

NOTICE

U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION
National Policy

1100.309

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SUBJ: Renaming the Office of Public Affairs to the Office of Communications

- 1. Purpose of This Notice.** This notice renames the Office of Public Affairs (APA) to the Office of Communications (AOC) and establishes an internal management structure outlined in the Explanation of Changes below.
- 2. Distribution.** This notice is distributed to division level in Washington, regions, and centers with a limited distribution to all field offices and facilities.
- 3. Background.** In January 2005, the FAA began implementing an internal communications plan to address and improve communication throughout the agency. The critical component of this internal communications initiative includes a dedicated internal communications staff, aligned with the Office of Communications, to support more timely and relevant internal communication across all lines-of-business and staff offices. Converting the name from the Office of Public Affairs to the Office of Communications reflects this broader scope of responsibilities for articulating agency information to both the public and to our employees.
- 4. Explanation of Changes.**
 - a. Organization.** The headquarters staff of the Office of Communications is comprised of the Assistant Administrator for Communications, Deputy Assistant Administrator for Communications, Deputy Assistant Administrator for Corporate Communications, and the Deputy Assistant Administrator for Public Affairs. The Office of Communications includes four Media Relations Divisions -- Headquarters Division (AOC-100); Atlantic Region (AOC-200); Mid-States Region (AOC-300); and Pacific Region (AOC-400.) Regional Divisions will have regional media relations staffs. (See attached Organizational Chart.) Field Offices are straight-lined to Headquarters.
 - b. Routing System.** The routing symbol for the Office of Communications is AOC. Appendix I contains an organizational chart and routing symbols for headquarters and the regions.

c. Functions.

1. The Assistant Administrator for Communications (AOC-1) is responsible for the development, executive direction and overall management of effective corporate and media communications programs and is, accordingly, the chief public spokesperson for the agency. The Assistant Administrator for Communications will initiate and participate in the execution of coordinated plans and programs to ensure that major programs, policies, objectives and achievements of the FAA are effectively presented to FAA employees, the public and aviation community.

2. The Deputy Assistant Administrator for Public Affairs (AOC-2A) will manage the Headquarters Media Relations Division and the Regional Media Relations Divisions. The four Media Relations Divisions are located in the major mass media markets of the country, facilitating rapid communications to news media of agency messages.

3. The Deputy Assistant Administrator for Communications (AOC-2B) will assist the Assistant Administrator for Communications in the execution and coordination of all communications-related plans, programs, policies, objectives, and achievements of the FAA.

4. The Deputy Assistant Administrator for Corporate Communications (AOC-2C) will manage the Employee Communications Division and the Communications Services Division. The Communications Services Division manages the Web Management and Graphics and Media Branches.

5. The Air Traffic Organization, lines of business and staff offices must coordinate all communication activities with the Assistant Administrator for Communications.

6. Representatives from the Air Traffic Organization, lines of business and staff offices must get prior written approval from AOC-1 for all contracts that relate to communications activities, including but not limited to web, graphics, photography, exhibits, publications, and media training. AOC-1 will review all statements of work or any other documents that may result in a communications contract before any commitments are made to the contractor or vendor.



Marion C. Blakey
Administrator

Office of Communications (AOC) Organizational Chart

