**I-81 Enforcement & Education**

**Template Email Pitch for Safety Partners**

### Subject:

Preventing commercial motor vehicle collisions along I-81

### Body:

Hello, [reporter/producer name].

[Organization name] would like your help in informing the public about an important safety enforcement and education effort happening on I-81 with the theme “Together, make I-81 safer.”

We have joined law enforcement partners in [adjoining states], as well as state and federal agencies, to conduct concentrated highway traffic enforcement periods to prevent commercial motor vehicle (CMV) traffic collisions along heavily traveled sections of the I-81 corridor. The enforcement and education periods will take place [enforcement dates].

There will be high visibility enforcement for aggressive or distracted driving and other safety violations during these periods. While the effort will monitor CMV drivers to ensure they are obeying all traffic laws and following industry regulations, we also will be monitoring the motorists who share the roads with these large vehicles.

These efforts complement a national campaign run by the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration, [*Our Roads, Our Safety*](https://www.fmcsa.dot.gov/ourroads)*,* which educates all motorists on [how to share the road safely](https://www.fmcsa.dot.gov/ourroads/tips-driving-safely-around-large-trucks-or-buses) using these key tips:

* **Stay out of blind spots.** Large trucks and buses have huge blind spots on all four sides.
* **Pass safely.** Make sure you can see the CMV driver in his or her sideview mirror. Signal clearly, and don’t linger in the blind spot. Make sure the truck or bus is visible in your rearview mirror before you pull in front.
* **Don’t cut off large vehicles.** It takes a large truck traveling at highway speeds the length of two football fields to stop.
* **Don’t tailgate.** Tailgating a truck or bus puts you in a blind spot.

A [story/segment] on the I-81 effort will help educate [outlet]’s [readers/viewers/listeners] about how to share the road safely with large vehicles and inform them of the enforcement periods. I would be happy to discuss this idea by phone and connect you with one of our spokespeople for comment.

I look forward to talking further with you.

[Organization contact name]

[Phone number]

[Email address]

[Website, Facebook and/or Twitter presence]