

U.S. DEPARTMENT OF TRANSPORTATION FEDERAL HIGHWAY ADMINISTRATION  <b>CLEARANCE REQUEST FOR PUBLIC MATERIALS          VIDEO, PRINT, WEB, SOCIAL MEDIA, OR MULTIMEDIA</b>		1. DATE OF REQUEST	2. DATE REQUIRED
		3. ORIGINATING OFFICE	
<i>INSTRUCTIONS - As required by FHWA Order 2-4, requests for publications, videos and exhibits to be shown to the public or any external audience (outside DOT) shall be submitted to the Office of Public Affairs for review and approval as early in the conceptual stage as possible. Visual presentations (e.g., PowerPoint) that will be publically accessible on any FHWA Web site, and/or contain high level policy or budget information to be shared with the public or any external audience, must also be submitted to the Office of Public Affairs for review and approval prior to posting or dissemination.</i>		4. REFER QUESTIONS TO	
		5. OFFICE	PHONE
6. PROPOSED TITLE OR SUBJECT			
7. WHY PRODUCT IS NEEDED			
8. MESSAGE OR STORY			
9. PROPOSED AUDIENCE			
9A. DISTRIBUTION STRATEGY			
10. MEDIUM <input type="checkbox"/> PRINT <input type="checkbox"/> VIDEO <input type="checkbox"/> WEB <input type="checkbox"/> SOCIAL MEDIA <input type="checkbox"/> POWERPOINT <input type="checkbox"/> OTHER _____			
10A. JUSTIFICATION FOR TYPE OF MEDIUM			
11. APPROVAL RECOMMENDED (Signature of Program Liaison)			11A. DATE
12. COMMENTS / NOTES			12A. DATE
13. ESTIMATED PRODUCTION COST (To be filled in by Publishing and Visual Communications Team)			
14. PRODUCT APPROVED IN PUBLIC AFFAIRS BY			14A. DATE