**Safe Speed Pitch Email**

**Template for Safety Stakeholders**

### Subject:

Encourage Drivers to Maintain Safe Speeds on [State]’s Roadways

### Body:

Hello, [reporter/producer name].

Speeding was the most frequent driver-related factor for all vehicle crashes in 2019. The [state/organization] would like to pursue a potential [TV Station/Publication] [segment/story] help informing the public about the importance of maintaining a safe speed while driving on America’s roadways. With the goal of zero roadway fatalities, it’s critical we share lifesaving messages with road users to help reduce crashes caused by speeding, particularly those involving large trucks and buses.

Obeying traffic laws and prioritizing safe driving behaviors are crucial for preventing crashes and saving lives. This is why [state/organization] and the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA) are joining forces to make our roads safer and educate all road users on the dangers of speeding. Under FMCSA’s *Our Roads, Our* Safety public education campaign, we’ve developed a suite of shareable materials, linked here: [www.fmcsa.dot.gov/ourroads/speeding-toolkit](https://www.fmcsa.dot.gov/ourroads/speeding-toolkit?utm_source=email_pitch&utm_medium=other&utm_campaign=speeding_field_toolkit)

A [story/segment] about the importance of maintaining safe speeds will help educate [outlet]’s [readers/viewers/listeners] about sharing the road safely with large vehicles and potentially save lives. 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]