

## **Radio Ad Script – Pro Banking Message**

*[VO tone is aspirational, uplifting]*

Every day, banks touch every corner of our lives.

They support us as we turn life's goals into accomplishments.

Goals like going to college...

Opening a small business....

Buying a home....

Planning a wedding.....

Having a baby.

From your first car to a new life after retirement, our community banks are there for all your life's milestones.

*[VO tone shifts to slightly more serious, matter-of-fact]*

Our banks are proud to pay federal income tax and South Dakota's state bank franchise tax – money that supports State and local government services, like our K-12 schools.

But did you know that due to federal legislation nearly a century old, credit unions – which today act just like your local bank – don't pay either of those taxes. And the Farm Credit System pays only a small portion.

Missions have changed. Tax laws should too.

Tell Congress it is time for a change!

Learn more at S-D-B-A dot com

*This message brought to you by your local community banks and the South Dakota Bankers Association.*