



United States Department of the Interior
FISH AND WILDLIFE SERVICE
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In Reply Refer To:
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To: Service Directorate

From: Principal Deputy Director /sgd/ Margaret Everson, 10/23/2019

Subject: Approval for Communications and Outreach Positions

Communications are integral to the work of the Service and fulfilling its mission. EA is the strategic communications arm of the organization and is responsible for external and, in most regions and headquarters, internal communications planning, implementation and evaluation. The EA program encompasses a wide variety of disciplines, including but not limited to: public affairs, congressional affairs, tribal, social media, web, graphic design and partnerships.

In order for the Service to communicate effectively our efforts must be well coordinated. Consequently, we are instituting a new requirement that will help ensure the EA program is best positioned to lead communications on behalf of the entire Service, as well as help ensure we are not utilizing resource funding to create redundant communications capacity.

First, it is critical that all Directorate members adhere to the requirements found in 115 FW 3 – Approval for Communications and Outreach Positions. This chapter describes the Service’s policies and procedures for creating new communications and outreach positions and obtaining concurrence for employees to fill those positions.

Second, Assistant Directors and NCTC are now required to meet with the AD-EA to discuss and obtain written approval for any communications or outreach position covered by 115 FW 3 *prior* to beginning any personnel processes. If headquarters programs believe important communications functions are not being provided by EA, they should be prepared to discuss these needs with the AD-EA and potentially the Director’s office before allocating resource funds to fill such positions outside of EA.