VICTOR THE VOTE COUNTER

Comment [c1]: Suggest both FPTP and AV have 5 candidates not 4

Interactivity

The film will be primarily hosted on YouTube to make use of their embedding framework and interactive annotations.

To create interactivity we'll use annotations to skip through the timeline of **one** video, split into chapters. At the end of a chapter, the user is asked if they have understood, and given the option of skipping back to the start of that chapter by clicking an annotation that pops up. These points are built into the narrative, so they don't interrupt the flow of the film if users choose not to interact.

If the user doesn't interact, the film will simply keep playing through into the next chapter until the whole film has been played. This means the film can be viewed on mobile (where annotations can't be seen) without the need for an alternative version.

The timeline can also have constantly visible 'markers' that line up with the start of chapters in the film, so users can physically drag the play-head to the start point of any chapter whenever they like, should they choose to.

Reference – Boone Oakley
http://www.youtube.com/watch?v=Elo7WeIydh8

Script

INTRODUCTION – Chapter 1

We open to the exterior of a fantastic abacus shaped building as a keen, eager voice over sets the scene.

VO: "Welcome to the *Ministry of Adding Things Up*! Now 'why' I hear you call, are we here? Because…(trying to be booming and deep) REFERENDUM IS COMING!" (Clearing his voice, a bit embarrassed) "Ahem. It might sound big, but it's really nothing to be worried about. And with a little help from my friends here, you'll be an expert in no-time. Come inside!"

Comment [c2]: Don't want to imply people are worried

Wipe to the Ministry's 'REFERENDUM PRACTISE BOOTH'. A queue of very simply drawn characters are trooping behind the curtain one by one, and emerging again to drop a ballot slip down a chute. One in, one out, like a production line.

VO: "So, what is this referendum about anyhow? It's simple, really! On May 5th, you'll be asked to vote on the way you vote in elections, by choosing between either the current system or a different one. Let's find out what they are, shall we?"

Comment [c3]: Need to clarify this as it's only for UK Parliamentary elections (not all) in the booklet we say elections to the House of Commons. We can also get away with saying UK general elections, elections for the UK Parliament

With the sound of a penny whistle, we follow one of the ballots through the chute as it slides and loops through pipes, finally dropping onto the desk of a small, busy man sat in a large room. He's eagerly sorting the falling papers into piles.

VO: "Everyone, meet Victor! (he waves) Victor is our most important counter here at the ministry. He's the man in charge of counting every vote in our elections, and he's very, very good at it. Whaddaya say Vic, are you ready to help explain the two voting systems?"

Victor nods enthusiastically, picks up his piles of votes in either arm and wobbles precariously across the room with the nervous skill of a novice tight-rope walker.

VO: "OK! So, there are two systems. The first is called 'First Past The Post'"

Victor drops one of his piles of paper onto a switch on the floor, lighting up a big 'FIRST PAST THE POST' flashing sign – nearly losing the other pile in the process.

VO: "And the other is called 'Alternative Voting'." (Victor drops the other pile, lighting another sign with ALTERNATIVE VOTE on it). "Which shall we start with first? Click to make a choice."

INTERACTION POINT – The two signs are highlighted by annotation frames.
Clicking 'First Past the Post' advances the timeline immediately to FPTP.
Clicking 'Alternative Vote' advances the timeline to AV.
No interaction after a few seconds plays the next chapter, which is FPTP.

FPTP – Chapter 2

Victor looks up at the 'First Past the Post' sign and nods, walking off screen to the left.

We now see a corner of the room with 'FIRST PAST THE POST' painted on the wall, and four empty trays on the floor against it. There is a big heap of ballot papers. Victor trips over a stray potplant and falls headfirst into the pile, disappearing.

VO: "OK! This system is called 'First past the post'. First past the post is the voting system we currently use in the UK, so if you've voted before in a UK election, you'll probably recognise it. Here's how it works."

Comment [c4]: Again – issue with the fact this only applies to UK general elections (ie not Scottish Parliamentary and all the other elections going on)

Victor resurfaces, flustered, clutching a ballot slip. We cut to Victor's view, so the ballot slip fills the screen. There is a list of fictional names, and one is marked with a black X.

VO: "With first past the post, everyone is allowed to vote for one candidate from the selection by marking them with an X. (Victor's finger points to the X) That vote is then posted into the ballot box, combined with all the others, and counted."

