# WORK ZONE SAFETY GENERAL PITCH EMAIL: OKLAHOMA

**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 Oklahoma 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 Oklahoma:**

* Oklahoma ranks ninth 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 Oklahoma daily, encountering active work zones at any time, any day of the week. In fact, travelers drive across Oklahoma’s 30,000 lane miles of roadways daily.
* In 2019, 32% of work zone fatalities involved a CMV driver.

Through a potential [**segment/feature story**], we welcome the opportunity to share 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 the following work zones:

I-40 narrowed to 1 lane near between Muldrow and Sallisaw, Sequoyah Co.

I-40 narrowed to 2 lanes at Douglas Blvd. in Oklahoma City, Oklahoma Co.

I-40 will be narrowed to 1 lane in one direction at a time between US-270 and I-40

Business in El Reno, Canadian Co.

I-40 narrowed to 1 lane at SH-66/Airport Rd. in Weatherford, Custer, Co.

I-40 narrowed to 1 lane at Washita River in Clinton, Custer Co.

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