**Safe Speed Pitch Email**

**Template for Safety Stakeholders: California**

### Subject:

Encourage Drivers to Maintain a Safe Speed on California’s Roadways

### Body:

Hello, [reporter/producer name].

In 2023, speeding contributed to 113,697 crashes on California’s roadways. The [state/organization] would like to pursue a potential [TV Station/Publication] [segment/story] to help inform the driving public about the importance of maintaining a safe speed on California’s roadways. With the goal of zero roadway fatalities, it’s critical we remind drivers that safely operating their vehicles and obeying traffic laws, such as speed limits, can save lives.

Large trucks and buses operate differently than other vehicles and take much longer to stop safely because of their weight and size. This is why [state/organization] and the U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA) are joining forces to make California’s roads safer and remind all road users about the dangers speeding presents to everyone on our roads through a new [safe speed campaign](http://fmcsa.dot.gov/safespeed).

A [story/segment] about the importance of maintaining safe speeds will help [outlet]’s [readers/viewers/listeners] understand the important role they play in decreasing roadway crashes and reaching zero fatalities on California’s roadways. I would be happy to discuss this idea by phone and connect you with one of our spokespeople for comment.

I look forward to talking further with you.

[Organization contact name]

[Phone number]

[Email address]

[Website, Facebook and/or Twitter presence]