

Department of the Interior
Departmental Manual

Effective Date: 01/17/2025

Series: Organization

Part 135: Bureau of Land Management

Chapter 12: Communications

Originating Office: Bureau of Land Management

135 DM 12

12.1 Assistant Director, Communications (AD, COM) (HQ-600). The AD, COM is responsible for establishing and coordinating national policy and guidance for BLM's interaction (all forms of communications, such as print, written, oral and electronic) with the media, Members of Congress, various Federal, state and local agencies, interest groups, and members of the public concerning the programs, policy, and activities of BLM.

A. The Directorate provides strategic direction and oversight in the areas of public affairs, legislative affairs, regulatory affairs, correspondence, international affairs, intergovernmental affairs, citizen advisory committees, new media, and carries out BLM responsibilities under the Freedom of Information Act. The Directorate also provides strategic direction and assists in the development of policy regarding the Agency's electronic communications function, including internet/intranet management and policy, web pages, applications, video, new media; and the development and maintenance of information and content for distribution through these means. Additionally, the Directorate provides guidance and strategic direction regarding internal communications, since internal messages are closely linked to external messages.

B. The Directorate includes the Division of Public Affairs (HQ- 610); the Division of Legislative Affairs (HQ-620); the Division of Regulatory Affairs (HQ-630); and the Division of External Affairs (HQ-640).