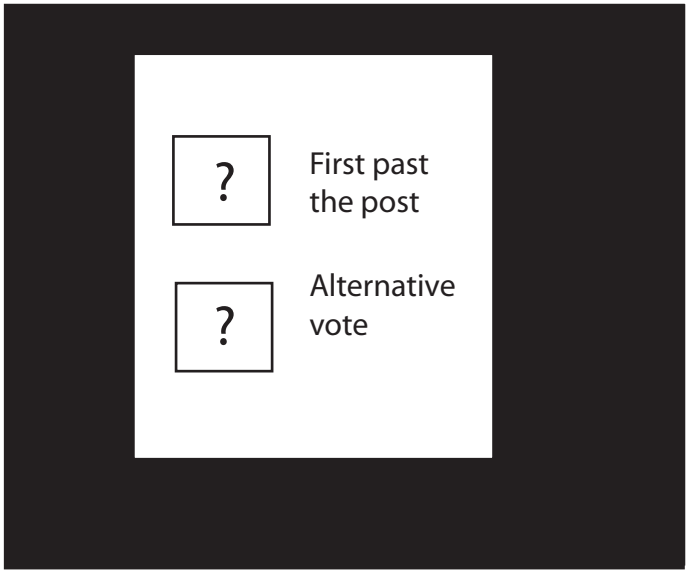
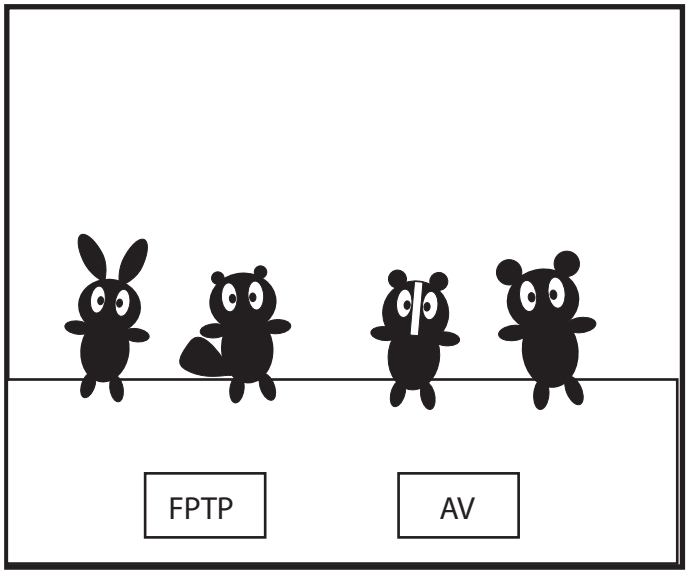
1. Dramatic music plays as spot lights sweep across a theatrical curtain and stage.
Type appears on screen: Welcome to THE VOTE FACTOR
Peter Dickson Style VO: *"Welcome THE VOTE FACTOR.*
On May 5th the Great British public will be asked to vote in a referendum on the way we will elect MPs to the House of Commons in the future."

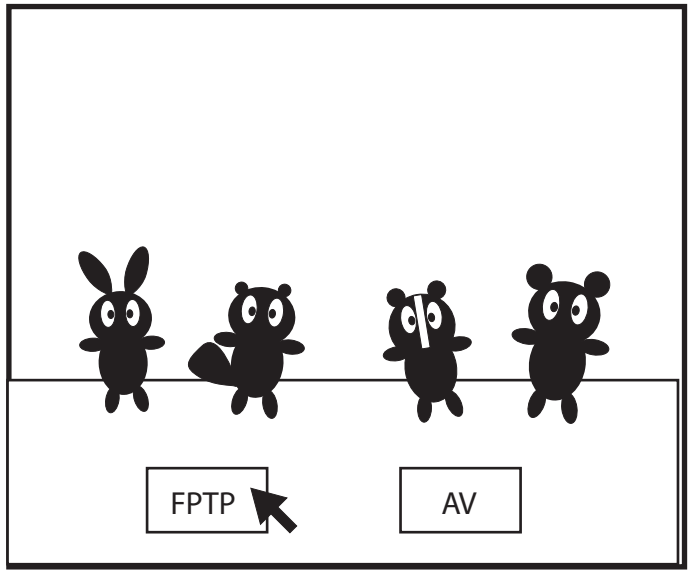


2. *"You'll get to choose from two different ways to vote."*
A non interactive ballot paper pops up into frame and question mark appears over the two options.
"First Past the Post or Alternative vote? On May 5th YOU decide."

