# WORK ZONE SAFETY GENERAL PITCH EMAIL: PENNSYLVANIA

**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 Pennsylvania 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 Pennsylvania:**

* Travelers drive across thousands of miles in Pennsylvania daily, encountering active work zones at any time, any day of the week. In fact, travelers drive across Pennsylvania’s 120,000 miles of roadways and 32,000 bridges daily.
* In 2021, 34% of work zone fatalities involved a CMV driver. This is not uncommon in Pennsylvania. From 2012 to 2017, Pennsylvania had 38 work zone fatalities involving a CMV, placing the state consistently in the top 10 for work zone 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 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]**

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