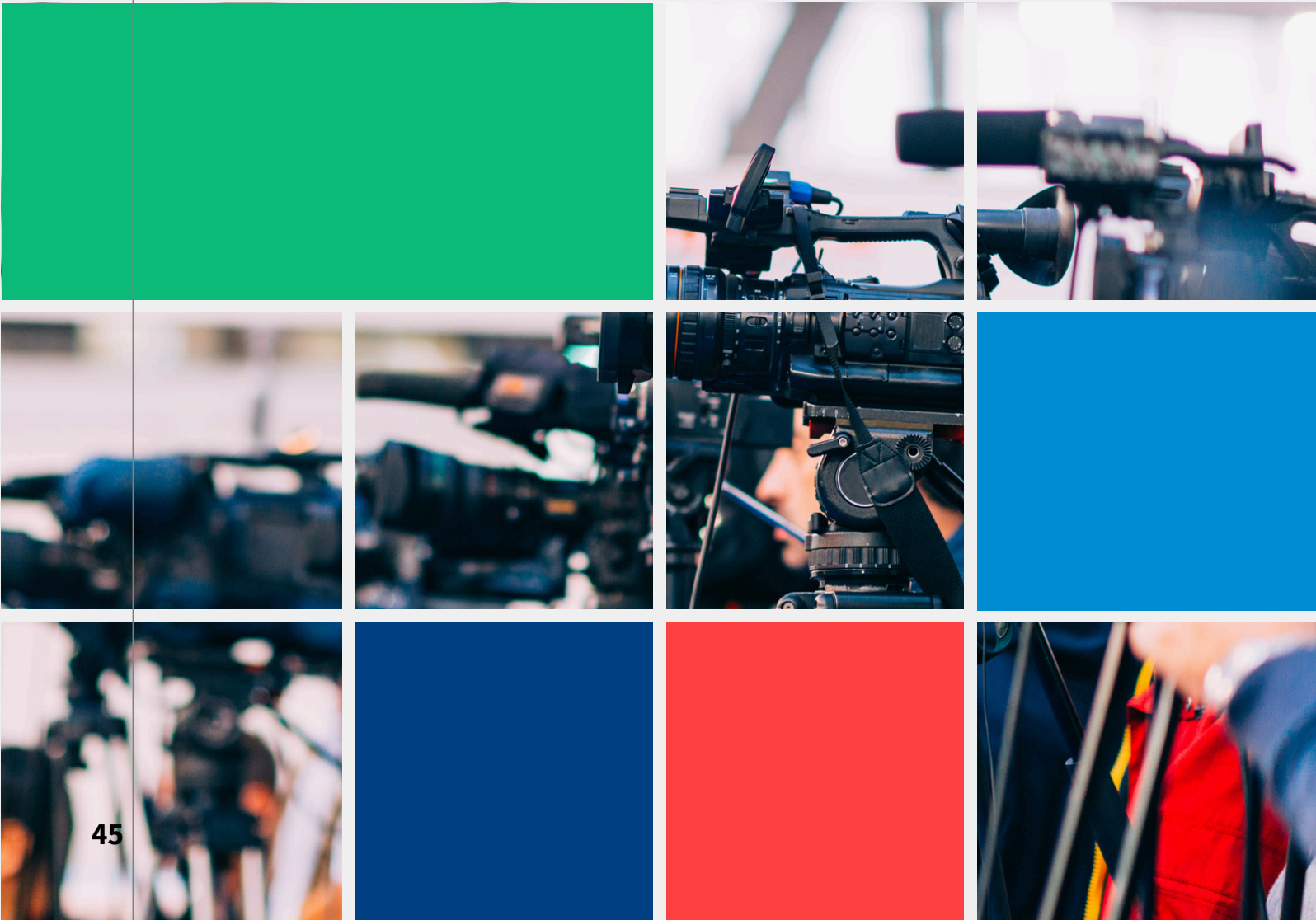


Public Affairs Division

The Public Affairs Division serves as the connection between the TBI and the public it serves. Through clear, timely, and accurate communication, the division works to inform, educate, and build trust with Tennesseans.

Much of this work takes place behind the scenes – supporting investigations, assisting victims’ families, and coordinating with media during complex situations. Guided by transparency and responsibility, Public Affairs ensures the agency communicates with care, internally and externally, especially during moments that matter most.



Clear, accurate communication is essential to public safety, especially when it matters most. Launched in 2025, the TBI's Public Affairs Division serves as the connection between the Bureau and the people of Tennessee, providing timely information, supporting transparency, and helping ensure the public understands the agency's work.

Whether during major investigations, critical incidents, or proactive public safety efforts, the division works to deliver information that is both responsible and responsive. This includes coordinating media relations, managing social media platforms, and providing guidance that supports informed decision-making by the public, partners, and stakeholders.

Much of this work takes place behind the scenes. The Public Affairs Division works closely with agents, analysts, and leadership to ensure information is shared in a way that protects the integrity of investigations while also meeting the public's need for clarity and accountability. This balance requires judgment, coordination, and a steady commitment to doing what is right for both the case and the community.

Supporting Investigations & Public Awareness

The division plays a critical role in supporting investigations by helping share information that may generate leads, assist in locating missing persons, or raise awareness about ongoing threats. Through strategic messaging and collaboration with media partners, Public Affairs helps extend the reach of the Bureau's work into communities across Tennessee. In addition to reactive communication, the division also leads proactive public education efforts, providing guidance on issues such as online safety, fraud, human trafficking, and emerging threats. These efforts are designed to equip Tennesseans with the knowledge they need to better protect themselves and their families.



Strengthening Partnerships Across Tennessee

The Public Affairs Division also supports law enforcement agencies across the state by providing communication guidance and coordination during complex or high-profile situations. This includes assisting local agencies with messaging, helping ensure consistency, and reinforcing public confidence during times of uncertainty.

Through collaboration, training, and shared resources, the division helps strengthen the broader public safety network—recognizing that clear communication is a critical component of effective law enforcement.

Telling the Story of Service

Beyond immediate communication needs, the division plays an important role in telling the story of the Tennessee Bureau of Investigation. Through digital content, video production, and strategic outreach, Public Affairs highlights the work of the agency's divisions and the people behind the mission. These efforts provide transparency, build trust, and help ensure Tennesseans understand not only what the Bureau does, but why it matters.