

LIFE, WELL RUN

SAMPLE RADIO AD: 30 SECONDS

CUE AUDIO OF BIRDS, CHILDREN PLAYING, CARS, TRAFFIC—GENERAL CITY AMBIENCE.

VO: Listen... do you hear that? It's the sound of your community running smoothly.

You may not know this, but a big part of this day-to-day harmony has to do with professional city, town or county managers. Think of them as ever-vigilant partners working with elected officials, and you—the residents—to move the community forward. Covering issues like economic development, transportation, education—anything and everything that affects the place you call home. It's the mission of professional city, town or county managers to see the community running at its best.

DONUT/CUSTOMIZED END-LINE:

VO: To learn more about [CITY, TOWN, COUNTY'S] professional local government manager, visit LifeWellRun.org