

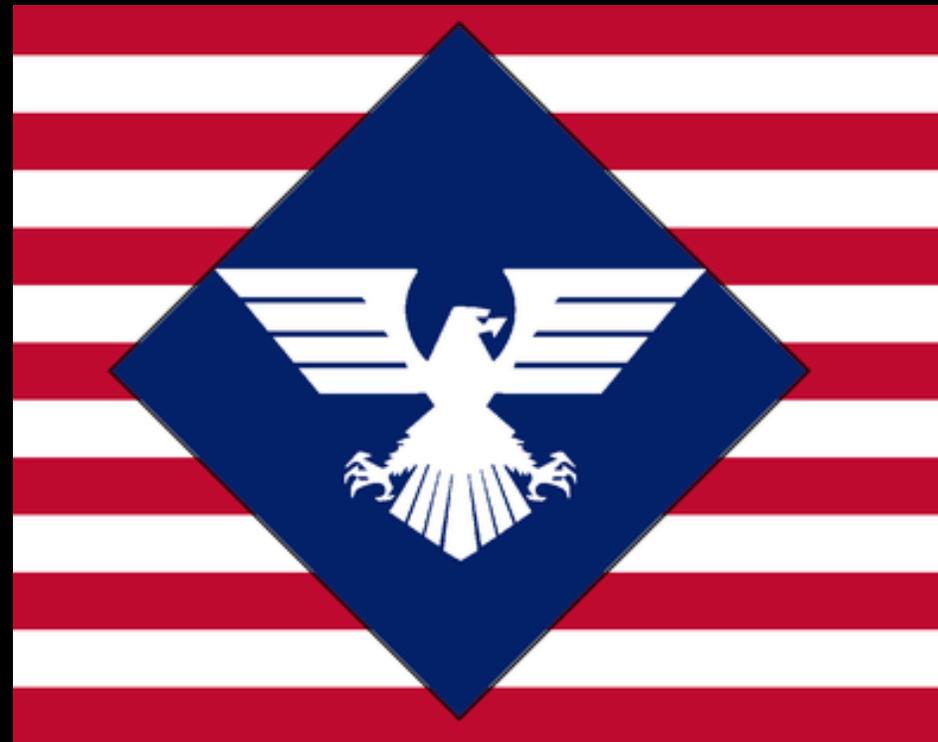


# Vital Signs

Measuring Threats to American Democracy

At **Story Studio** we believe we need to **DO MORE** to *wake up* the majority of Americans to the **question...**

How is **democracy** being **threatened** in America?



The **OVERLOAD** of news concerning the many aspects of the threats to our **democracy** begs for a simple, weekly **indicator** ...

