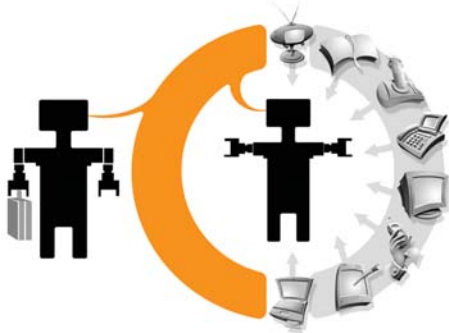


at large, out loud

the exploration of media & meaning

2005-10-26



At Large is having a busy Fall, as companies in Vancouver and across Canada increase their focus on content strategies and new media initiatives.

With new engagements with CHUM Television and Virgin Mobile among others, At Large is delighted to be working with forward-thinking organizations who recognize that engaging with customers over new media platforms is now a central part of doing business.



Virgin Mobile Canada

In September At Large Media started working with Virgin Mobile Canada, a high-energy, innovative company that opened its doors in Toronto last year and has been offering Canadians a simple, fun, pre-paid suite of mobile phone services ever since.

Virgin Mobile Canada is the result of a partnership between Richard Branson's Virgin Group and Bell Mobility.

At Large is delighted to be working with Virgin Mobile Canada's senior team to develop a youth focused content and data services strategy.

CHUM

TELEVISION



At Large Media is working with Citytv, a CHUM Television station, to create an on-line Diversity Database to help the media public better reflect the changing face of Canada.

Representing visible minority groups as well as young Canadians and Canadians with disabilities, the Diversity Database will feature experts who are able to speak about topics ranging from the economy to immigration and education.

By giving the media access to an additional group of diverse Canadians, who have reviewed some basic media training lessons, and are prepared to speak on issues ranging from science to fashion, CHUM will promote cross-cultural understanding and bring more diversity to Canada's broadcast, print and online media.

If you would like to be part of the database, or know people you think would be good media spokespeople, please contact emma@atlargemedia.com with your recommendations.

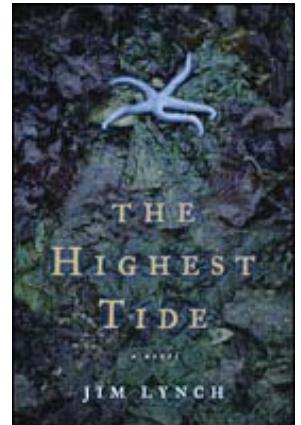
Raincoast Books

Raincoast Books (www.raincoast.com) is a Canadian publisher and distributor based in Vancouver. The At Large team recently fell in love with a new title from Raincoast called "The Highest Tide," by American author Jim Lynch.

At Large is now working with Raincoast to explore the use of new media platforms, and podcasting in particular, to engage with readers in Canada and the US.

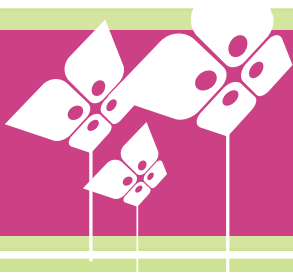
The Highest Tide (<http://www.raincoast.com/highest-tide/index.html>) tells the story of thirteen-year-old Miles O'Malley who lives on Puget Sound and knows everything there is to know about the sea and its creatures. When he becomes the first person to sight a live giant squid he is hailed as

some sort of prophet. The media descend and everyone wants to hear what Miles has to say. But Miles is just a self-described "increasingly horny, speed-reading thirteen-year-old insomniac" who navigates the mysterious world of adults as the strange events continue over the summer, culminating in the highest tide in 100 years.



Author Jim Lynch podcasting on location with At Large Media at the Vancouver International Writers and Readers Festival on Granville Island in Vancouver

You can hear a clip from Jim's podcast by subscribing to the At Large RSS feed, or downloading it from www.bignit.com/podcast/lynch.mp3



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Development Partners



At Large is very pleased to be working with Phillip Djwa and Djwa Strategies and Communications (<http://www.djwastrategies.com>) this Fall. Phillip is well known for his work with not-for-profit companies including the Canadian Broadcasting Corporation, the City of Vancouver, Community Legal Education Ontario, and Simon Fraser University. A key focus for him is the management of the First Nations SchoolNet program which delivers \$2 million annually to 130 First Nations schools, delivered through the First Nations Education Steering Committee and the First Nations Schools Association.

Djwa Strategies and Communications will be contributing to the development of the Diversity Database project for Citytv.

Update YouthInBC.com and Vancity's \$1-Million Award

Thank you to all the Vancity members who took the time to cast their vote for YouthInBC.com this month. YouthInBC.com is the web-based hotline for youth that At Large Media helped to create and launch in 2004, and if we're lucky enough to be the recipients of Vancity's \$1-Million Award this year we'll be expanding the



groundbreaking online crisis line program to a 24/7 one-on-one chat to service 600,000 youth and adults in BC. The winner will be announced in November.

What We Have to Say



Convergence at the Whistler Film Festival

Emma will be speaking at the Whistler Film Festival that runs from December 1-4, 2005. She'll be part of the panel on convergence that will help film producers and directors understand new media funding models and opportunities to create online, mobile and even video game applications based on their films. Learn more about the Whistler Film Festival online at <http://www.whistlerfilmfestival.com>.

Cambridge Enterprise Conference

Emma's September 15th presentation at the Cambridge Enterprise Conference was well received and garnered dozens of questions from the entrepreneurs, academics, investors and executives who had gathered in the UK to talk about innovation and what it means for business.

Emma's presentation, entitled Stop Advertising, Start Doing, focused on brand innovation and how new media applications such as blogging and mobile polling are making it possible for companies to have meaningful conversations with their customers.

At Large launches new Podcasting Service



Podcasts are Internet-delivered audio shows that use a technology called Really Simple Syndication (RSS).

In September, 2005 At Large Media launched a service that provides clients with the strategic direction and professional podcasting services they need to leverage this exciting technology as a new communication and business tool. At Large Media brings over 20 years of professional broadcasting experience to our podcasting projects, and all productions are created at broadcast quality.

For more on our podcasting services, please visit www.atlargemedia.com/services.html

Contact Us

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