# WORK ZONE SAFETY general pitch email

**POTENTIAL SUBJECT LINE: Improving Work Zone Safety on [State] Roadways**

Hello, **[Name of Reporter/Producer]**

The **[organization]** would like to pursue a potential **[TV Station/Publication] [segment/story]** to raise awareness around the importance of work zone safety and share campaign resources from the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA). The effort is focused on reminding both passenger and commercial motor vehicle (CMV) drivers to stay alert, slow down, and share the road safely while passing through work zones.

**Why work zone safety awareness is critical**

* In 2019, the most recent year for which data are available, 842 people died in highway work zone crashes compared to 757 the year before. The 11.2-percent increase is the largest percentage increase of highway work zone fatalities this century.
* On average, large trucks are overrepresented in work zone crashes. In 2019, over 33 percent of fatal crashes involved commercial motor vehicles (CMV) and compared to the year before, the U.S. saw a 16 percent increase in the number of fatal work zone crashes involving large trucks or buses.
* From 2018 to 2019 fatal work zone crashes:
  + involving a rear-end collision increased by 29 percent
  + where speeding was a factor increased by nearly 40 percent
  + involving worker fatalities at road construction sites increased from by nearly 9 percent
* Read more statistics on the [Federal Highway Administration’s 2021 National Work Zone Awareness Week Fact Sheet](https://ops.fhwa.dot.gov/wz/outreach/nwzaw_factsheet_2021/nwzaw_factsheet_2021.pdf)

Through a potential [**segment/feature story**], we welcome the opportunity to share these safety resources/tips and remind **[TV Station/Publication]** **[readers/viewers/listeners]** to stay alert and share the road safely, especially when driving through work zones.

I’d be happy to discuss the topic further via phone and connect you with one of our spokespeople for comment. For more information and resources, check out the dedicated webpage, here: <https://www.fmcsa.dot.gov/ourroads/work-zone-safety-shareable-material>.

Looking forward to speaking with you.

Best,

**[Contact name]**

**[Contact phone number]**

**[Contact email address]**

**[Website, Facebook and/or Twitter presence]**

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