

National Aeronautics and Space Administration  
Office of the Administrator  
Washington, DC 20546-0001



June 13, 2019

General Lester L. Lyles  
Chair  
NASA Advisory Council  
Washington, DC 20546

Dear General Lyles:

Enclosed is NASA's response to a recommendation from the NASA Advisory Council meeting held on December 10-11, 2018, at NASA Headquarters. Please do not hesitate to contact me if the Council would like further background on the response. I appreciate the Council's thoughtful consideration leading to the recommendation and welcome its continued findings, recommendations, and advice concerning the U.S. civil space program.

I look forward to working closely with you and members of the Council in the future.

Sincerely,

A handwritten signature in blue ink that reads "Jim Bridenstine".

James F. Bridenstine  
Administrator

Enclosure:  
2018-03-05 (RPC-05) Promotional Activities

## **NASA Advisory Council Recommendation**

### **Promotional Activities 2018-03-05 (RPC-05)**

#### **Recommendation:**

The Council recommends that NASA examine the possible public benefits and any risks of space-based promotional activities on rockets, spacecraft, hardware, and/or modules, taking into account historical insights.

#### **Major Reasons for the Recommendation:**

NASA has an extraordinarily powerful brand and could leverage promotional activities to help inspire youth to pursue careers in STEM. Moreover, by engaging in promotional activities, NASA can leverage its 'soft power' to support U.S. interests and core values.

#### **Consequences of No Action on the Recommendation:**

If NASA does not review its policies a substantial opportunity could be lost to leverage NASA's globally recognized brand to inspire youth to pursue careers in STEM and leverage the Agency's soft power influence to benefit U.S. interests and humanitarian goals.

#### **NASA Response:**

NASA concurs with the recommendation. This recommendation is directly in line with the Administration priorities for the Agency to appropriately leverage its great reputation to inspire youth to pursue careers in STEM and to support the Nation's burgeoning commercial space sector. NASA is currently exploring promotional activities to include proposing any necessary legislation to support them. NASA will keep the NASA Advisory Council informed of its activities as it moves forward on this recommendation.

Enclosure