be used to determine security classification of technical information related to the Apollo missions.

INFORMATION PROCEDURES AND OPERATIONS

The National Space Act of 1958 requires NASA to report its accomplishments fully, candidly and promptly. Information personnel involved in Apollo missions must be aware of this responsibility at all times in performing their official duties.

Accreditation of newsmen to cover Apollo missions at KSC and/or MSC and selection of news pools is being coordinated by NASA Headquarters, Public Information News Chief (Joseph Stein).

The NASA Apollo 5 press kit will be released by NASA Headquarters at about T minus 10 days. At the same time prelaunch news film, radio tapes, etc., will be released to news media.

In general, the Apollo information operation falls into the following categories:

a. Open news coverage at KSC Press Site #2 supported by Apollo News Centers located at Cocoa Beach, Fla., and Nassau Bay Building, Clear Lake, Tex., augmented by NASA Headquarters, Washington, D. C.

b. News pool coverage at KSC and MSC where requested by news media or required because of space or other limitations. For Apollo 5, however, no news pools are planned to be in operation.

News Center Operations. Apollo News Centers will be established at Cocoa Beach, Fla., (managed by John W. King, KSC Chief of Public Information) and the Nassau Bay Building, Clear Lake, Tex., (managed by Howard Gibbons, MSC Public Information Officer). These Centers will be opened at T minus three days.

Registration of newsmen will start with the opening of the News Centers upon presentation of proper accreditation. Badges issued by the individual news centers will be honored at both locations. Upon request, newsmen will be assigned booths at Press Site #2.

Services provided by the news centers will include registration, technical information, special interview and industry liaison desks, photo distribution facilities, DOD representatives, required secretarial personnel and full reproduction facilities for processing news releases, pool news copy and transcript.

Logistics arrangements, expenditure of funds, and communications arrangements for operation of the news centers will be the responsibility of KSC and MSC at their respective locations.

Department of Defense support at the Cocoa Beach News Center will provide assistance in answering queries regarding DOD support of the mission.

A senior DOD information officer will be assigned to the MSC Apollo News Center to serve as spokesman for the DOD support role.

News Briefings. The following news briefings will be conducted at news centers. (Briefings will be simultaneous at the two news centers).

a. Two daily summaries concerning weather, status of the launch rocket, spacecraft and tracking network will be issued beginning at T minus three days.

The following news briefings are scheduled on Apollo 5:

--Pre-mission Briefing -- T-10 days -- NASA Headquarters, Washington, D. C. Participant: William C. Schneider, Apollo Mission Director.

--Pre-mission Briefing -- T-one day -- Apollo News Center, Cape Royal Building, Cocoa Beach, Fla. Participants: William C. Schneider, Apollo Mission Director; George M. Low, Apollo Program Manager; Christopher C. Kraft or Eugene F. Kranz, Flight Director; William Tier, Up-rated Saturn I Manager; Rocco Petrone, Launch Director; Col. Royce Olson, USAF, Director of DOD Manned Space Flight Support Office at Patrick AFB.

--Post-launch Briefing -- T+60 minutes -- KSC Press Site #2. Participants: Maj. Gen. Samuel C. Phillips, Apollo Program Director; Mr. Tier; Col. Petrone. The opening statement will be given by Gen. Phillips.

--Post-mission Briefing -- T+7 $\frac{1}{2}$ hours -- MSC News Center. Participants: Dr. George E. Mueller, Associate Administrator for Manned Space Flight; Gen. Phillips; Mr. Schneider; Mr. Low; Mr. Kranz.

In the event of a contingency, others may participate in the post-launch or post-mission briefings at the discretion of the Apollo Information Director.

In addition, supplementary weather advisories, status summaries and news briefings may be scheduled at the discretion of the Apollo Information Director.

News Pool Operations

Because Apollo 5 will be unmanned and there will be no recovery there will be no pool operations on the mission. There will be no live television coverage and the still pool will not be in operation.

CONTRACTOR ACTIVITIES

Government and industrial organizations involved in the Apollo mission will receive appropriate recognition for their contributions. Civilian contractors may conduct advertising and public information activities regarding their participation. However, all advertising copy, layouts and other information prepared for release will be submitted to the NASA Center with which they have the contractor for technical review and approval.

NASA will be the sole releasing agent for all information at Washington, MSC, KSC, contractor plants, etc. concerning potential or existing problems which may be encountered during prelaunch, launch, flight and recovery phases of Apollo missions. Contractor representatives will be called on by NASA to assist.

