



**U.S. DEPARTMENT OF TRANSPORTATION**  
**FEDERAL AVIATION ADMINISTRATION**  
Air Traffic Organization Policy

**ORDER**  
**JO 1210.21**

Effective Date:  
09/01/2009

**SUBJ:** FAA Air Traffic Organization Speakers Bureau

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**1. Purpose of this Order.** This order establishes the Air Traffic Organization (ATO) Speakers Bureau and specifies roles and responsibilities for supporting the participation of ATO Officers, Directors and Executives in FAA-designated employee association national training events.

The Air Traffic Organization is regularly asked to provide speakers to FAA-designated employee association national conferences and yearly forums. The purpose of the Speakers Bureau is to provide a structured process that: (1) supports employee associations' interface with senior ATO leadership; (2) facilitates impactful and cost effective communications furthering the ATO's goals and objectives; (3) provides appropriate representation and participation among ATO executives at events; and (4) ensures continuous improvement by collecting and analyzing data to inform communication metrics and identify opportunities for program expansion. The Bureau acts as a liaison between ATO executives and event organizers by helping executive speakers tailor their message to meet the needs and concerns of employee groups and by processing feedback to improve delivered content.

**2. Audience.** This order is intended for all Officers, Directors and Executives in the ATO, their respective administrative support personnel and national officers of FAA Employee Associations.

**3. Where Can I Find This Order?** You can find this order on the MyFAA website:  
[https://employees.faa.gov/tools\\_resources/orders\\_notices/](https://employees.faa.gov/tools_resources/orders_notices/).

**4. Process.**

**a.** Employee associations shall submit approved agendas for their annual training events to the ATO Communications office with requests for speakers and/or panel members at least 90 days prior to the event.

**b.** The ATO Communications office will review all requests from employee associations and determine appropriate speakers and/or panel members consistent with the needs of the association, the approved agenda, availability of executives and budgetary constraints.

**5. Roles and Responsibilities.**

**a. Employee Associations.**

(1) Submit requests for speakers at FAA-designated employee association national training conferences and yearly forums directly to the ATO Communications Office.

**b. ATO Communications Office.**

(1) Serve as principal point of contact in ATO to coordinate all requests from FAA employee associations for executive speakers.

(2) Identify appropriate ATO speakers and coordinate their availability and participation at FAA-designated employee association events.

(3) Provide the ATO talking points and information regarding FAA-designated employee association events to the identified ATO speakers to help them tailor their messages to specific audiences and support their preparation and participation.

(4) Ensure message content is consistent and reflects the current activities and accomplishments, major priorities, views and programmatic objectives of the ATO through corporate messaging guidance and assistance to speakers.

(5) Perform post-event analysis with both the employee association and the speaker to measure the effectiveness of communications and develop strategies for providing maximum benefit to both the ATO and the host organizations from executive participation.

(6) Gather and analyze data on when and where ATO executives are speaking regardless of venue.

(7) Maintain and publish a calendar of recurring and one-time speaking events for FAA employee associations and other organizations.

(8) Maintain an archive of executive speeches and presentations.

(9) Disseminate this policy and coordinate its implementation with all participating organizations.

**c. ATO Business Units and Support Offices.**

(1) Notify ATO Communications Office each time an executive within the Business Unit or Support Office has been invited to speak at FAA-designated national employee association events so the response to the requesting association can be properly coordinated within ATO to identify the appropriate speaker.

(2) Designate a point of contact within the Business Unit or Support Office to provide assistance in coordinating the designated speaker's preparation.

(3) Provide the ATO Communications Office a copy of the executive's presentation to be maintained as part of the ATO Communications Speakers Bureau resources.

**d. ATO Speakers.**

(1) Deliver a designated ATO message as provided by ATO Communications.

(2) Provide information as requested by the employee association.

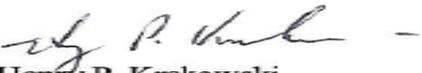
(3) Provide post-event feedback using the speaker feedback form provided by ATO Communications.

**6. National Employee Associations:**

- a. Gay Lesbian or Bisexual Employees (GLOBE)
- b. National Native American Alaska Native Coalition of Federal Aviation Employees (NAAN)
- c. National Asian and Pacific American Association (NAPA)
- d. National Black Coalition of Federal Aviation Employees (NBCFAE)
- e. National Coalition of Federal Aviation Employees with Disabilities (NCFAED)
- f. National Hispanic Coalition of Federal Aviation Employees (NHCFAE)
- g. Professional Women Controllers (PWC)
- h. Technical Women's Organization (TWO)

**7. Other Employee Groups:**

- a. Air Traffic Supervisors Committee (SUPCOM)
- b. FAA Managers Association (FAAMA)
- c. Technical Operations SUPCOM

  
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Air Traffic Organization