Cutting back to the room, we see Victor clambering hopelessly out of the pile. Standing up, clutching a batch of papers, Victor starts his count. His tongue is stuck out in concentration.

VO: "Time to get to work then Victor! The ballots are sorted by hand according to who voted for who, ~~and understandably, that takes a while~~. Let's leave him to it."

With a ping, the room transforms. A beam of daylight instead pours through a window. The heap is cleared, and four towering piles of ballots against the wall. Victor is still standing where he was, but is now sleeping on his feet with a small beard. One pile is clearly taller than the others.

VO: "Amazing job Victor! (He wakes with a start) You never fail to impress. Now all the votes have been counted, and the winner is the candidate with the most votes."

Victor shakes off his scruffy tiredness, returning to normal, and studiously measures the four piles with a tape measure. Finding the tallest, he produces a rosette and slaps it on. It falls off. He flushes, and puts it back on again, firmer. Content, he walks off screen to the right.

VO: "And that's that!"

Victor has walked back to the part of the room from the introduction, standing again in front of the two signs from earlier. There's now also an 'I'm done' sign in the middle.

VO: "Great. So, did you understand First Past the post?

Victor nods very enthusiastically, a bit like the kid you went to school with who always put his hand up at every single question asked.

VO: "No, not you Victor – our voter! If you're still not sure about first past the post, just click the sign and we'll explain it again. Otherwise, choose if you'd like us to explain 'Alternative Vote', or, if you're finished, click 'I'm done'.

INTERACTION POINT – The three signs are highlighted by annotation frames.
Clicking 'First Past the Post' rewinds the timeline to the beginning of FPTP.
Clicking 'Alternative Vote' advances the timeline to AV.
Clicking 'I'm Done' advances the timeline to Endframe.
No interaction after a few seconds plays the next chapter, which is AV.

IF THE USER DOESN'T INTERACT:

Victor will stand twiddling his thumbs while he waits for the user to pick a choice. If, after 4-5 seconds no choice has been made, we move into AV with this transition:

VO: "…I'll assume you've been stunned into silence by the sheer brilliance of our example. I should teach. Moving on to Alternative Vote then!"

AV – Chapter 3

Victor looks up at the 'Alternative Vote' sign and nods, walking off screen to the right.

We now see a corner of the room with 'ALTERNATIVE VOTE' and a line marked '50% of number 1 votes' painted on the wall, and four empty trays on the floor against it. There is a cargo net stuffed full of ballot papers swinging from the ceiling. Victor walks to a lever underneath it and pulls it. After a pause and a creak, it falls unexpectedly straight down on top of him with a dull thud.

VO: "Right then. This is the 'Alternative Vote' system. It's different to the one we currently use in the UK, so don't worry if it doesn't sound familiar. Here's how it works."

Comment [c5]: As before

Victor crawls out from underneath the pile, and blows a vote slip off of his head. He catches it in his hand, and we cut to his view so the ballot slip fills the screen. The same list is visible, but now we see numbers 1-4 written in the boxes instead of a single X.

VO: "With alternative voting, everyone is allowed to vote for as many candidates as they like, by order of preference. This is done by marking a favourite - number 1 -candidate first (Victor's finger points to the 1), followed by a number 2 candidate (the 2), a number 3 (3) and so on. Once finished, that ballot paper is then posted into the ballot box, combined with all the others, and counted."

Comment [c6]: We may have to be clear you don't have to vte for more than one – will check and get back to you on that

Cutting back to the room, Victor scoops a huge armful of ballots from the floor and staggers across the room to his desk, barely visible. He tries to sit down, but can't get close to the desk – thumping into it over and over like a moth to a flame.

VO: "Best start that count then Victor! The ballots are sorted by hand according to everyone's first choices. ~~There's a fair bit to do~~, so we'll come back later, OK Vic?"

A tiny arm emerges from the behind the pile with a wobbly thumbs up, before Victor falls over completely. The votes he was carrying land neatly on his desktop.

A black frame cuts in. It reads ~~'43 HOURS LATER'~~ and we hear a ticking clock.

Comment [c7]: Don't want to make any suggestions about how long either system takes to count as that is one of the No campaigns arguments against AV

Jumping back to the room, the floor and desk are clear and four neat towering piles have appeared against the wall. Two of the piles are equally tall. Standing in front of one of them is a wide-eyed Victor, one eyelid slightly twitching. Around his feet are around 20 empty coffee cups and his shirt is on backwards.

