# WORK ZONE SAFETY GENERAL PITCH EMAIL: ARKANSAS

**POTENTIAL SUBJECT LINE: Improving Work Zone Safety with State-Wide Outreach Campaign**

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

The **[Organization]** would like to pursue a potential **[TV Station/Publication] [segment/story]** to share resources and raise awareness for a work zone safety campaign which focuses on reminding commercial motor vehicle (CMV) drivers to plan their routes, stay alert, and slow down as they approach Arkansas work zones. This initiative is part of a national effort led by the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA) and the [*Our Roads, Our Safety*](https://www.fmcsa.dot.gov/ourroads)® campaign.

**Here’s why the Work Zone Safety Outreach Campaign is so critical in Arkansas:**

* Arkansas ranks in the top half of states in the U.S. for fatal crashes involving CMVs in work zones. Plan your route, stay alert, and do your part while traveling through these areas—help reduce the number of crashes and fatalities in work zones.
* Travelers drive across the hundreds of thousands of miles in Arkansas daily, encountering active work zones at any time, any day of the week. In fact, travelers drive across Arkansas’s 16,500 lane miles of roadways daily.
* In 2021, Arkansas saw six crashes involving a CMV, resulting in seven fatalities.

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 on active work zones in the state, please see below my signature line; and for resources, check out the campaign 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]**

FMCSA is amplifying work zone safety messages through outlets like billboards, audio ads, and truck stops reaching CMV drivers traveling through Arksanas’ work zones. Download the IDrive Arkansas app or visit [idrivearkansas.com](http://idrivearkansas.com/) for the most up-to-date work zone information and real-time travel information.

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