The Industry Liaison desks at the two Apollo News Centers are designed to deal exclusively with research-query-interview support of the Apollo missions. News media contacts with this desk will normally be made through the NASA Industry Coordinators at the news centers.

Prime contractors will be limited to two accreditation badges each at the KSC and MSC News Centers; subcontractors to one badge at each News Center.

PROTOCOL ANNEX

An agency-wide program for handling guests at Apollo/Saturn launches will be staffed by the Public Affairs Protocol Offices of the three manned space centers with overall coordination by Headquarters Public Affairs. It is a general policy that highest priority in protocol activities will be given to influential members of the general public not directly connected with the NASA program or the aerospace industry.

A Master Invitation List to be maintained at Headquarters and the three centers will have two components:

1. Headquarters invitees (guests of the Administrator and Deputy Administrator and invitees recommended by Associate and Assistant Administrators, Congressional, International, Industry and Defense Affairs, Directors of all NASA Centers, and other appropriate officials).
2. Invitees of the directors of the three manned flight centers (including contractor representatives, local civic officials, Manned Flight Awareness groups, NASA employees, and, in the case of the Manned Spacecraft Center, astronaut families and guests).

The KSC Protocol staff will arrange for briefings prior to launch and will provide the necessary descriptive printed and audio-visual material. This activity will be coordinated with the Headquarters Protocol Staff.

Protocol activities at the Manned Spacecraft Center will be coordinated by the Protocol Officer with the Headquarters Protocol Staff.

AUDIO VISUAL ANNEX

Audio visual requirements have been established in the Apollo Project Support Requirement Document (PSRD) and will be implemented through the Test Photographic Plan (TPP).

Radio and Television

There will be no live coverage of Apollo 5 by the television networks. Video coverage of launch activities at KSC will be acquired, however, to be transmitted to the video switcher in the Broadcast Van at LCC 39 press site and thence to the Communications Distribution Service Center (CDSC) for taping. The tape will be turned over to a TV network representative at about one hour after liftoff.

Coverage will be:

- NASA color camera at the ITL Titan area.
- USAF color camera at Television Operations Center (TVOC) near Press Site #2. (Availability of this unit is subject to possible termination by the Air Force of its color video capability at ETR in early January).
- IGOR or BUScope camera at Patrick AFB.
- Blockhouse 37 black and white video coverage as fed through PIO video switcher in blockhouse which will be operated by Ed Harrison.

Motion Picture

16mm motion picture photography has been requested in the PSRD and TPP. These items, unprocessed, should be delivered to Walter Hering at the KSC Headquarters Photo Lab for delivery to the television network representative.

The following items were specifically requested by Public Affairs:

- Two 16mm items on Perimeter Road, Pad 37B, showing liftoff going through the frame.
- Two 16mm tracking items.
- One 16mm item of highlights of gantry rollback and pad activities.
- One 16mm item of blockhouse activities during countdown.

In addition, the following items of engineering photography will be available to Public Affairs:

--One 16mm color from on top gantry looking down on vehicle from ignition through launch, vehicle going through the frame.

--One 16mm color from ROTI or IGOR at Patrick AFB or Melbourne.

If there is a pad abort, will require camera coverage still and motion from a beach location of the recovery operation.

35mm ECN/black-and-white is required unprocessed, two fixed and two tracking items and highlights of pad activities including rollback of gantry. Film will be shipped unprocessed to the New York/newsreel pool.

All film must be shot using the following:

16mm (color)

ER (good light)

Stock No. 7257

EF (poor light)

Stock No. 7242 - ASA-125

35mm

Color - ECN - 5255

B&W - Plus X or XX Eastman
depending on light

Still Photography

The still photo pool will not operate for this mission. Material from the following PAO requirements will be processed at KSC and edited by Walt Hering. Selected material will be printed in the following quantity: black-and-white prints 50 each, color 12 each 4 by 5 inch transparencies. All material will be captioned.

1. Bill Taub, prime still photographer, will shoot in Blockhouse 37.
2. Fifty foot tower - 70mm Hulcher - 7 inch lens - 1/F 70% - 10 FPS - type S color - T-4 second sequencer start.
3. Four 4x5 speed graphics - 10 inch lens - 1/F 50% two B&W film - two type S color - horizontal format. Trip cameras when vehicle is approximately 75 feet off pad. Center vehicle in middle of ramp.
4. KSC - 35mm still color showing liftoff and tracking - 50% 1/F.
5. Air Force helicopter (beach recovery team) KSC - 35mm stills B&W and color - track vehicle at liftoff and show abort if required.
6. Beach Abort Area - KSC - 35mm stills B&W and color - track vehicle at liftoff and show abort if required.
7. 35mm/4x5 color and B&W rollback of gantry and pad activities.

