**Turnpike TV Toolkit**

## How to use this toolkit

The following toolkit is intended to help share information on the Pennsylvania Turnpike Commission’s new video series, Turnpike TV. The series aims to help others understand key topics on the PA Turnpike’s operations, projects, and processes.

In this toolkit, you’ll find materials that are ready for use, including:

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In order to use the content, simply copy and paste the content or image. Videos are hyperlinks, which will take you to the video assets.

## Message Summary

The Pennsylvania Turnpike Commission is committed to being a Good Neighbor by fostering trust, transparency, and engagement with its customers and surrounding communities. To support this effort, the PA Turnpike is launching Turnpike TV, a video series designed to provide valuable insights into the Turnpike’s operations, policies, and projects and answer frequently asked questions. This initiative ensures that stakeholders, including customers and local communities, gain a deeper understanding of how the PA Turnpike manages construction, environmental stewardship, and infrastructure improvements.

Available on the PA Turnpike website, Turnpike TV covers key topics such as preliminary and final design, right of way, noise walls, general construction, capital planning, total reconstruction, new access and expansion, and bridges. By offering clear, accessible information in a digestible format, the PA Turnpike aims to educate about these often wondered-about topics. This commitment to education and engagement ensures that the public understands what the PA Turnpike is doing and why these efforts matter. By emphasizing quality, responsible resource management, and a dedication to safety, the PA Turnpike reinforces its work to maintain a reliable and efficient transportation system for all.

## Newsletter/email copy

**Subject: Understanding the PA Turnpike – A Helpful Video Series**

Transportation infrastructure affects all of us, from daily commuters to local businesses and communities. To help the public better understand how the PA Turnpike operates, the Pennsylvania Turnpike Commission has launched the video series Turnpike TV.

Turnpike TV offers clear, easy-to-understand insights on topics such as:

* Construction and Design – How roadway improvements are planned and executed.
* Right of Way and Noise Walls – What factors go into decisions that impact local communities.
* Capital Planning and Expansion – How transportation investments shape the future.
* Bridges and Total Reconstruction – What it takes to keep roads safe and reliable.

For those interested in learning more about infrastructure, transportation planning, and how major projects come together, Turnpike TV is a great resource.

You can watch Turnpike TV anytime on the PA Turnpike website: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

We encourage you to explore this series and gain a deeper understanding of the Turnpike’s role in keeping Pennsylvania moving.

Best regards,
[Your Name]
[Your Organization]
[Contact Information]

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## Website copy

*The following content is intended for use as a callout on a website or in another short form copy location.*

**Learn More About How the PA Turnpike Works with Turnpike TV**

Ever wondered how road projects are planned, why noise walls are built, or how the Pennsylvania Turnpike invests in future transportation improvements? Turnpike TV is a video series designed to explain these topics in a clear and accessible way.

From construction and design to long-term infrastructure planning, Turnpike TV provides insights into how the PA Turnpike manages and maintains one of the state’s most vital transportation networks. Whether you’re a commuter, a business owner, or a local resident, these videos offer valuable information about the projects that keep Pennsylvania moving.

Watch the series now on the PA Turnpike website: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

## Social media

*The following contains recommended social language per social media platform.*

### **Facebook Posts**

Ever wonder how the Pennsylvania Turnpike Commission plans road projects, builds noise walls, or maintains bridges? Check out Turnpike TV, a video series that breaks it all down in an easy-to-understand way! Watch now: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

Transportation affects all of us — from daily drivers to local communities. Turnpike TV is here to answer common questions about construction, expansion, environmental efforts and more. Learn more and stay informed! Watch now: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

The roads you rely on are carefully planned, designed, and built for safety and efficiency. Turnpike TV helps explain the process behind the PA Turnpike’s biggest projects. Check out the video series today! [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)



### **Instagram Posts**

Turnpike TV gives you a behind-the-scenes look at how roads, bridges, and noise walls are designed and built! Watch now: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

New roads, better access, safer travel! Turnpike TV breaks down how the Pennsylvania Turnpike Commission invests in future transportation projects. Learn more now: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

Why are noise walls built? How does PTC decide where they go? Get the answers on Turnpike TV, your go-to source for understanding how our highways are designed. Watch now: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

### **LinkedIn Posts**

How are highway projects planned? What goes into road expansion and infrastructure improvements? The Pennsylvania Turnpike Commission’s new Turnpike TV video series provides easy-to-understand insights into key transportation topics. Watch now: [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0)

Infrastructure plays a crucial role in economic growth and community development. Turnpike TV helps stakeholders, businesses, and travelers understand how the Pennsylvania Turnpike Commission manages construction, environmental efforts, and capital planning. Learn more: <https://www.paturnpike.com/turnpiketv>

Transportation is about more than just roads—it’s about planning, safety, and long-term investment. Turnpike TV breaks down how the Pennsylvania Turnpike Commission makes decisions that impact businesses, commuters, and local communities. Watch the series today! [https://www.paturnpike.com/turnpiketv](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.paturnpike.com%2Fturnpiketv&data=05%7C02%7Cbj.doughty%40hdrinc.com%7Cd659ac2f5281407d7a9808dd76b23da5%7C3667e201cbdc48b39b425d2d3f16e2a9%7C0%7C0%7C638797230151660148%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=z8T7KMn6rAEY19jgcjINLjD6VfgTZd0mtH8n8XbcIxM%3D&reserved=0).

## Graphic resources

These social media graphics can be posted to social media platforms to promote Turnpike TV:

* Graphics



*Facebook, Instagram,
LinkedIn ­‑ Square*

*Facebook, Instagram,
LinkedIn ­‑ Portrait*

## Video resources

This 1:00 video can be used as a promotional video for the Turnpike TV series:

<https://paturnpike.rev.vbrick.com/sharevideo/dba6c81e-6d64-443d-95e8-dbc8680d735a>