



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 1700.4, *Press Releases*, dated November 9, 2004.

SUMMARY OF CHANGES: Section 7, Procedures, has been revised.

1. **PURPOSE:** This directive provides TSA policy and procedures for press releases.
2. **SCOPE:** This directive applies to all TSA organizational elements.
3. **AUTHORITIES:**
 - A. [DHS MD 2010, Public Affairs Guidance and Designated Spokespeople](#)
 - B. [DHS MD 2230, Public Affairs Management Structure](#)
4. **DEFINITIONS:** Press Release: A document produced specifically for the purpose of releasing to the media announcements regarding policy, personnel, upcoming events, or current events.
5. **RESPONSIBILITIES:**
 - A. The Assistant Administrator for Strategic Communications and Public Affairs (SCPA), or designated subordinate, is responsible for all aspects of this directive.
 - B. All Assistant Administrators and Directors are responsible for ensuring compliance with this directive from within their organizational element.
6. **POLICY:**
 - A. SCPA is the clearinghouse for **all** press releases/statements regarding the TSA and its national mission. This includes releases from both headquarters offices and airport field offices.
 - B. Any TSA office or division that wishes to have a press release issued must contact SCPA and inform them of the content of the desired release, desired audience, when it should be released, and any other pertinent information.
 - C. Any TSA contractor that wishes to issue a press release dealing with its contract from, or services to TSA must seek approval from the responsible TSA contracting officer. The contracting officer will have the press release cleared by SCPA. TSA divisions that award contracts are responsible for ensuring that their contractors are aware of this policy.

7. PROCEDURES:

- A. Upon submission of a press release by a TSA office or division, SCPA will coordinate clearance with all appropriate offices based on subject matter.
- B. Upon clearance from subject matter experts, SCPA will coordinate with the Office of the Administrator, as warranted, to receive further input.
- C. Prior to the issuance of the press release, SCPA will coordinate, as warranted, with the Department of Homeland Security's Office of Public Affairs and other federal entities.
- D. SCPA will distribute the final version of the press release to appropriate offices once it is issued to the media.

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

APPROVAL

Signed

2/1/08

Ellen Howe, Assistant Administrator for
Strategic Communications and Public Affairs

Date

Filing Instructions: File 200.1.1
Effective Date: 2/1/08
Review Date: 2/1/10
Distribution: TSA Assistant Administrators, Office Directors, Business Management Officers
Point-of-Contact: Office of Strategic Communications and Public Affairs,
TSAPressReleases@dhs.gov, (571) 227-2829