VO: "Incredible work as always Victor. *(He jumps a lot, startled by the sudden noise)* So, if one candidate receives 50% of the number 1 votes, they win. Looking at the line on the wall, we can see noone has yet – so we have to start the second round of the count."

Victor looks up and surveys the line, blinking a few times. After a laboured pause, he walks to the smallest pile and starts trying to pick it up. He strains, but the pile goes no-where.

VO: "In the second round, the candidate with the fewest votes is removed from the contest. We then look at all of the ballot papers from the removed candidate – if a paper shows a number 2 vote for a remaining candidate, it is added to that candidate's pile. If it doesn't, it is no longer used."

We go to a graphic showing two ballot papers:
One is marked with just a Number 1 vote – for the removed candidate;
the other is marked with a Number 1 – for the removed candidate - a number 2, and a number 3 vote.
The one with just the number 1 vote has a cross through it. 'No longer used'
The other has a tick. 'Reallocate'.

Comment [c8]: May be worth showing the redistributed ballots in a different colour or something – like in the booklet. Make sure party colours are avaoided.

The graphic disappears and we see Vic still struggling.

VO: "In your own time, Vic."
The scene suddenly jumps again, and Victor is sat in the middle of the room on a chair with a newspaper. The pile he was trying to lift has disappeared, leaving a dusty square on the floor, and the other towers have all grown. But none of them are yet past the line on the wall, which has been amended slightly with one word scribbled out and replaced with another: "50% of the ~~number 1~~ remaining votes"

VO: "Oh! Have you redistributed all the votes?

Victor gestures towards the piles, pointing with his newspaper. A section at the top of the piles is highlighted when he points, revealing where the redistributed votes have ended up.

VO: Great job. So, as we've removed some of the ballot papers, we're now looking to see if any of our candidates have more than half of the remaining votes. You'll notice we've lowered the finishing line to reflect this. And – well, you know already, Victor – none of them has enough votes quite yet. So, once again, we remove the candidate with the fewest votes and we look at those papers to see if any of the remaining candidates are ranked. If so, the paper is moved to the candidate with the highest ranking. If not, the paper is removed. Redistribute away, please Vic."

The scene jumps again. There are now two dusty squares where the two previous piles had been. We can see Victor slumped against one of the two remaining piles. The redistributed votes are still highlighted and now visibly taller. The line on the wall has dropped again, and one pile goes past it.

VO: "Fantastic. We have a winner! With the votes redistributed, one candidate has more than half of the remaining votes cast."

Victor strides over to the winning pile and pins on the rosette, before walking off screen to the left.
VO: "Bingo!"

Cutting back, Victor is again in the middle of the room from the introduction, standing in front of the two signs from earlier. The 'I'm done' sign is again in the middle.

VO: "Of course, this is just one example. ~~If there had been more candidates, the count could have gone on longer. But, fortunately for Vic, there were just four candidates this time.~~ So, that's about it. Did you understand the 'Alternative Vote'?

Comment [c9]: If we have 5 candidates – her we can say something about, it could have been won in the first round if someone had more than 50% or it could have gone on a further round

Victor looks hopefully straight down the camera, with his fingers crossed.

VO: "If you're still not sure, just click the 'Alternative Vote' sign and we'll explain it again. Otherwise, choose if you'd like us to explain 'First Past the Post, or, if you're finished, click 'I'm done'."

INTERACTION POINT – The three signs are highlighted by annotation frames.
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IF THE USER DOESN'T INTERACT:

Victor will stand twiddling his thumbs while he waits for the user to pick a choice. If, after 4-5 seconds no choice has been made, we move into Endframe with this transition:

VO: "…You're a quiet one Let's finish off then."

Endframe – Chapter 4

Victor wipes his brow and breathes a sigh of relief.
VO: That's us all done then! Thanks for visiting the Ministry of Adding Things Up today. We hope you enjoyed your stay.

VO: "On May 5th, you'll be able to vote on the way your vote is counted in the UK referendum. I hope we've helped you decide which to go for!"

A banner unfurls from the ceiling, covering the signs that were there before with:
"To learn more or register to vote on May 5th, visit aboutmyvote.co.uk"

VO: "If you've got any more questions, visit aboutmyvote.co.uk. See you soon!"

Victor waves, and the film fades to a close, leaving the URL and referendum dates as text on screen.