

“Progress” – :60

SFX: Café background noise up and under

TOM: IN SMALL TOWNS LIKE OURS, WE'RE NOT ALWAYS QUICK TO RUSH INTO NEW FADS. LIKE US, MEETING IN THE SAME DINER EVERY MORNING, TALKING ABOUT THE SAME THINGS—

DALE: [interjecting] YEAH, ARGUING IS MORE LIKE IT.

TOM: TRUE, BUT RECENTLY WE'VE HAD SOME NEW THINGS TO TALK ABOUT. LIKE THE NEW WASTE-WATER TREATMENT PLANT ...

DALE: [excited] AND HIGH-SPEED INTERNET ACCESS. SO NOW I CAN RIP AND BURN ON THE FLY—

TOM: [pause] YOU CAN WHAT?

DALE: HEY, IT'S THE FUTURE.

TOM: THIS IS ALL THANKS TO USDA RURAL DEVELOPMENT HELPING OUR COMMUNITY FIND INFORMATION, RESOURCES – EVEN GUARANTEED LOANS – TO PUT US ON COURSE FOR THE FUTURE. ALL YOU HAVE TO DO IS CALL YOUR LOCAL USDA RURAL DEVELOPMENT OFFICE. THEY'LL STEER YOU TO THE PEOPLE AND RESOURCES TO KEEP

RURAL AMERICA STRONG AND THRIVING.

SFX: Cup/saucer set on table.

TOM: WHAT IS THAT?

DALE: DOUBLE SKINNY DECAF CHAI LATTE.

TOM: [incredulous] LATTE?

DALE: THE PRICE OF PROGRESS MY FRIEND.

TOM: [grumble]

LIVE READ: USDA RURAL DEVELOPMENT. COMMITTED TO THE FUTURE
OF RURAL COMMUNITIES. FOR MORE INFORMATION
CONTACT OUR LOCAL USDA RURAL DEVELOPMENT OFFICE
AT <PHONE NUMBER>.

ANNCR: USDA RURAL DEVELOPMENT IS AN EQUAL OPPORTUNITY
PROVIDER AND EMPLOYER.