



# Creative Services

**Client: City of Baxter**  
**Date: February 24, 2005**  
**BAXT-03-05**  
**“Secret to Happiness”**  
**TRT: 00:30**

## VIDEO

## AUDIO

<p>Video: A male and female co-worker are getting coffee in the lunch room (or maybe use Cup o’Kryptonite).</p> <p>Still of aerial shot (it’s on the website). Video of kids playing in the ball field, joggers on the track, people playing sand volleyball. Still of the Chichaqua Valley Recreational Trail sign if time.</p> <p>Still of Main Street/Welcome Sign or aerial shot. CG: Baxter...The Little Town With the BIG Future!</p>	<p><b>Male:</b> “Hi Susan.”  <b>Female (smiling, cheerful):</b> “Hey Rich. What’s up?”  <b>Male:</b> “You know what? You’re always so happy. Come on...it’s Monday! What’s your secret?”  <b>Female:</b> “I’ve found the secret to a happy life. (whispers:) I live in Baxter.”  <b>Male:</b> “Baxter?”  <b>Female:</b> “Yeah. I love it! It’s a great place to raise my kids, but it’s still close to Des Moines. We get a lot more house there, let me tell ya! You should see the new rec center!”  <b>Male:</b> “Baxter, huh?”  <b>Female (nods, smiles):</b> “Yep.”</p> <p><b>Voiceover:</b> “Come visit us in Baxter...the little town with a BIG future!”</p>
<p>BG</p>	