**New York Division, *Our Roads Our Safety***

**Template Email Pitch for Safety Partners**

### Subject:

*Our Roads, Our Safety* Launches in New York to Make Our Roads Safer

### Body:

Hello, [reporter/producer name].

[Organization name] would like your help in informing the public about road safety throughout New York as the *Our Roads, Our Safety* campaign kicks off in the state.

We joined state and federal agencies in this effort, with the goal of increasing awareness of unsafe driving behaviors (and how to avoid them) to assist with crash reduction within the state. The campaign focuses primarily on educating commercial motor vehicle (CMV) drivers and passenger vehicle drivers on sharing the road safely, but will impact everyone on the road including motorcyclists, bicyclists, and even pedestrians.

This new campaign in New York [complements the national one](https://www.fmcsa.dot.gov/ourroads) run by the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration, 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.
* **Don’t drive distracted**. Stay focused; driving distracted is as dangerous as driving impaired.

A [story/segment] on New York’s *Our Roads, Our Safety* effort will help educate [outlet]’s [readers/viewers/listeners] about how to share the road safely with large vehicles. 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]