



"You think you know it all and you do until something slaps you in the face."
 Stamp logo onto screen.
 Female voice: "Doesn't everyone want their first time to be special?"



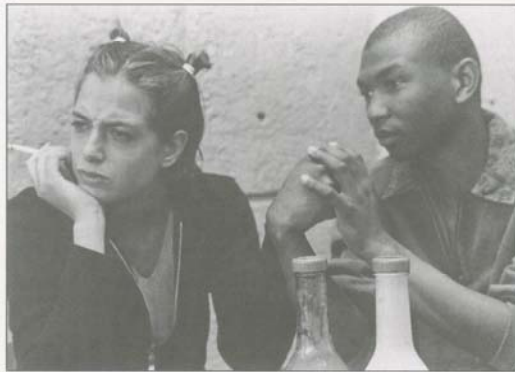
"Remember your first game of kiss and catches?"
 Music: *Girl, you'll be a woman soon* (Urge Over Kill)



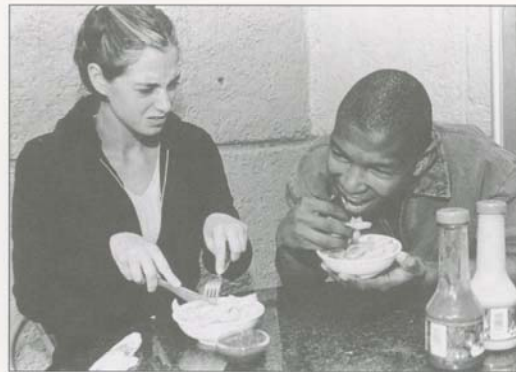
"And yes, the first time I nearly felt like a real woman."



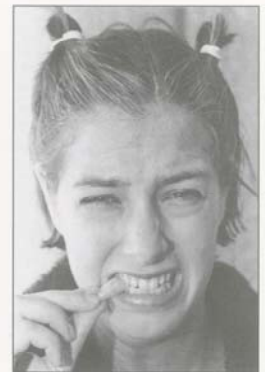
"He picked me up for the first date ... maybe my skirt is too suggestive?"
 Music: *You sexy thing* (Hot Chocolate)



"Where is the French wine and escargots?"
 Music: *You sexy thing continued*



"I wanted passion and an insatiable hunger. I got it, but not for me!"
 Music continued



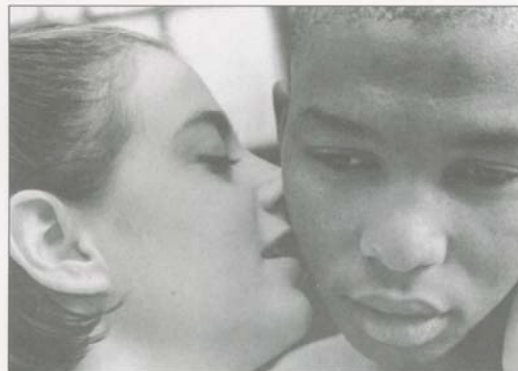
"I should have listened to my father!"
 Music continued

AFTER the first round of registrations for this year's election only five percent of first-time voters had put their names on the voters' roll – just 181 048 of the first generation to have come of age under democracy. According to a Community Agency for Social Enquiry (CASE) study for the Youth Commission, 21% of the population is aged between 18 and 21 – nearly 3 500 000 people.

Commentators blamed lack of information, IEC disorganisation, the run-around from one registration station to another, the bar-coded ID bungle, and the timing – registration occurred exactly when matriculants and college and university students were writing exams, often away from home where they have to vote when the time comes.

But maybe it was also the election advertising campaign. Stolid politicians represented on posters registering, worried Home Affairs officials on TV appealing for people to collect the millions of ID documents piling up. Maybe the messages were all wrong?

How would the youth speak to the youth? This storyboard for a TV advertisement was written, photographed and designed by Alison Canter, Pia Marangoni, Tarryn Stead, Kristy Macleod and Vanessa Vasques, second year journalism students at Rhodes University.



"But he did smell alluring and tasted even better."
 Music: *I'm horny* (Musta-C)



"I was trying to act cool and asked: 'Do you sleep on your stomach? No? Well can I? All I really knew was that he had to stick it in and ...'"
 Music: *I'm horny continued*



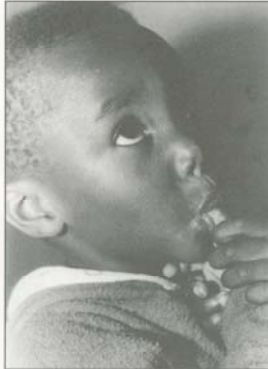
"After all, I told him, it's just like voting: just stick it in."
 Music continued and then fade



Music: *backtracking record then stop*
 "Vote and make your first time perfect."



"You think you know it all and you do until something slaps you in the face." Stamp logo on to screen.
Male voice: "Doesn't everyone want their first time to be something to tell your mates about?"



"I remember the first time I got a marble stuck up my nose."
Music: *Macho man* (Village People)



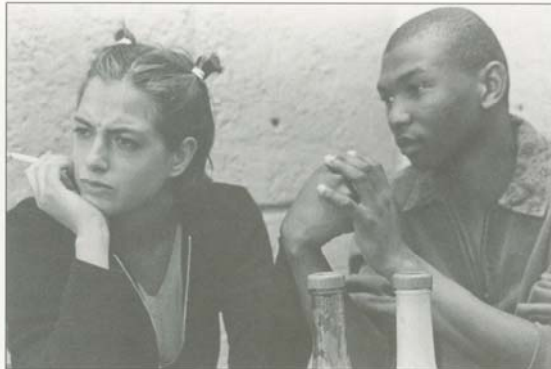
"And yes, the first time I felt like a real man ..."
Music: *Macho man* continued



Close-up of his profile the cross being the main focus.
Music continued



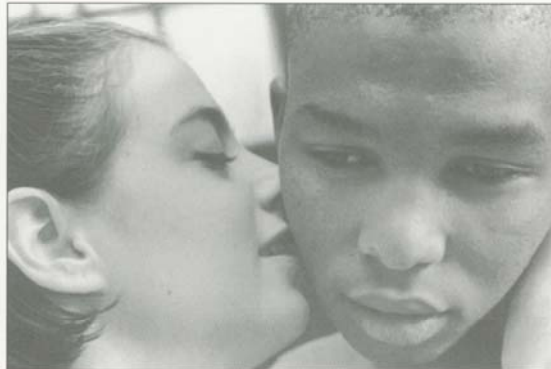
"My first arrival to take her on that date ... hmmm and that short skirt."
Music: *You sexy thing* (Hot Chocolate)



"She was expecting French wine and escargots ..."
Music: *You sexy thing* continued



"My first attempt at romance but she just wouldn't swallow it."
Music continued



"I guess she must have preferred my new aftershave ..."
Music: *I'm horny* (Musta-C)



"I was being cool and suggested that she come back to my place ... all I really knew was that I had to stick it in and ...". Music continued



"She was a little surprised, but after all, it's just like voting, just stick it in." Music continued and fade.

Vote and make your first time perfect