

## Consultant Advisory

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Consultant Advisory  
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## Guidelines for External Communications

MDOT Guidance Document 10166 requires that all communications and/or publications intended for an external audience (including those produced by a contractor or vendor for any MDOT-related project or business) must be pre-approved by the MDOT Office of Communications to ensure consistency of the image and the message.

Examples of communications and/or publications may include: brochures, flyers, invitations, programs; postings on social media sites or Web sites; new or updated video, digital versatile disk (DVD) productions, or video sharing productions; exhibits, presentations, or any other printed materials intended for an external audience.

Please submit your communications and/or publications to the MDOT Project Managers (PM). They are required to submit any public relations or communications projects involving contractors or vendors to the MDOT Office of Communications and the Department Services Division for both preliminary and final design stages, prior to production, to provide for changes to be made (if necessary). A representative from communications and media services must be included in this process to ensure that information released to the public is timely and is consistent with MDOT's standards.

Contractors and vendors are not authorized to assign, delegate, or hire a third-party for the purposes of public relations, advertising, or communications without the prior consent of MDOT Office of Communications.