



AT LARGE, OUT LOUD

2005-05-25

at large media

Thank you for subscribing to At Large Media's newsletter, dedicated to the exploration of Media & Meaning.

As we gear up for summer, At Large Media has been busy working on new media projects that span politics, festivals and film. Our work with the Vancouver Dragon Boat Festival culminates next month in what promises to be an exciting race around Vancouver, with players using their cell phones to gather clues and compete in a big screen boat race at Science World. Keep reading for more info. on how to play.

At Large Project Updates

Digital Dragon Boat Race Starts This Week!

Starting on May 29th Vancouverites will be able to compete in a Digital Dragon Boat Race - an innovative REAL-time digital game, played via cellphone, taking players on a game course through the streets of Vancouver's Chinatown & area. While Europe and Asia are paving the way in mobile games, At Large Media is part of a team working to bring these ground breaking technologies to Canada.

The DDBR is available to play from May 29 to June 12, 2005. Players need to have a cell phone with web browser. Register online at www.ddbr.ca as a team of four or single. Teams with the fastest times graduate to compete in the FINAL playoffs June 18th at Science World. There they'll use Nokia NGage devices to play a BIG screen digital game with teams racing their dragon boats across the finish line. Playoff finalists win prizes, including Nokia NGage QD game phones, Omnimax tickets and more!



CBC TV Series profiles young Canadian social entrepreneurs

In April At Large Media started working with Omni Film to develop a new media strategy to support an exciting new television series that showcases the inspiring & innovative accomplishments of young Canadians who are changing the world.

Tentatively titled "Rock Your World" this 13-part television series features the unique & compelling stories of young people like Cheryl Perera, the 19-year old from Vancouver who is working to combat child sex tourism. Cheryl is working with the Sri Lankan government to develop a children's parliament and recently posed as a child prostitute to help the country's National Child Protection Authority arrest a 40-year old paedophile.

At Large Media worked with the "Rock Your World" team to develop a vision for driving these powerful stories into Canadian homes, clubs and campuses using the platforms young people prefer - the web and the mobile phone.

Our commitment to building meaningful connections with young people who want to change the world includes the development of a series of mobile & online tools that will give young Canadians the opportunity to make real connections with social entrepreneurs and feel inspired to take action in their own communities.

"Rock Your World" is scheduled to air on the CBC in January, 2006. If you're interested in supporting this project, please contact emma@atlargemedia.com.

Get Your Vote On celebrates record turnouts at the polls

The May 17th provincial election in British Columbia saw an unprecedented increase in the number of young people registering to vote. The number of 18-24 year olds registered to vote increased by 172% from September 2004 to April 2005.

One of the innovative efforts that can be credited with leading this phenomenal growth is Get Your Vote On (www.getyourvoteon.ca), the initiative co-developed in 2004-05 by At Large Media, local non-profit Check Your Head, Exponentia Communications and the Mobile MUSE project.

Get Your Vote On is an innovative, youth-focused, non-partisan program that uses mobile technology to engage & educate young people about citizenship, democracy, and key voter issues.

Our success in British Columbia has exceeded expectations, with GYVO activities and events sending tens of thousands of young people to the polls.

Over the course of our BC experience, Get Your Vote On attracted over 150 community and business partners, garnered 60 media mentions, and saw over 2000 young British Columbians become active members of the GYVO network. Our mobile network made it easy for young people to join up, and when we sent them polls on their mobile phones, their responses come almost immediately. We are all very proud of Get Your Vote On, and want to thank Western Economic Diversification and our hundreds of volunteers for making the program a success.



Conferences & Events

Vancouver: Vidfest (www.vidfest.com) is Canada's biggest digital content event. This year the event is being billed as a meeting of the top creative minds working in digital media, and an international showcase of the superlative in digital film, animation, and interactive design.

At Large President, Emma Payne, will be speaking at VidFest 2005 as part of the Mobile Content Keynote Panel. Joining Emma on the panel are:

- Mika Tuomola, Artistic Director & Lecturer, Crucible Studio, Media Centre Lume & Media Lab (Finland)
- Domenic Friguglietti, Manager Commissioning and Business Development, ABC New Media & Digital Services (Aus)
- Maks Giordano, Founding Partner / Director of Strategy and Services, Icon Mobile (Germany)
- Catherine Warren, President, FanTrust Entertainment Strategies (Moderator)

Vancouver: At Large Media's contribution to the Summer Publishing Workshops at Simon Fraser University is being billed as "The summer's hottest match-up: branding vs. blogging."

In an age of transparency and new media publishing, many are predicting the demise of advertising and public relations. Is this just a fad or is it a transformative shift in the way we communicate? As part of the SFU Summer Publishing Workshops, which kick off on July 3rd, Publishing across New Media Platforms and The Future of Publishing Conference will explore new ways to reach audiences using cell phones, instant messaging, interactive exhibits, and other wireless devices.

"Forward-thinking executives are recognizing that new technologies can put unprecedented amounts of information into the hands of stakeholders – be they customers, employees, or citizens," say faculty members Robert Ouimet and Emma Payne, At Large Media. "We'll hear from business and community leaders who are using new media tools to build community, sell product, and incite action."

Full course catalogues are available by calling 604-291-5241, emailing pubworks@sfu.ca or joining the mailing list online at www.sfu.ca/pubworks.

Contact Us

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