



**U.S. Immigration
and Customs
Enforcement**

SEP 08 2009

MEMORANDUM FOR: Assistant Director
Special Agents in Charge
Deputy Assistant Directors
Regional Communications Directors
Public Affairs Officers

FROM:

(b)(6); (b)(7)(c)

Acting Director, Office of Investigations

(b)(6); (b)(7)(c)

Acting Director, Office of Public Affairs

SUBJECT: OI & OPA Mutual Support

Recognizing the importance of publicizing the investigative successes of ICE, Assistant Secretary Morton has requested the Office of Investigations (OI) and the Office of Public Affairs (OPA) continue to work together to maximize media opportunities that serve to promote the important and unique work our agents accomplish each day. The effective marketing of ICE accomplishments requires close coordination and cooperation between OI and OPA personnel at the Headquarters and field level. These partnerships must continue to be strong and proactive so together we may tell our story to the public, through the media, in the most effective manner.

It is imperative that Special Agents in Charge (SACs) and Public Affairs Officers (PAOs) collaborate at the earliest stage possible regarding upcoming operations or newsworthy events. This involvement includes the following:

- Consider including PAOs in weekly division, program and SAC leadership meetings to help coordinate potential media issues and opportunities.
- At the headquarters level, the OPA executive staff will begin receiving the OI (b)(7)(E) report. This will provide OPA with overall operational visibility for events occurring in the near future and allow ample time to develop a media plan if appropriate.
- PAOs will be granted access to the SEN system. The system requirement to indicate (b)(7)(C) will be reinstated.

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Page 2

- **OPA agrees that no information will be shared outside of the agency without SAC or HQ Operations approval.**
- **Field PAOs will ensure SACs, or their designees, have been notified regarding issues being routed to HQ OPA.**

We ask that you share this memorandum with key members of your program or staff and we welcome any other ideas on how OI and OPA can more fully cooperate to improve our messaging through the media. Let us know if you have any recommendations or suggestions.