

# Cops go Hollywood to slow speeding drivers



The commercial's director lines up a pan and zoom shot. When completed, the commercial will warn speeding motorists to slow down in construction zones.

"Slow and go 45."

That's the slogan of a new campaign designed to warn motorists to slow to 45 mph in construction areas throughout Michigan.

The campaign, sponsored by the Michigan Road Builders Association in cooperation with the Michigan State Police, is designed to reduce the chance of accidents in construction zones by slowing motorists.

Monday, actors and film crews met at Square Lake and Telegraph roads in Bloomfield Township to film a commercial carrying the "Slow and go 45" message. The commercial will be carried as a public service message by broadcasters.

Telegraph has been dotted with barrels, broken concrete, construction equipment and work crews for several years. A nine-mile segment of the road between 12 Mile in Southfield and Orchard Lake Road in Pontiac is being replaced.

"THE COMMERCIAL is to remind people that in all areas throughout the state it's a 45 mph speed limit in road construction areas," said Mike Roudabush, plant foreman with Eschenhour Construction, one of the contractors working on the Telegraph widening and a member of the road builders association.

"On Telegraph, we have quite a problem right now with people going 55," Roudabush said. "We have our equipment on the road and if a guy's cruising at 50 or 55 and comes over a bend and suddenly sees us, it may be too late."

"People in general seem to ignore the (speed reduction) signs until the very last minute."

Bloomfield Township's Emergency Medical Service (EMS) vehicle was called in to aid in making the film.

The finished product will be aired this fall.

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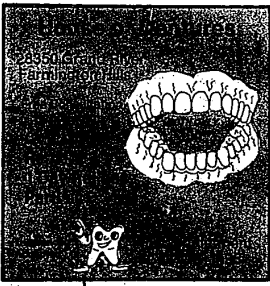
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