



U.S. Immigration
and Customs
Enforcement

September 2, 2004,

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Event Profile

Hispanic Heritage Month

Time: TBD (Between 9/15 to 10/15)
Location: Local Office
Staff: Respective PAO and contact information
Lead PAO: Michael E. Keegan, OPA HQ

Background of Event

Hispanic heritage month begins Sept. 15 and runs through Oct. 15. According to the 2000 Census, more than 35 million people identify themselves as Hispanics or Latinos.

Every year during this period it is fitting that the federal agencies such as ICE take the opportunity to recognize the many contributions Hispanics make to the development of our communities and our great nation. Many have made their mark in politics, public service, entertainment, sports, the Armed Forces, business, and science. In fact, Hispanics have served and led in the developments and triumphs of the United States—whether during peace or wartime—since the American Revolutionary War.

Tasking

Public affairs officers will develop and host a targeted local media event to salute and demonstrate the contributions of Hispanic employees. Specifically, PAOs will identify a senior and junior Hispanic ICE employee to participate in a pen and pad session with local Spanish language media outlet.

The topic of discussion will be "What it Means to be a Latino/Hispanic Within the ICE/DHS Family" and what it takes to be a member of the agency during the current period of transition.

If possible, the interview should be conducted in Spanish. ①

The employees should be agreeable to discussing with the press their personal and professional background, histories, sacrifices, and successes. They should be well versed in ICE topics so that they can discuss how ICE functions within DHS, explain the various divisions (AMO, FAMS, Intel, Investigation, DRO, etc.), promote some of our key operations (Cornerstone, Predator, ICE Storm, Southern Star, PEP, etc), and explain how it all comes together to protect our economy, transportation system, infrastructure and borders.

If resources and time permit, you should also offer up to six local media the employees for a "Day In The Life" feature piece relevant to the division the employee serves under (AMO, FPS, DRO, FAM, OI, INTEL)." You may elect to arrange an employee profile for each program office.

Employees should be qualified through the local leadership to ensure they are capable of articulating the communication objectives.

Performance

Contact the lead PAO at least four days prior to the planned event to confirm the event outline. Guidance will be provided if requested.

Communication Objectives

The communication objects are to: ②

1. Promote public awareness of ICE as a diverse agency committed to equal opportunity.
2. Improve public awareness of ICE by explaining how the organization operates, and by clarifying the interrelationships that exists among the various programs and projects.
3. Demonstrate the agency's forward vision during this period of transition.

Themes

➤ Overarching:

- ✓ "What it means to be a Latino within ICE"

➤ Subordinate/Supporting themes:

- ✓ Responsibility and membership in a federal law enforcement agency
- ✓ Exhibiting the diversity of the civil service and its common underlying values.
- ✓ Key aspects of National/Homeland Security

ICE Representatives

Senior Candidate:

- Select candidate (s) no later than Wednesday 9/8 and provide to headquarters.

Junior Candidate:

- Select candidate (s) no later than Wednesday 9/8 and provide to headquarters.

NOTE: If possible, try to qualify both a male and a female employee.

Media Attending (Targeted List)

Provide targeted media list to headquarters at the same time the candidates' names are submitted.

Products/Resources Available

Most resources needed to accomplish the communication objectives can be found on the ICE Web site at www.ice.gov. Please visit the following URLs to familiarize the candidate(s) with the materials:

- ICE LAW ENFORCEMENT SUPPORT CENTER (LESC)
<http://www.ice.gov/graphics/news/factsheets/081204lesc.htm>
- IMMIGRATION AND CUSTOMS ENFORCEMENT (ICE)
<http://www.ice.gov/graphics/news/factsheets/iceFS033104.htm>
- SELECTED ONE-YEAR ACCOMPLISHMENTS OF ICE
http://www.ice.gov/graphics/news/factsheets/oneyearFS_030304.htm
- HUMAN TRAFFICKING
http://www.ice.gov/graphics/news/factsheets/humantraffic_071404.htm
- EFFORTS TO COMBAT HUMAN TRAFFICKING
http://www.ice.gov/graphics/news/factsheets/humantrafficBG_051804.htm
- CORNERSTONE http://www.ice.gov/graphics/news/factsheets/cornerstone_070904.htm
- OPERATION PREDATOR
<http://www.ice.gov/graphics/news/factsheets/operationpredator.htm>
- (Spanish Release
<http://www.ice.gov/graphics/news/newsreleases/articles/predator2004sp.pdf>)
- SELECTED OPERATION PREDATOR ENFORCEMENT ACTIONS SINCE JULY 9, 2003
<http://www.ice.gov/graphics/news/factsheets/actions070903.htm>

- ICE OFFICE OF INVESTIGATION
http://www.ice.gov/graphics/news/factsheets/investigation_FS.htm
- ICE AIR & MARINE OPERATIONS: AN OVERVIEW
http://www.ice.gov/graphics/news/factsheets/061704amo_FS.htm
- FEDERAL PROTECTIVE SERVICE (FPS)
<http://www.ice.gov/graphics/news/factsheets/fps061104.htm>
- ICE OFFICE OF DETENTION AND REMOVAL
<http://www.ice.gov/graphics/news/factsheets/dro050404.htm>
- ICE and Counter-Terrorism: Selected Investigations
http://www.ice.gov/graphics/news/factsheets/TerrorismCasesFactsheet_08102004.htm

In addition, please feel free to use the attached Spanish materials.

ICE

U.S. Immigration and Customs Enforcement (ICE) is the largest investigative arm of the Department of Homeland Security (DHS), responsible for the enforcement of border, economic, infrastructure, and transportation security laws. ICE seeks to prevent acts of terrorism by targeting the people, money and materials that support terror and criminal networks.