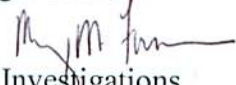




U.S. Immigration
and Customs
Enforcement

OCT 23 2007

MEMORANDUM FOR: Assistant Directors
All Deputy Assistant Directors
All Special Agents in Charge
Director of Training, FLETC

FROM: Marcy M. Forman 
Director, Office of Investigations

SUBJECT: ICE Trafficking in Persons Public Service Announcement (PSA)

Through the ICE Trafficking in Persons Strategy (ICE TIPS), ICE seeks to attack criminal organizations and individuals engaged in trafficking in persons. One of the primary components of this comprehensive strategy is outreach. ICE SAC and Attaché offices are conducting outreach to non-governmental organizations (NGOs) and state, local and foreign law enforcement agencies to enhance their awareness and increase efforts to combat human trafficking. However, the rescue and investigative work cannot begin until a human trafficking situation is identified. ICE Headquarters produced a public service announcement (PSA) on human trafficking in order to enhance the awareness of the general public on this serious issue. The public at large will serve as a force-multiplier toward our efforts in identifying and rescuing victims, thus enabling ICE to identify more cases of human trafficking.

ICE takes a victim-centered approach in the investigations of all human trafficking cases. Equal value is placed on the rescue of victims of trafficking along with the prosecution of traffickers. By statutory definition, a trafficking situation does not exist without a victim. The PSA is a 60-second visual focusing on victim recognition in order to raise awareness among the public at large, thereby enabling ICE to capitalize upon its expertise, infrastructure and investigative resources to better combat this crime of modern day slavery.

ICE Office of Public Affairs is finalizing the details of a forthcoming national press release to launch the PSA through as many media outlets as possible. However, the PSA is ready for distribution. To complement our national press release and distribution efforts, you are strongly encouraged to integrate the PSA as a permanent aspect of all of your TIP outreach efforts. Please encourage every law enforcement and NGO contact that you make to also utilize and distribute the PSA to their respective audiences in order to reach the widest possible audience. The PSA is currently available in English and Spanish; translation into Arabic, Chinese, French, Russian and Korean is also underway. The Human Smuggling and Trafficking Unit will send each SAC office 25 PSA DVDs within the next week. The PSA will also be available on the proprietary site and available for downloading.

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If you have any questions regarding this matter, please contact Human Smuggling and Trafficking Unit Chief (b)(6) (7)(C) at 202.307. .