

Construction/Maintenance Press Release Guidelines

Updated May 2024

STANDARD PRESS RELEASES

1. District drafts the press release
2. Management reviews and approves
3. District emails the draft to the Records & Communication Support Center (RCSC) at Central Complex. The email is ndot.commsupport@nebraska.gov.
4. RCSC reviews press release for inconsistencies or confusing phrasing.
5. RCSC will contact the district if they have questions about wording or style suggestions.
6. RCSC will not make any changes without district approval, aside from standard phrases and AP Style usage
7. RCSC will format press releases to current standards and add coding.
8. Press releases are distributed to media in the district, district personnel, and key external sources (e. g. FHWA, Nebraska Trucking).

FORMATTING

Headline: Arial, 16 point, bold

Dateline: Arial, 11 point, bold

Body: Arial, 11 point,

Line spacing: Set to multiple, 1.2

REQUIREMENTS

- Use the templates on server: [\\dotfs\Public\DOTForms\Press Release Templates](#)
- Construction press releases should include control number
- Contact name and number

SUGGESTED

- If reference points will help, please include them
- If a detour will be used for an extended period, include a detour map

HEADLINES

Avoid using the project name:

Work Will Begin on N-92, Near Clarks instead of *Work Will Begin on N-92, Clarks South*

If work begins the same day the press release is issued:

Work Begins Today on US-26, West of Ogallala

If work has already started:

Construction Has Begun on the I-80, 60th Street to 24th Street Project

If the project includes a closure, include it in the headline:

North Loup River Bridge Closed, from North of Mullen to Valentine on N-97