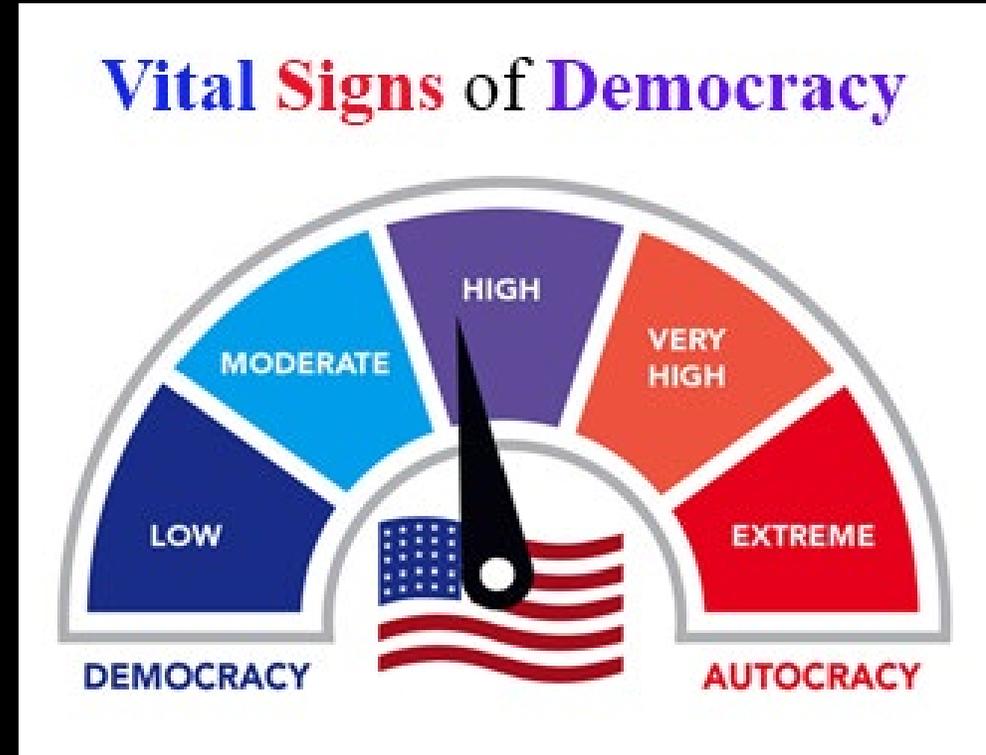




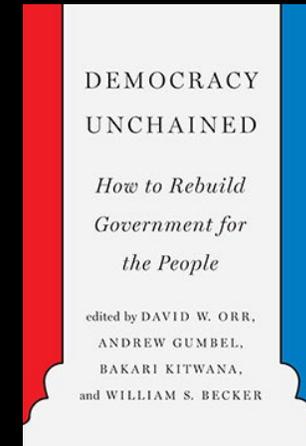
*An indicator of America's...*

# *Vital Signs*

**Vital Signs** gives citizens a “quick take” on the **threat level** to democracy in **America** based on *rating* the political, economic, and social news stories of the week.



**Vital Signs** is designed to reside on the home pages of hundreds of organizations that are confronting the **threat** to our **democracy**.



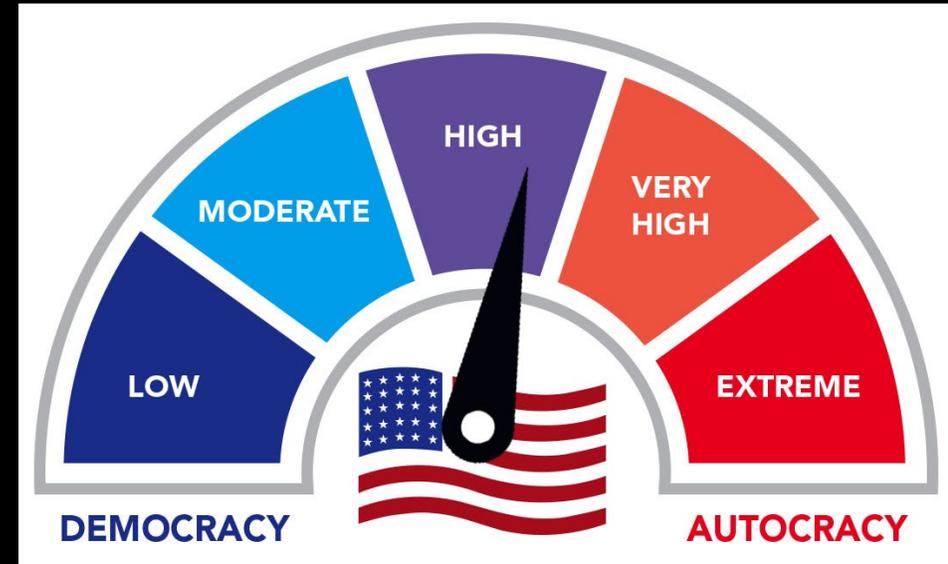
...and the television and social media **news feeds** that cover their activities.



The New York Times  
Expect the World®

The **Vital Signs** aggregated “**score**” gives citizens a sense of which way America is leaning in any given week...

**Democracy** or **Authocratic**?





As well as the **days left** until the 2022 mid-terms and the 2024 Presidential election to take **action**.

**ELECTION COUNTDOWN**

**2024 Presidential Election**  
Tuesday, November 5, 2024

**1,093**  
DAYS

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**2022 Midterm Elections**  
Tuesday, November 8, 2022

**365**  
DAYS

Get the Code

**270**  
WIN

The graphic features a stylized American flag on the left side, with red and white vertical stripes and a blue field with white stars. The text is arranged in a clean, modern layout with a blue and white color scheme. At the bottom, there is a decorative border of white stars on a blue background.

There are similar **RATING** systems like **Vital Signs** that are popular with **Americans**.

They include...



Film rating websites like...  
*Rotten Tomatoes.*

Professional reviewer's  
assessments *PLUS* the  
opinions of the audience  
who watched the film.