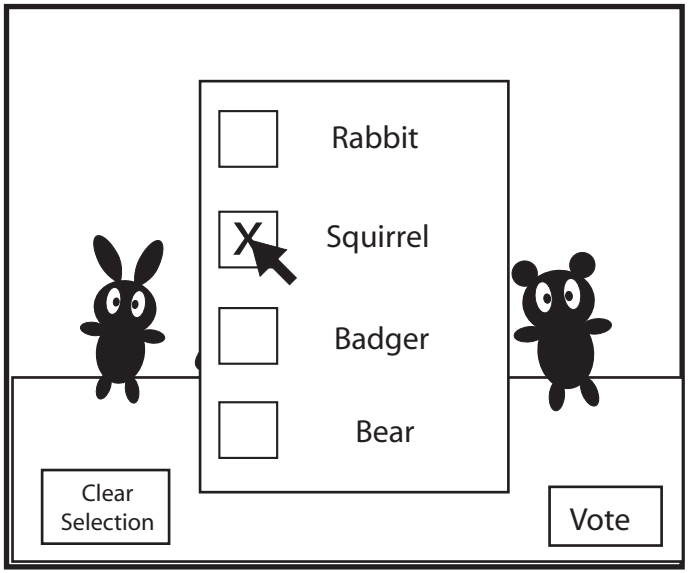
"Today, you'll discover the difference between the two."



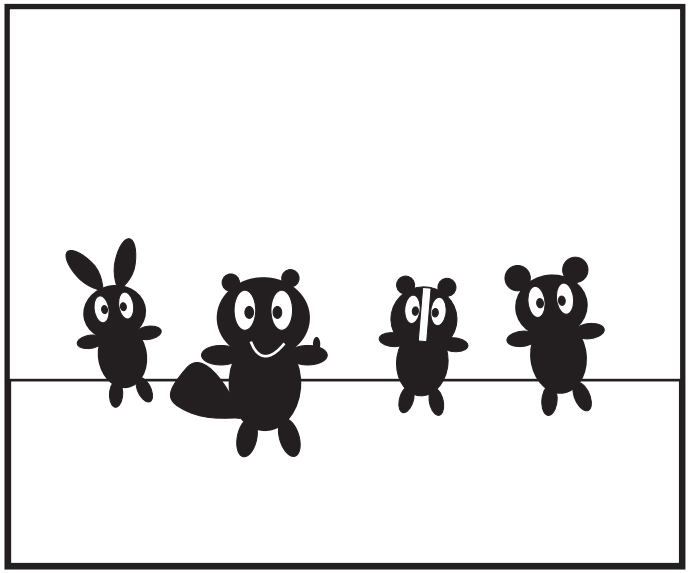
3. *"But rather than voting to elect an MP, you'll be get to practice by voting on YOUR FAVOURITE DANCING ANIMAL."*
"Ladies and Gentleman. It's time. To face. The creature candidates."
A curtain raises to reveal four simply animated dancing animal animals (EG: Rabbit, squirrel, badger and bear). They wave before starting to dance in different styles..
VO: *"Please pick a voting system to find out more."*
Two buttons appear.



4. The four characters continue dancing in the background.
VO: *"So what is First Past The Post voting? Well, it's the way we vote for MPs at the moment. With First Past The Post you vote for a single candidate and you use a cross. So, take a good look at all of our hopefuls here before you make your choice."*



5. The four characters continue dancing in the background.
VO: *"So, take a good look at all of our hopefuls here before you make your choice."*



VO: *"You voted for… " Dramatic pause. "SQUIRREL."*
The squirrel steps forward gives a thumbs up and a wave.

VO: *"But lets see how the rest of the nation has voted."*