

AT LARGE, OUT LOUD

at large media

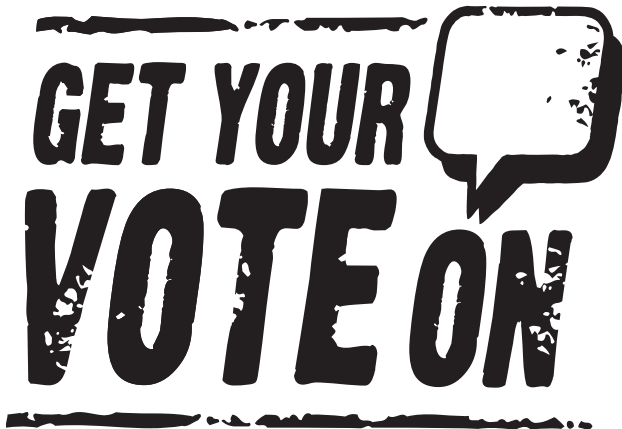
2004-12-15

Thank you for subscribing to At Large Media's newsletter, dedicated to the exploration of Media & Meaning. Before you log off for holidays we thought we'd send you a December update, letting you know that the item

that was at the top of our wish list this month – funding for our youth mobile voting initiative – has been granted.

Western Economic Diversification has very generously given the 'Get Your Vote On' project the green light.

Keep reading for more on this web and mobile technology initiative...



At Large News

At Large Media is working with Check Your Head, UBC's Mobile MUSE project and Exponentia Communications to launch 'Get Your Vote On,' a community and technology initiative designed to engage young people in the voting process and support their early exploration of what it means to be a citizen of B.C.

Focusing first on the provincial election in May, 2005 Get Your Vote On is a youth-focused, non-partisan program that makes voting fun. Our rich, interactive tools will be accessible and relevant for young people in communities across the province, and will make the most of the exciting mobile voting technologies that are so popular with Canadian youth today.

From now until voting day May 17th, we'll be getting information into the hands of young British Columbians wherever they may be: at home, on the go, or at live events. They'll be able to keep track of what the candidates are saying about the issues, practice voting in our on-going mobile polls, see what other young people think, and have some fun with our mobile quizzes and games. And it's all delivered in real time on their mobile phones and on the web.

Our goal is to reverse the trends in voter turnout by making voting fun, while also engaging with young people using the web and mobile phones they already use.

If you'd like to learn more about Get Your Vote On or are interested in becoming a project partner, please contact emma@atlargemedia.com

At Large Client Announcement

At Large to teach at Simon Fraser University

Emma Payne & Robert Ouimet will lead a course at the Centre for Studies in Canadian Publishing at Simon Fraser University in Vancouver in July 2005.

This focused, strategic two-day executive workshop and accompanying half-day conference will help business and community leaders redefine their on-line and new media strategies.

Registration is limited to just 30 people so, if you're interested in joining us, please contact us at info@atlargemedia.com. *For more course details please see the next page.*

YouthInBC.com adds content on Sexuality

As part of our ongoing commitment to the BC Centre for Suicide and Crisis Intervention, At Large Media worked with YouthInBC.com designer Sara Scott-Harper to add a new section to the website, educating young people about Sexuality. With information about sexual health, gender identity, pregnancy and sexual exploitation, this new resource will provide young people in BC with a place to learn about sexuality and talk directly with trained Crisis Centre volunteers.

www.youthinbc.com/help_sexuality.html

In the News



Emma Payne is featured on the front cover of the December issue of Silicon Valley North, a leading technology magazine featuring coverage of Canada's technology industry.

With circulation in Ottawa, Toronto, Alberta and British Columbia, Silicon Valley North (<http://www.siliconvalleynorth.com>) has an estimated readership of 250,000 professionals across Canada.

If you're not a Silicon Valley North subscriber you can read Emma's Executive Profile at www.siliconvalleynorth.com/current/index.html.

Here's an excerpt:

Think you're up on all things online? Just wait—Emma Payne's been there from the beginning. The 33-year-old president of Vancouver-based At Large Media Ltd. believes in a philosophy that in the digital age, it's all about reaching people where they are, instead of people coming to you.

Contact Us

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You can also reach us at www.atlargemedia.com or +1 (604) 873-5636
Download current and past issues of our newsletter at: www.atlargemedia.com/news.htm

"Publishing Across New Media Platforms" Led by Emma Payne and Robert Ouimet at Simon Fraser University this Summer

Publishing is no longer just for book, magazine and newspaper companies . . .

The move from branding to blogging might be daunting for traditional advertisers, but it creates a myriad of exciting opportunities for forward-thinking business leaders, publishers, and people with a story to tell. Tomorrow's book publishers might choose to help students study for tests by sending sample test questions to their mobile phones and enabling virtual study groups while at the same time those students are using the web to publish their own study guides.

This focused, strategic two-day executive workshop and accompanying half-day conference will help business and community leaders redefine their online and new media strategies. Participants will explore opportunities for publishing content and communicating with customers across new media platforms including mobile phones, corporate Intranets and the World Wide Web.

Featuring case studies and top industry guest presenters including Claude Galipeau, the Executive Director, digital programming and business development, at the CBC and Shannon Emmerson, Manager of Worldwide Knowledge at Electronic Arts, this workshop will answer important questions for you and your company.

You can read more about SFU's Summer Publishing Workshops at www.cbsp.sfu.ca/pub-works/

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