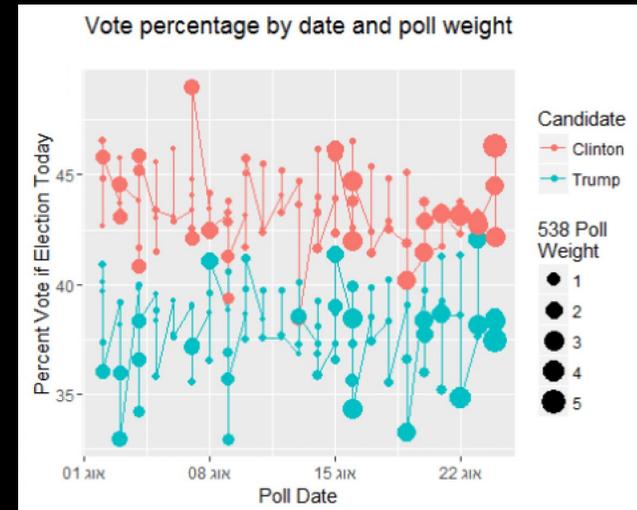
**Critics Consensus**  
A cleverly layered drama that challenges your assumptions of the possible, this film delivers with limitless excitement.

 <b>94%</b>	 <b>71%</b>
<b>TOMATOMETER</b>	<b>AUDIENCE SCORE</b>
Critic Ratings: 418	Verified Ratings: 5,500

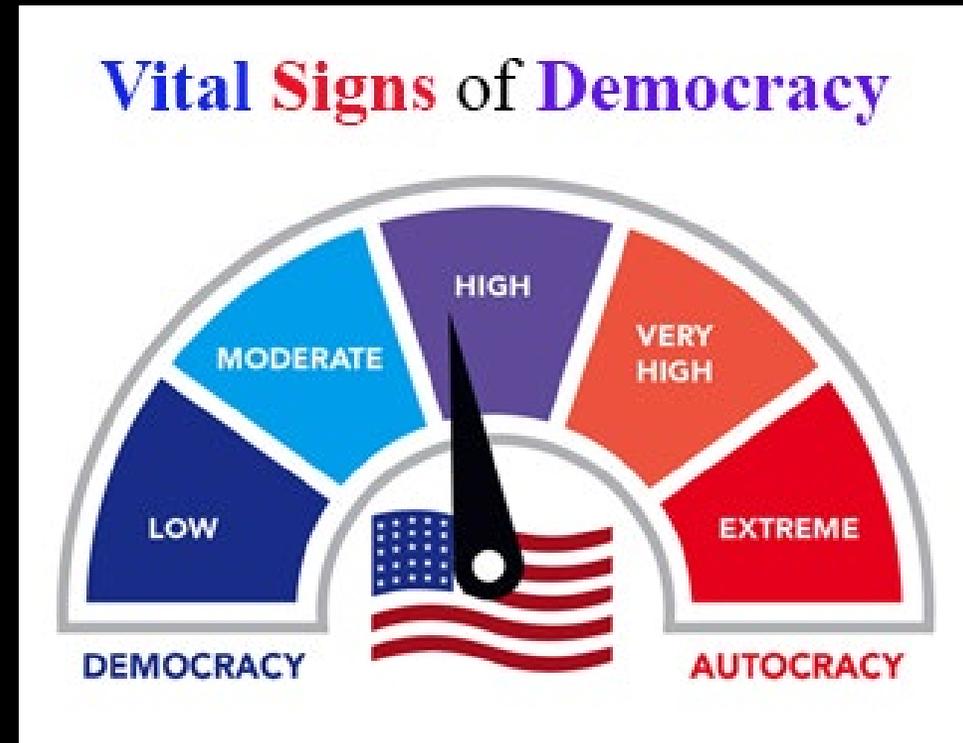
[NEW](#) [MORE INFO](#)

The **538 polling organization**, the popular on-line destination for accessing a politician's overall approval ratings **aggregated** from a variety of different **polls**.

