

# TSA Communications Strategy



## Assistant Administrator's Message

April 26, 2024

Dear Colleagues,

I am pleased to present the Transportation Security Administration's (TSA) Communications Strategy for 2024-2032. It is intended to guide TSA's communications decisions and actions across the organization to better promote and protect TSA's mission, operations, and people.

Since its inception on November 19, 2001, TSA has experienced significant growth in scope and mission. Originally formed to prevent another terrorist attack like 9/11, the agency's mandate has expanded to encompass safeguarding all transportation systems against various threats beyond aviation. To effectively promote and protect this comprehensive national security mission, TSA requires a cohesive communications strategy.

This document outlines TSA's communications mission and vision for the next eight years, aligning with the agency's core values of integrity, respect, and commitment. It delineates strategic communications priorities and positions TSA as the benchmark for excellence in public service communications.

We extend gratitude to all contributors of this strategy and encourage future stakeholders to uphold the values and priorities it embodies, driving toward our collective goals.

Sincerely,



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## Table of Contents

Assistant Administrator’s Message .....	1
Introduction.....	3
TSA Strategic Communications Mission .....	3
TSA Strategic Communications Vision .....	3
TSA Strategic Communications Values .....	3
Strategic Environment .....	3
Strategic Communications Priorities .....	4
Looking Forward.....	4

## Introduction

The TSA Communications Strategy identifies and describes TSA's strategic communications priorities and objectives to promote and protect the TSA mission and brand. It covers all TSA employees and contractors for all enterprise-wide communications across TSA's full range of disciplines to ensure unity of effort, consistency of message, and precision of delivery. To achieve its priorities and objectives, it was developed by SCPA in partnership with technical experts from across the agency and aligned to the agency's foundational documents, including TSA's [2018-2026 Strategy](#) and [Innovation Doctrine](#).

## TSA Strategic Communications Mission

Build public trust in and understanding of the Transportation Security Administration mission, brand, policies and initiatives by strategically communicating with TSA's audiences in a timely, accurate, and transparent way.

## TSA Strategic Communications Vision

A TSA-wide communications program that fully integrates the strategy, structure, systems, methods, and styles that build and foster the highest level of public trust found anywhere in the federal government.

## TSA Strategic Communications Values

The following values are from the 2018-2026 TSA Strategy and form the foundation of TSA's culture. They serve to guide our actions at every level and hold us to the highest possible standards of personal conduct and professional performance. Living these values helps us earn the respect and trust of the public we are called to serve.

### Integrity

We maintain the highest standards of conduct. We are dedicated professionals, acting with conviction and honesty. As individuals and as teams, we hold ourselves accountable for results.

### Respect

We respect the Constitution, the law, and the traveling public. We value our colleagues, partners, and stakeholders. We demonstrate compassion and strive for excellence in all our actions.

### Commitment

We are committed to the security of the public as we vigilantly carry out the mission entrusted to us. We are motivated to continuously improve the way we support our organization.

## Strategic Environment

TSA's mission is to protect the nation's transportation systems to ensure freedom of movement for people and commerce. For TSA to be successful, it must foster trust and confidence in all of its audiences – from TSA's frontline employees and industry partners to Congress, the media, and the traveling public. That includes a trust in TSA's ability to keep the transportation systems secure as well as the confidence in TSA's ability to secure those systems without disruption or inconvenience to people or commerce.

TSA earns that trust through personal experiences people have with TSA and the stories they tell others about those experiences. TSA's strategic communications heavily influences those experiences and stories through clear, concise, and accurate information. TSA's strategic communications arms frontline employees with greater knowledge of threat detection capabilities, which leads to clearer communications and calmer interactions at the checkpoints.

Communications also counters false and inaccurate information by placing a more accurate value on TSA's actions and global leadership in transportation security. This result increases TSA's positive influences on our government, industry, public, employees and partners as they make decisions that impact the freedom people want when traveling and conducting business across national and global transportation systems.

This strategy's success will be measured by how well TSA's communications leaders and operators help increase the public's understanding, adoption, and advocacy of its improvements to transportation security effectiveness and

efficiency as well as the passenger experience; accelerate acquisitions in support of those improvements; and strengthen long-term commitments to its people. This strategy ties together the systems, structures, methods, and styles currently in place as well as informs the decisions that come later to make them even better.

## Strategic Communications Priorities

### Unity of Effort

- Modernize TSA's communications capabilities.
- Improve systems to accelerate strategic communications decision-making and increase decision discipline.
- Clarify pathways and lines of communication across TSA experts and disciplines to enable partnerships and collaboration and to proactively, efficiently, and effectively reach and impact TSA's audiences.
- Better tie together TSA's engagement and communications initiatives for the greatest possible impacts of each initiative.

### Consistency of Message

- Enhance systems ensuring that everyone who speaks on behalf of TSA is aware of, has access to, and uses accurate, up-to-date, and approved information.
- Increase connectivity across TSA and its partners to make sure that public TSA messages and information are consistent, accurate, up to date, and approved.

### Precision of Delivery

- Strengthen TSA's systems to deliver the best messages to TSA's audiences in the best order.
- Reduce the time to message delivery by creating greater efficiencies in planning, production, and delivery.
- Strengthen two-way communications systems to better inform policymakers of operational needs identified by frontline employees and increase policy buy-in by employees.

## Looking Forward

The TSA Communications Strategy is flexible enough to be used and adapted to fit all communications situations, including proactive, reactive, and incident-specific situations. It was developed to withstand the passage of time and the fluid strategic environment in which TSA operates. Finally, TSA's core values underpin its priorities and objectives to ensure that every TSA communicator, now and in the future, is driven by integrity, respect, and commitment.

By focusing on a culture of innovation and action and placing a premium on people, partnerships, and technology, TSA will drive continuous improvement in strategic communications in support of the agency's transportation security mission. This Strategy will be followed by an implementation plan with the specific objectives and detailed guidance necessary to accomplish the Strategy's priorities. SCPA and the agency's professional communicators will regularly assess progress on these objectives to further drive continuous improvements in strategic communications, public affairs, marketing, and the TSA brand.