

## **Sub-Part 6701 – External Affairs**

### **Chapter 01001 News Releases/Traffic Advisories**

#### Purpose

- 100 The purpose of this policy is to provide a guideline for the issuance of news releases specifically pertaining to traffic advisories.
- 101 MDOT External Affairs Division will be responsible for sending agency-related news releases and traffic advisories to the general public statewide or in specific areas according to news release content.
- 102 Upon notification from MDOT district offices or MDOT staff, designated External Affairs staff will write and send out a news release/traffic advisory to the media. The person receiving information will place it on MDOT External Affairs /news release letterhead. The information in the news release/traffic advisory will include:
- Contact Name
  - Dateline: Jackson, Miss.,
  - Day of week advisory is released
  - The month in which the advisory is released
  - Day of the month advisory is released
  - The year
  - Day of the week and month which the advisory will be effective
  - Any special details that the public/media will need to know (location of work, type of work, type of ceremony, etc)
  - At the end of all text, the symbol -30- should appear at the bottom
- 103 The news release/traffic advisory will then be released to the media via fax machine and e-mail if requested. News releases/traffic advisories will also be posted on MDOT's website at [www.goMDOT.com](http://www.goMDOT.com) in the Media Room.
- 104 Records of fax confirmation, e-mail confirmation and website postings will be filed by the MDOT External Affairs Division.