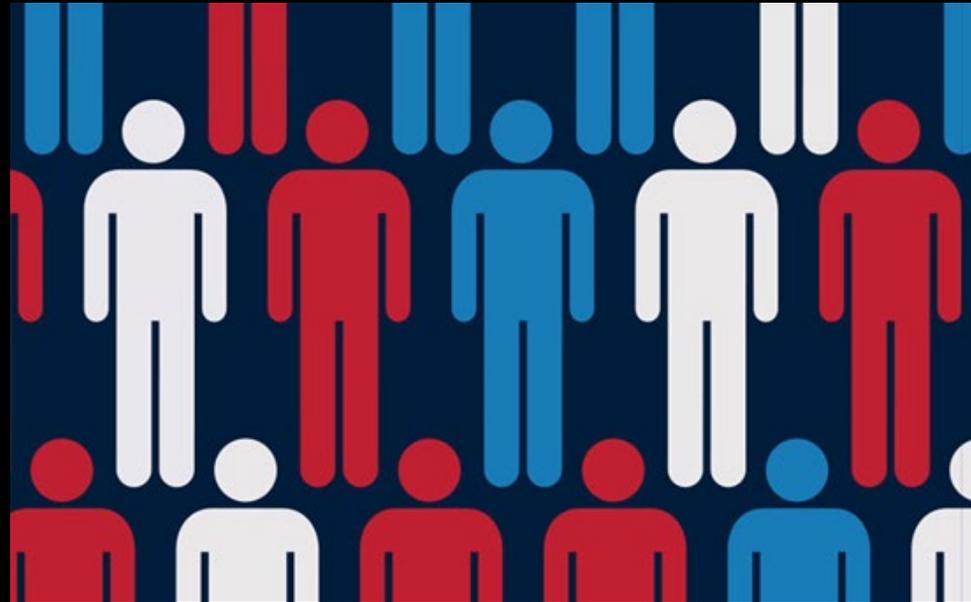
 **FiveThirtyEight**



Likewise, **Vital Signs** offers a weekly score aggregated from the ratings of individual **news articles** based on our expert **NLP** narrative analysis .



Vital Signs target audience are the 65-70% of Americans that show up in the national polls wanting democratic norms that ensure...



The right of everyone to **vote...**  
**easily**



Holding bad actors **accountable**  
for crimes against democracy



A women's **right to choose**  
within reason



A common set of **facts** from  
which to debate the way forward

A **fair federal tax** system

Continued **separation** of church  
and state

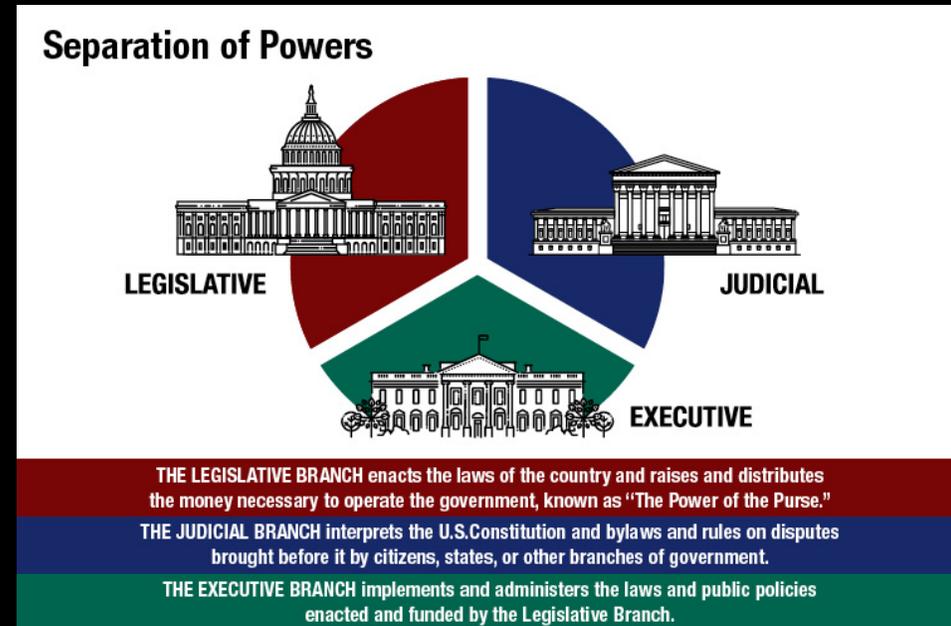


This majority of  
**Americans** is made of  
individuals that identify...

as **moderate conservatives**,  
**liberals** and independents.

