TITLE: HOW TO COMMUNICATE: USING EMOTIONAL APPEALS , WHAT IF #1

00:00 [scene fades in on MIRIRAI delivering her speech. On the table, she's arranged baked goods on a platter.]

00:00 **MIRIRAI**: Shopping local preserves the special character of a city and instills pride in its residents. Just think of places in our city where you take your out-of-town guests for dining and shopping. Maybe it’s breakfast at Randy’s or going to the Sugarbowl for ice cream…(gestures toward logo) or finding delicious breads at my family's bakery, *The Baker's Hat.* These places give our town a special identity. Buying local keeps our city from looking exactly like every other place dominated by chain restaurants and big box stores. At our bakery we make breads that you just won’t find at the grocery chain stores.

Also, small businesses are better at knowing their customers. You can go into the big grocery stores and never talk to a single person, especially if you choose the self-serve checkout. This would never happen in our bakery.

00:58 [MIRIRAI picks up the tray of baked goods and smiles warmly]

01:09 **MIRIRAI:** After two or three visits, you’ll be greeted by name. You become a part of the family.

01:09 [scene fades as MIRIRAI moves to distribute baked goods]