Communications

The following special telephone circuits will be established for Apollo 5 with access according to the following chart:

- PAO Coord Loop (GP-58368)
- PAO Q Line (GP-58367)
- PAO Engineering Loop (GP-59369)
- PAO Release (commentary) Line (GP-58366)

A PAO station will be established in Press Site #2 in a network van with access to the PAO Coord Loop and several outside telephone lines.

STATION OR LOCATION	GP-58366	GP-58369	GP-58367	GP-58368
KSC Communications Broadcast Van	X	X	X	X
PIO Representative in Blockhouse 37 (Jack King*)	X	X		X
PIO - Glass Shack, Press Site II	X	X	X	X
MSC - Houston	X	X	X	X
KSC News Center- Cocoa Beach	X	X	X	
NASA Headquarters - (2 stations)	X			
PIO Color Mobile Unit NASA and Air Force color unit			X	
PAO Booth in Blockhouse 37	X	X	X	X
PAO Position at Press Site #2 (Al Alibrando)	X			X

*Jack King will have the following circuits:

- a. Hot line to Launch Director's console
- b. One regular KSC extension on commercial phone.

PERSONNEL ASSIGNMENTS

Alfred P. Alibrando (HQ)	KSC	Apollo Information Director
William J. O'Donnell (HQ)	MSC	Deputy Information Director
Paul P. Haney (MSC)	MSC	Deputy Information Director (MSC)
Gordon L. Harris (KSC)	KSC	Deputy Information Director (KSC)
Bart J. Slattery (MSFC)	KSC	Deputy Information Director (MSFC)
Richard T. Mittauer (HQ)	MSC	Mission information planning
Eugene Marianetti (HQ)	KSC	Coordinator for Protocol
Les Gaver (HQ)	KSC	Coordinator for Audio Visual
Ruth Ann MacLean (HQ)	KSC	OMSF Secretary

KENNEDY SPACE CENTER - News Center/Press Site #2

Gordon L. Harris	Deputy Information Director (KSC)
John W. King	Chief, KSC public information operations; launch commentary
Charles Hollinshead	Assistant for launch commentary; query desk
Lindy B. Davis	News Center manager; deputy for KSC public information operations
Mel Snyder	Mission status; industry liaison
Wright Kerns	Interview coordinator; press tours
Joe M. Jones (MSFC)	Launch vehicle queries
Curtis Hunt (MSFC)	
John McLeaish (MSC)	Spacecraft queries
Ed Mason (GSFC)	Tracking and communications queries
Diana Boles	News Center secretary
Darlene Hunt	Accreditations; secretarial support
Linda Williams	Secretarial support

KSC Contd.

Maj. Robert Zehring

Lt. Phil Rabin

Lt. Ed Stack

Dotty Ellingson

Gatha F. Cottee

Ed Harrison

Walter Hering (HQ)

William Taub (HQ)

Alvin Morewitz (MSC)

DOD PIO representative

DOD News Center representative

AFETR photo coordinator

Accreditations

Communications coordinator

KSC Audio Visual coordinator

Still photo editor

Prime photographer

Coordinator for MSC documentary
filmMANNED SPACECRAFT CENTERNews Center

Howard Gibbons

Jack Riley

Geri Vanderoef

Robert Gordon

Sandy Ullman

Milton Reim

Marilyn Kelley

Maurice Parker (MSFC)

Corinne Morris

Carl R. Hart

News Center manager

Assistant News Center manager

News Center assistant

Interview and query desk

Interview and query assistant

Launch vehicle queries

Accreditations

Audio Visual coordinator

Mission Control Center

Paul Haney

Don J. Green

Terry White

Al Bond

Larry Worrell

Douglas Ward

Deputy Information Director (MSC)

Mission commentary

Assistants for commentary

Research for mission commentators

MCC Contd.

Tom Winston

PROTOCOL - KSC

Eugene Marianetti

George Killmer

Ed Johnson

Bob Johnson

Evelyn Reilly

William der Bing (MSC)

Ed Riddick (MSFC)

Vivian Whitley (MSFC)

Irene Shafer (MSFC)

Television edit desk

HQ Protocol Coordinator

KSC Protocol coordinators

KSC Protocol assistant

MSC Protocol coordinator

MSFC Protocol coordinator

MSFC Protocol assistants