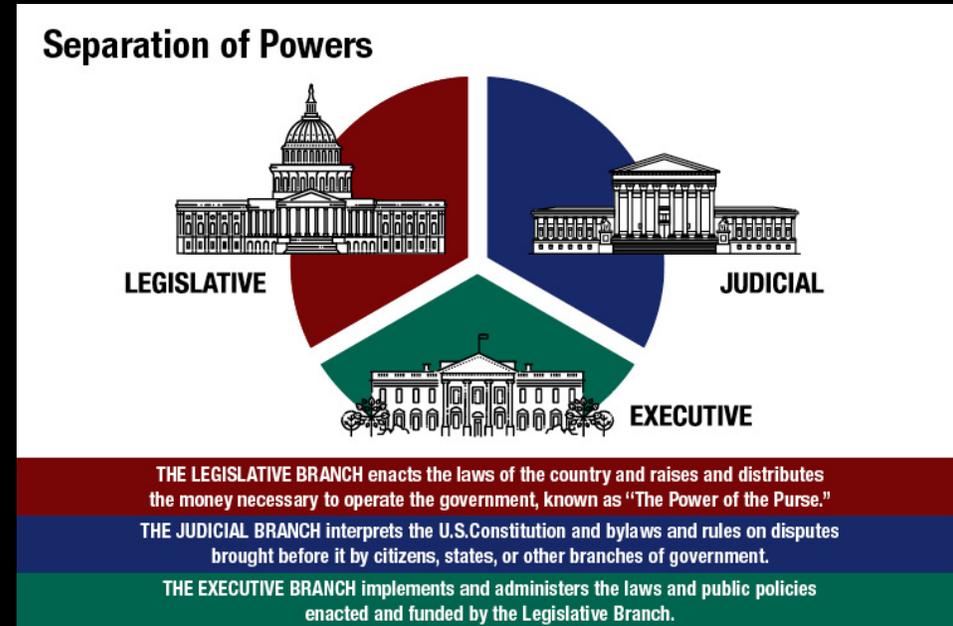


Yet, there is still a **strong belief** in **America** that our current system of checks and balances will blunt any attempt by either political extreme to take over governing America.





Our narrative analysis suggests that is **NOT** true anymore...



A majority of **Americans** also believe that “**smart people**” are already addressing these challenges and they **need not worry**.



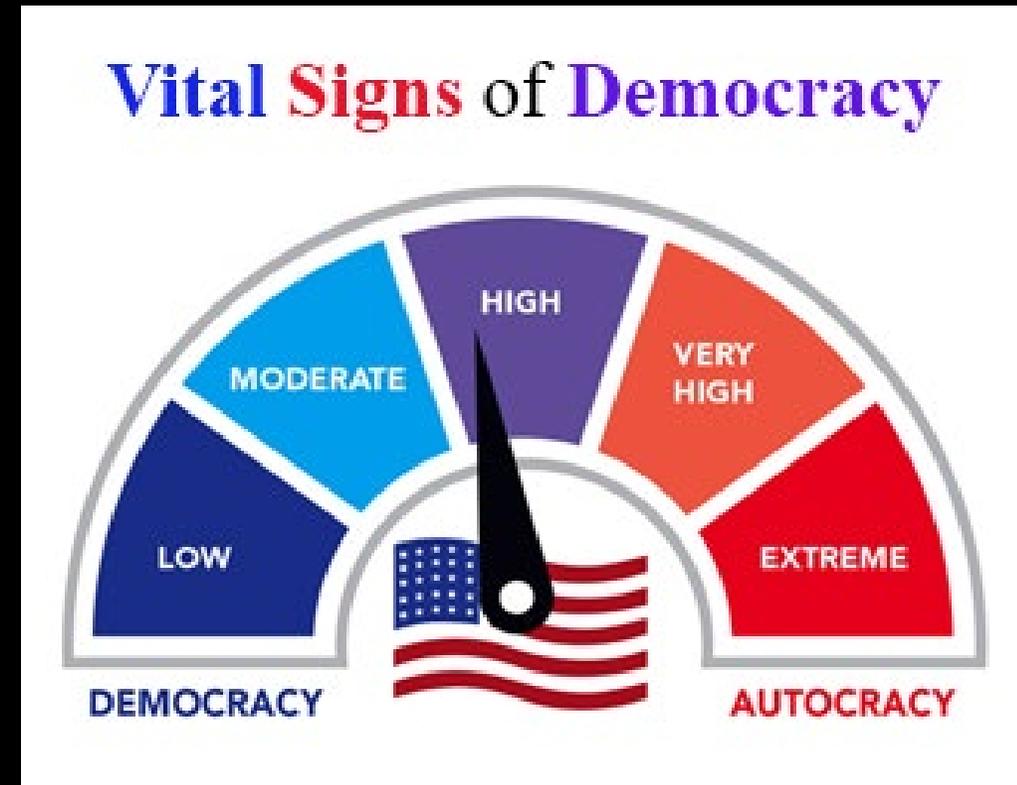
Given those **findings** we believe the majority of Americans **STILL** need to be convinced the threat to democracy in America is **real**.



*And* it will take all of us getting **actively involved** to ensure democracy's survival after the 2024 election.



**Vital Signs** is a **novel MEDIA** strategy for **WAKING UP** the majority of **Americans** to the current dangers facing our **democracy** and calling them to **action**.



**Vital Signs** provides a **simple indicator** that offers clarity in sorting out the overload of news stories, social media posts and misinformation concerning the **threats** to our democracy.



*What are America's...*

# *Vital Signs*

*Don't you want know?*



**Story Studio**