

DELEGATION TO THE ASSISTANT SECRETARY FOR PUBLIC AFFAIRS

I. Purpose

This delegation vests authority in the Assistant Secretary for Public Affairs.

II. Delegation

Subject to my oversight, direction, and guidance, and subject to the statutory independence of the Inspector General (5 U.S.C.A. App. 3), I hereby delegate to the Assistant Secretary for Public Affairs the authority to manage the public affairs duties of the Department, including, but not limited to:

- A. Serving as the Department's principal point of contact for the media, new media, former DHS personnel who request updates from the Office of Public Affairs on Departmental activities, and others outside of the Department with an interest in its activities. The Office of Legislative Affairs remains the principal point of contact for Congress. The Office of Intergovernmental Affairs remains the principal point of contact for state, local, and tribal officials.
- B. Approving the launch of new internal or external publications, new intranet/internet sites or capabilities prior to issuance of a domain name, and new social media identities within the Department. The Assistant Secretary for Public Affairs is authorized to sign agreements on behalf of the Department for web/internet postings and social media; signing such agreements is reserved to the Inspector General for Office of Inspector General (OIG) matters, but to utilize the efficiencies of the Department, the Assistant Secretary for Public Affairs will provide the Inspector General with advice and guidance prior to signature.
- C. Providing management and oversight of all press releases, and external communications, including visual imagery, statements, and websites, social media, brochures, blog postings, still images, videos, audio files, and interviews provided to the media by Department personnel concerning official business, except those of OIG. The Assistant Secretary for Public Affairs may suspend external websites that do not comply with the Department's policies.
- D. Providing management and oversight of messaging and distribution methods for internal communications, such as statements, intranet sites, the

internal use of social media, blog postings, and wikis, except those of OIG. The Assistant Secretary for Public Affairs may suspend use of internal web communications that do not comply with the Department's policies on intranets and branding.

E. In coordination with the appropriate Component head, deploying media onboard Departmental aircraft, vessels, and vehicles.

F. Authorizing use of the Department of Homeland Security's name, Seal and branding elements, except within the issuance of credentials. The Assistant Secretary for Public Affairs:

1. Formulates policy on the use of the DHS name, seal and branding elements;
2. Affixes the DHS seal to authenticate originals and copies of books, records, papers, writings, and documents of the Department for all purposes, including the purposes authorized by 28 U.S.C. § 1733(b);
3. Grants or denies requests to reproduce the DHS seal or branding elements for commercial, educational, ornamental or other purposes by other government agencies or private entities.

G. Approving requests for DHS personnel (other than OIG personnel speaking about OIG matters) to speak about DHS matters before non-Federal entities or at non-Federal forums attended by the public or media.

H. Overseeing the Department's outreach and education efforts including identifying, fostering and maintaining relationships with key groups and stakeholders; developing and executing proactive, comprehensive communications strategies and/or rollout plans; and ensuring unity and consistency in messaging and products throughout the Department.

I. Overseeing and providing direction to public affairs personnel throughout the Department. Except as expressly excluded by statute or as provided for herein, the Assistant Secretary for Public Affairs must concur with the hiring for all public affairs positions within the Department which are at the GS-13 level or higher, and all public affairs positions at any level within the Support Components; provided, however, that positions below the GS-13 level at the Federal Law Enforcement Training Center do not require the Assistant Secretary's approval.. For the highest-ranking public affairs position within a Component, the Assistant Secretary for Public Affairs and the Component head collaborate and concur on the search and hiring decision for the position. The Assistant Secretary may provide input to supervisors on a public affairs officer's rating, and on any proposed bonuses or awards. The provisions of this subparagraph do not apply to OIG.

J. Supporting the National Response Framework by directing Emergency Support Function (ESF) 15 in coordination with the National Response Coordination Center, and coordinating messages with all public affairs representatives for departments and agencies involved as specified in ESF 15. In accordance with Homeland Security Presidential Directive 5, the Assistant Secretary for Public Affairs coordinates the federal responses to actual or potential incidents requiring public information about federal responses. The Assistant Secretary ensures appropriate training, planning, staffing and execution to keep the public informed during an incident.

K. Establishing policy for providing unique goods and resources to assist entertainment-oriented print media (books, magazines, etc.), theatrical, motion picture, documentary, television, and similar entertainment-oriented video, print, theatrical, and multimedia productions when such assistance is in the best interest of DHS and the United States, and is consistent with applicable statutes, policies, and regulations. The Assistant Secretary for Public Affairs coordinates with the affected Component(s) to ensure that the assistance can be accomplished within the constraints of mission execution, and if so, is delegated the authority to sign, on behalf of the Department, multimedia agreements, after consultation with the Office of the General Counsel.

III. Re-delegation

Unless re-delegation is otherwise prohibited by law, the authorities delegated herein may be re-delegated in writing to an appropriate subordinate and to Component public affairs officers. The authority to affix the DHS seal to authenticate originals and copies of books, records, papers, writings, and documents of the Department may be delegated to appropriate personnel within the Department, and such delegations may be limited in scope as appropriate.

IV. Authority

Title 6, United States Code, Section 112, "Secretary; functions"

V. Definitions

A. ***External publications:*** Any DHS documents or material discussing DHS policy, procedures, and operations, prepared and intended for release to the public. This includes pamphlets, tri-fold type material, or similar official information or material, or electronic information on public web sites and blogs.

B. **Internal publications**: Internally produced publications related to DHS policy, procedures, and operations intended for internal distribution Department-wide. This includes Department-wide newsletters, pamphlets, memos, electronic information on intranet sites and blogs, and operating guides, but does not include the promulgations of Departmental Directives, Instructions, Manuals, etc. and Delegations under Directives 112-01, "Directives System," and 112-03, "Delegations of Authority."

C. **Media**: Print and electronic outlets for the dissemination of official information, including, but not limited to, news organizations, newspapers, magazines, publishing houses, television, radio, photographs, motion pictures, internet, websites, new media, and theatrical, advertising, video, and multimedia productions and enterprises.

D. **New Media**: Technologies that allow on demand access to content anytime, anywhere and on any digital device, as well as interactive user feedback, creative participation and community formation around media content. Some examples include Internet, websites, computer multimedia, mobile devices, streaming video, discussion forums, interactive chat platforms and third-party social media platforms.

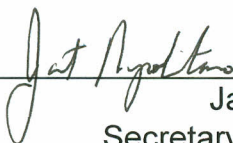
E. **Public Affairs Officers (PAOs)**: Designated employees of DHS whose duties involve disseminating information to internal and external audiences. PAOs include officers and special agents who are assigned either permanently to a public affairs office, or who perform public affairs duties as a collateral responsibility.

VI. Cancellation

Delegation 0103, "Delegation to the Assistant Secretary for Public Affairs to Authorize Use of the Department of Homeland Security Seal" is rescinded.

VII. Office of Primary Interest

The Office of Public Affairs has the primary interest in this delegation.



Janet Napolitano
Secretary of Homeland Security

5-7-12

Date