

Issue Date: 04/14/2003

REVIEW OF EXTERNAL PUBLICATIONS

I. Purpose

This directive establishes Department of Homeland Security (DHS) policy for review of DHS external publications.

II. Scope

This directive applies to all DHS organizational elements.

III. Authorities

This directive is governed by numerous Public Laws and national policy, such as:

- A. Public Law 93-502 (Freedom of Information Act, as amended).
- B. Office of Management and Budget directives.
- C. DHS IMD 4400, DHS Web (Internet, Intranet and Extranet)

IV. Definitions

A. **External publication**: Any DHS document or material discussing DHS policy, procedures, and operations prepared for and intended for release to the public. This includes pamphlets, tri-fold type material, or related formal official information.

B. **DHS**: Includes both the Department of Homeland Security headquarters and incoming DHS agencies.

C. **Designated DHS Officials**: Senior DHS officials as designated by the Secretary, Deputy Secretary or Under Secretaries.

V. Responsibilities

A. The **Assistant Secretary for Public Affairs**: shall be responsible for all aspects of this directive.

B. **All Under Secretaries and Designated DHS Officials**: shall ensure that all DHS organizational elements relating to their area of responsibility comply with this directive.

VI. Policy & Procedures

A. **Policy**:

1. New External Publications: Authorized DHS external publications must comply with laws, regulations and policies on:

a. Security, including safeguarding of classified information;

b. Use of the official seal;

c. Disclosure of official information;

d. Disclosure including those on laws, privilege, grand jury matters, libel, copyright, printing and mailing of materials;

e. Specific branding requirements:

(1) The DHS Office of Public Affairs will provide a branding template;

(2) Must prominently display the DHS banner provided by the DHS Office of Public Affairs;

(3) Where a seal is required, please use the Great Seal of the United States until an official DHS seal exists; and

(4) Where an agency name is required, use the name of the appropriate DHS directorate. U.S. Secret Service and U.S. Coast Guard will continue to use their names in place of a directorate name. The Bureau of Citizenship and Immigration Services will be permitted to use that title in place of a directorate name.

2. Existing External Publications: approved by respective organizational elements prior to March 1, 2003 do not require additional review. If the content of a publication is inconsistent with DHS policy or inaccurately depicts agency operations it should be immediately withdrawn. The following guidelines should be adhered to with respect to existing publications:

- a. If it becomes necessary to order new supplies to continue production of an existing publication, please reorder at the maximum a six month supply of the materials;
- b. When reordering existing materials the incoming agency should adhere to the interim branding requirements with respect to the use of the DHS banner when making that purchase;
- c. All existing publications should reflect association with the Department of Homeland Security when reordered; and
- d. DHS Office of Public Affairs will provide all incoming agencies with an interim branding template to use when ordering additional publications. When a permanent template is decided upon that template will also be made available to incoming agencies.

B. **Procedures:** When the publication content includes policy discussion or new proposals agencies will submit proposed external publications to DHS Office of Public Affairs for formal review and approval prior to printing and release to the public.

C. **Questions or Concerns Regarding the Process:** Any questions or concerns regarding this directive should be addressed to the Office of Public Affairs.