

VIDEO	AUDIO
<p>OPENING SEQUENCE:</p> <p>OurvoYce Logo</p> <p><i>(Fade in):</i> <b>How it works</b></p> <p>Registration screen</p> <p>Voting Page</p> <p>CU of Thumbs up, thumbs down</p> <p><i>(Title, up and over, and out):</i> <b>Why Do it?</b></p> <p>Picture of Two people talking (istockphoto)</p> <p>Picture of a group of people being asked a question (istockphoto)</p> <p>Picture of thousands of people (istockphoto)</p>	<p><i>(Music up and under)</i></p> <p><u>ANNOUNCER:</u> This is OurvoYce. The idea is quite simple. With just <u>clicks of the mouse</u>, you can voice your opinion on important issues. And make your opinion count.</p> <p>In just a few minutes you'll be voicing your opinion by voting. A fast and simple registration process and you're on your way.</p> <p>Voting on our voYce <u>couldn't be easier</u>. Just click on any of the tags or hot topics ... and <u>vote</u>. You can vote on government, media, corporations, people, food, entertainment, <u>just about anything</u>.</p> <p>Click a <u>thumbs up</u> or <u>thumbs down</u> and you're done. You've voiced your opinion.</p> <p>Everyone has an opinion, right? In fact, <u>we have lots of them!</u> (pause)</p> <p>Ask ten people what they think about Coke or Pepsi and you'll get some interesting feedback. (pause)</p> <p>Get <u>ten thousand</u> people to answer the question and <u>now</u> we start to see what <u>other</u> people are thinking.</p> <p><u>Pretty cool, huh!</u> What do other people in the country think? How about people in your state or even in your town?</p>

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CU of the USA map from ourvoYce	What are people thinking? <u>That's the question that our voYce wants to answer.</u> You can see <u>all</u> voting results by state, zip code and age ... and see <b>how many</b> people are voting.
CU of Bar chart, age group and map (ken burns effect)	Plus, you'll have the opportunity to see how your opinions compare with everyone else participating. Basically the more data that gets collected, the better it reflects how we all feel about (pause) <u>everything!</u> And that's how <u>your voice counts!</u>
Picture of the ourvoYce hot topic email	You'll have opportunities to vote on hot topics and social issues. New topics are added frequently based on what's happening in the world.
Picture of the Voting page (slow pan)	You can voice an opinion on all the stuff that is important to you ... or maybe just the fun stuff.  Maybe it's something as ordinary as your favorite coffee (beat)
Cup of Coffee	Or who has the best fries. <u>You know you have an opinion on that!</u>
Fries	Or, something important like government spending, corporate accountability or other social issues. But whatever you vote on, you can do it <u>quickly</u> ... without lengthy discussions and without (pause) media (pause) hype. What's YOUR opinion?  (title: No Media Hype)
Shot of changing vote, Thumbs up to down or neutral	And, if your opinion changes. <u>No problem.</u> You can change your votes during any visit to the website.

