

ND Department of Transportation NEWS

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NDDOT work zone ad receives national award in Transportation Awards Competition

The North Dakota Department of Transportation (NDDOT) recently received a national award at the 2015 TransComm Annual Meeting in Annapolis, Maryland. The NDDOT won first place in the Skills Contest for a work zone safety ad in the TV Commercial or PSA; with a Consultant category. TransComm is a subcommittee within the American Association of State Highway and Transportation Officials (AASHTO) that annually recognizes the best communications work of state transportation departments throughout the nation.

The NDDOT worked with Flint Communications Group in Fargo, to create the 30 second television commercial entitled, *What would it take for you to slow down?* The commercial focuses on the importance of slowing down when driving through construction zones. The commercial was created in 2014 and ran on TV in the eastern part of the state for several months. If you would like to view the commercial click here <https://www.youtube.com/watch?v=pQpBfalZrIA>