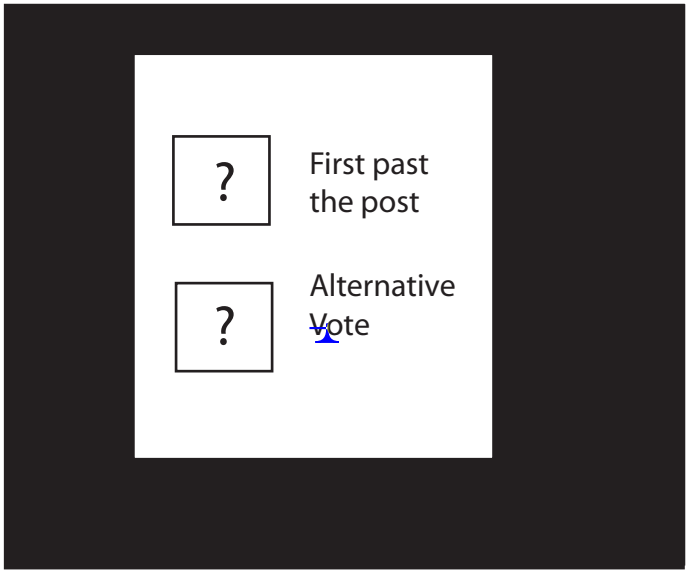
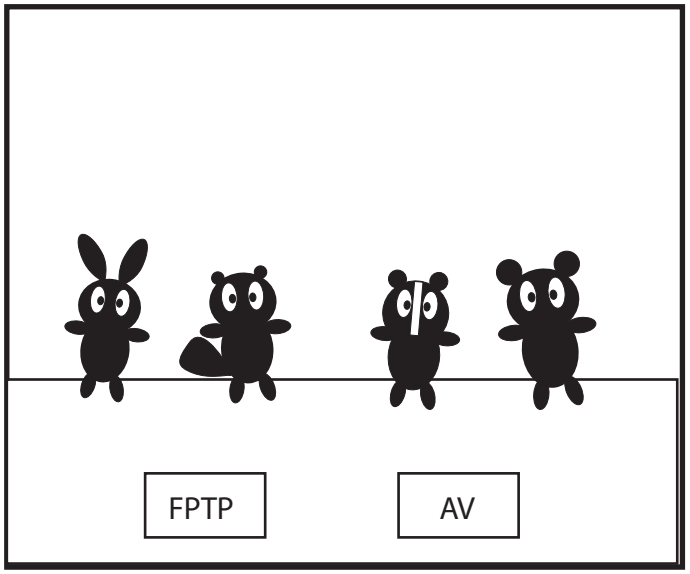
1. Dramatic music plays as spot lights sweep across a theatrical curtain and stage.
Type appears on screen: Welcome to THE VOTE FACTOR
Peter Dickson Style VO: *"Welcome THE VOTE FACTOR.*
On May 5th the Great British public will be asked to vote in a referendum ~~which could change~~ the way we will elect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

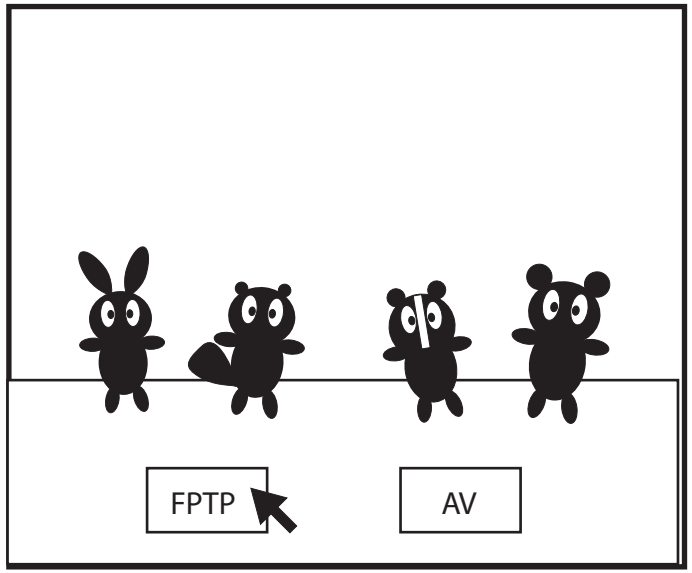


2. *"You'll get to choose from two different ways to vote."*
A non interactive ballot paper pops up into frame and question mark appears over the two options.
"First Past the Post or Alternative? ~~Will you change the way we vote forever?~~
On May 5th YOU decide."

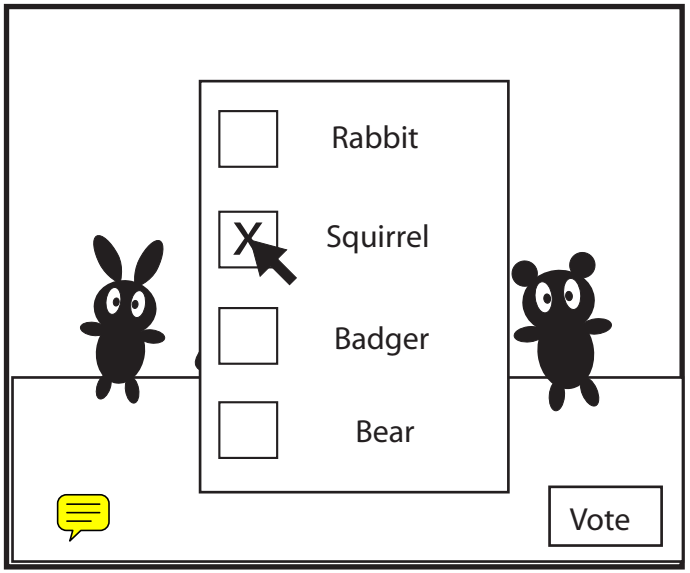
"Today, you'll discover the difference between the two."



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."*



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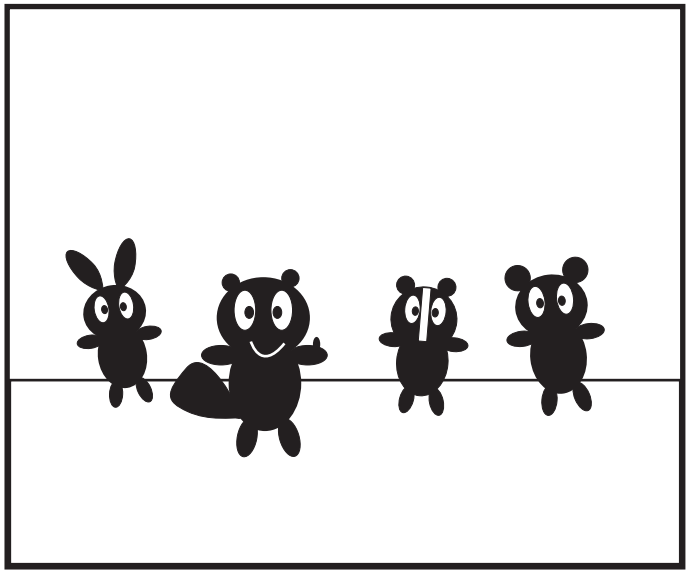

VO: *"You voted for… " Dramatic pause. "SQUIRREL."*
The squirrel steps forward gives a thumbs up and a wave.

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