# WORK ZONE SAFETY general pitch email: Georgia

**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 Georgia 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 Georgia:**

* Georgia has approved a $173 billion infrastructure plan through 2050 that includes many active work zones, impacting the average 5.9 million tons of freight moving across Georgia’s 1,200 miles of interstate highways and 20,000 miles of federal and state highways weekly. Georgia also ranks fourth in the country for fatal crashes involving commercial motor vehicles in work zones across the state.
* Georgia is a multi-modal logistics center with the world’s busiest airport, the fourth largest inland port, and more than 30,000 companies that rely on the logistics industry to move goods. With the state’s continued expansion and year-round construction season, more passenger vehicles and CMV drivers traveling through Georgia’s roadways will likely encounter active work zones at any time, any day of the week.
* In 2019, roadway departure and rear-end crashes accounted for 51% of work zone crashes. Both are associated with distraction, driving too fast for conditions, and driver impairment – all entirely preventable.

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 and the Georgia Department of Transportation (GDOT) are taking the lead on amplifying work zone safety messages through outlets like billboards, audio ads, and truck stops reaching CMV drivers traveling through the following work zones:

* I-16/I-75 Interchange Reconstruction in Bibb County
* I-16/I-95 Interchange Reconstruction in Savannah, GA
* I-285/I-20 West Interchange Reconstruction in Fulton County
* I-285 SR400 Interchange Reconstruction in Fulton County
* I-285 I-20 East Interchange Reconstruction in DeKalb County

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