

at large, out loud

the exploration of media & meaning

2005-08-19

In the Running

Our favourite client, the Crisis Intervention and Suicide Prevention Centre of BC, got some good news this month. After months of hard work our YouthInBC (www.youthinbc.com) initiative has been short listed for Vancity's \$1-Million Award which supports the social, environmental and economic well-being of the community. This is the largest corporate gift of its kind in Canada, and being short-listed is certainly an enormous honour. If we are lucky enough to receive the votes of Vancity members over the next few months, the money will be used to expand the groundbreaking online crisis line program to a 24/7 one-on-one chat to service 600,000 youth and adults in BC. Wish us luck!!

We've Got Twins !

At Large Media's newest clients are colourful characters - psychic twins from Toronto! Actually we're working with zinc Roe design, a super-talented Toronto content



creation company that provides world-class multimedia services including interface design and programming. One of their projects, Zimmer Twins, gives kids a chance to go online and create endings to the twins' adventures. The twins are incredibly popular, with tens of thousands of young people creating their own stories. Best of all, Teletoon airs their favourite stories on TV. We like these guys a lot! They're at: www.zimmertwins.com

Women in Media Foundation



At Large Media continues to work with the Women in Media Foundation to develop and host Girls' Television and New Media camps on college campuses across the country. This year the Foundation held camps in Calgary, Regina, Ottawa, Halifax, Winnipeg, and in Vancouver we were absolutely delighted to have the support of the CBC, Citytv, BCIT and the First Nations Schools Association whose generous funding allowed us to bring girls into Vancouver from across the Province. These girls came from aboriginal communities across BC and brought their talent and enthusiasm to every day of the 2-week camp where they learned to use video cameras, editing suites and the web to create and share their own movies. Fine them at : www.wimf.org

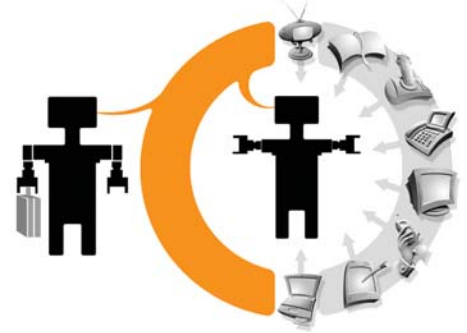
Simon Fraser University

We had an absolutely amazing experience teaching our Future of Publishing course at Simon Fraser University in July. Our guest speakers from companies including Electronic Arts, Exponentia Communications and the CBC have all agreed to share their presentations with us, so if you're interested in seeing what you missed, you can see them at www.atlargemedia.com/sfu.html.

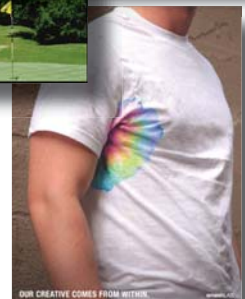
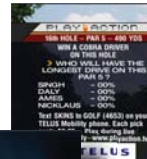
The course was followed by a half day conference entitled "Branding vs. Blogging" and attracted students from Montreal, Toronto,

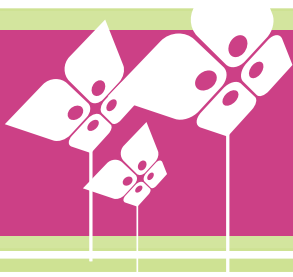
Victoria, Prince George and Nunavut. Our students were publishing everything from traditional magazines to scientific research papers, and were looking for new ways to engage with their readers.

Bloggers Arianna Foley and Kris Krug kept things lively on our final panel, and within hours of wrapping up we were



amazed to see that panelist Janet Johnson from Marqui in Portland, had already posted a blog detailing her experience that morning. You can visit Janet's blog at blog.marqui.com/archives/2005/07/sfu_future_of_p_1.html.





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Newly At Large

Another new client we've started working with this summer is the Industry Training Authority of BC (www.itabc.ca). We're working with the ITA's senior management team to explore ways that this provincial government agency can use the Web and other new media technologies to meet industry needs for skilled workers in the Province. We've been hosting strategy sessions with apprentices as well as their employers and college instructors, and are delighted to have this opportunity to use new media platforms to build meaningful engagements with students, apprentices and young trades people in BC.



At Large Media has also recently been contracted by Maple Leaf Foods in Toronto. We're working together on some innovative internal communications strategies that will give Maple Leaf employees access to ongoing knowledge and ideas from across the company.



The report that At Large Media contributed to for the New Zealand government this Spring is now available online. Visit the NZonAir web site for "Public Broadcasting in the Digital Age."
http://www.nzonair.govt.nz/images/media/about/digi-age_may05.pdf

In the News

We were in the news a lot this summer which always helps us to gauge whether the work we're doing matters to people. Here are some highlights:

On June 15th, Emma teamed up with Lynda Brown, Executive Director of New Media BC, to appear on BC Almanac on CBC Radio One. We chatted about new media trends and successes in BC, and also took calls from listeners from across the Province.

On June 16th Emma and Catherine Warren appeared on Shaw Television on The Fanny Kiefer Show (with guest host Rona Raskin). Television is nerve-racking stuff, but we had fun talking about Vidfest www.vidfest.com, micro-cinema and other new media happenings.

On July 25th Carrie-May Siggins from TheTye.com wrote a fabulous article called "Tainted Love in Blog Land" that featured an interview with Janet Johnson from Marqui and referenced the course we were teaching at SFU that week. You can read the article at www.thetye.ca/Media-check/2005/07/25/TaintedLove

Also in July we were delighted to be interviewed by Canadian New Media for their story on the Crisis Centre's use of web technologies to engage with young people in crisis. CNM is subscriber only, with their permission we've put a copy of the article online at www.atlargemedia.com/alm_cnm.pdf.

What We Have to Say

Emma is traveling to the UK next month to speak at the Cambridge Enterprise Forum. Emma's session is entitled "Stop Advertising, Start Doing" and will focus on brand innovation and new ways of connecting directly with your customers. Read more about the conference at www.cambridgeenterprise.co.uk/

Robert's launched a blog. Check it out at www.bigsnit.com. Among other things you'll see photos of him at 18, on the air in Dauphin, Manitoba.

