

Rule No.: 941 – 6701 - 01001

Agency: Mississippi Department of Transportation

Agency Effective Date: May 15, 2005

Agency Issued Date: March 8, 2005

Secretary of State Authority Date: May 15, 2005

Supercedes Rule:

Division: External Affairs

Rule Title: News Releases/Traffic Advisories

The person to be contacted regarding the proposed rule is: Facility and Records Management Director

Name of person originating the proposed rule: Amy Hornback

Name of supervisor or person who approved the proposed rule: Gae Wade

Purpose:

The purpose of this policy is to provide a guideline for the issuance of news releases specifically pertaining to traffic advisories.

Summary:

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.

The full text of the proposed rule is:

All cites herein refer to the most current version of the cited document.

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

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 in the Media Room.

Records of fax confirmation, e-mail confirmation and website postings will be filed by the MDOT External Affairs Division.