# WORK ZONE SAFETY GENERAL PITCH EMAIL: TEXAS

**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 Texas 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 Texas:**

* Texas ranks first in the country on the Global Groundwork Index[[1]](#footnote-1) for infrastructure project investment. Texas also ranks first in fatalities involving CMVs in the state’s many work zones.
* Texas has more interstate mileage than any other state, and heavily relies on its vast multi-modal freight system and CMV driver population to move key agricultural commodities across the U.S., and logistically serve Texas’ big energy sector. With the state’s continued expansion and year-round construction season, more passenger vehicles and CMV drivers traveling through Texas roadways will likely encounter active work zones at any time, any day of the week.
* The leading causes of work zone crashes statewide is speeding and distracted driving. Of the 4,380 crashes resulting in fatalities in 2021, 10% had distracted driving listed as a contributing factor; 28% were not wearing a seat belt. All of these factors are 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 is amplifying work zone safety messages through outlets like billboards, audio ads, and truck stops reaching CMV drivers traveling through the following work zones:

Loop 410 North to FM 3009 and FM 1103 in San Antonio

I-635/I-30 interchange from U 75 to I-30 in Dallas

SH 170 to I-35/I-35W Split in Dallas/Fort Worth

I-45 from downtown Houston to Beltway 8 North

I-20 between Midland and Odessa

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1. [↑](#footnote-ref-1)