# Work ZONE SAFETY general pitch email: FLORIDA

**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 that focuses on reminding commercial motor vehicle (CMV) drivers to plan their routes, stay alert, and slow down as they approach Florida 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 Florida:**

* Florida invested $12 billion in 2022 toward infrastructure, exposing travelers to work zones on both urban roadways and interstates. Florida also ranks eighth in the country in fatalities involving commercial motor vehicles in the state’s active work zones in 2020.
* Florida is a world-renowned tourist destination and had 137.6 million visitors in 2022 alone. With the state’s continued expansion and year-round construction season, more passenger vehicles and CMV drivers traveling through Florida’s nearly 275K miles of roadways will likely encounter active work zones at any time, any day of the week.
* In 2020, Florida saw 8 work zone crashes involving a CMV, resulting in 8 fatalities
* In 2020, ten pedestrians and two construction workers were killed in work zones. It’s everyone’s job to drive safely through work zones.

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 such as billboards and audio ads, reaching drivers traveling through the following work zones:

* I-75 and US 301 Interchange
* US 41 from Winkler Ave. to SR 82
* I-295 North Interchange (specifically on I-95)
* I-295 and US 17
* SR 390, Bay County
* US 98, Santa Rosa County
* I-4 and Daryl Carter Parkway Interchange
* U.S. 441 from Lake Ella Road to Avenida Central
* Florida’s Turnpike MP 27 – 39, Miami-Dade County
* Florida’s Turnpike MP 272-289, Osceola/Lake Counties
* I-275 north of I-4 to north Hillsborough Avenue, Hillsborough County
* I-75 Interchange at CR 672 (Big Bend Road), Hillsborough County
* I-75 Interchange from SR 574 (MLK) to I-4, Hillsborough County

###