



To enhance mission performance, TSA is committed to promoting a culture founded on its values of Integrity, Innovation, and Team Spirit.

REVISION: This revised directive supersedes TSA MD 1700.2, *Public Speaking Opportunities*, dated November 9, 2004.

SUMMARY OF CHANGES: Section 7, Procedures, introduces [TSA Form 1700, Public Speaking Request](#) and new contact and submission guidance.

1. **PURPOSE:** This directive provides TSA policy and procedures for all planned speeches where a TSA employee is speaking on behalf of the Department of Homeland Security (DHS).
2. **SCOPE:** This directive applies to all TSA employees.
3. **AUTHORITIES:** This directive is governed by other DHS Office of Public Affairs directives:
 - A. Homeland Security Act of 2002, codified in Title 6, U. S. Code
 - B. [DHS MD 2270, Public Speaking Opportunities](#)
4. **DEFINITIONS:**
 - A. National Speeches: Those that are national in scope because they are delivered to national organizations or local chapters of national organizations or those that are expected to attract media attention.
 - B. Local Speeches: Speeches typically given to small audiences that are intended for local consumption. Examples are Chamber of Commerce, Rotary and Toastmaster Club speeches presented by a federal security director. Local speeches should not address national or highly controversial issues. When it is unclear what type of speech is at issue, TSA Office of Strategic Communications and Public Affairs (SCPA) must be consulted.
 - C. Designated TSA Officials: Senior TSA officials as designated by the Administrator or Deputy Administrator.
5. **RESPONSIBILITIES:**
 - A. Assistant Administrator for Strategic Communications and Public Affairs, or designee, is responsible for all aspects of this directive.
 - B. All senior leadership is responsible for ensuring compliance with this directive from within their organizational element.

6. POLICY: DHS requires all speeches by DHS personnel (inclusive of TSA) be approved by DHS' Office of Public Affairs prior to delivery.

- A. It is a requirement that all speeches by DHS personnel be approved by their respective DHS component Public Affairs organization prior to delivery. All speeches by TSA personnel should be vetted within the respective organizational element and subsequently cleared with SCPA. This policy applies to all speeches whether or not press/news media will be in attendance.
- B. SCPA requires notification of all speaking engagements at least five business days prior to the scheduled event date. This provides the opportunity to review the speech/presentation and make recommendations and modifications as required.
- C. The Office of the Administrator retains the authority to deny speaking authorization for ensuring that materials are cleared by the appropriate subject matter experts.

7. PROCEDURES:

- A. Any individual within TSA who has been invited to speak must secure the approval of their organizational leadership prior to submitting the TSA Form 1700 and materials to SCPA.
- B. The requested speaker should complete, TSA Form 1700. All fields must be complete to process the form. Required information includes: speaker; date; location; description and size of audience; media presence. The public speaking request form should be submitted via TSASpeakers@dhs.gov for review immediately upon receipt of request, even if the event is future date.
- C. SCPA will conduct timely review of any associated presentations with appropriate organizational offices. Upon completion of the review process, SCPA will provide approval notification.
- D. SCPA is responsible for ensuring that materials are cleared by the appropriate subject matter experts.
- E. The guidelines for [TSA PowerPoint presentations](#) can be found on the TSA intranet website. All offices should refer to this site for appropriate branding and style guidelines when developing PowerPoint or other presentations.

8. **EFFECTIVE DATE AND IMPLEMENTATION:** This policy is effective immediately upon signature.

APPROVAL

Signed

8/10/07

Ellen Howe, Assistant Administrator for
Strategic Communications and Public Affairs

Date

Filing Instructions: File 200.1.1

Effective Date: 8/10/07

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Distribution: TSA Assistant Administrators, Office Directors, Business Management
Officers

Point Of Contact: Strategic Communications and Public Affairs, (571) 227-2829,
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