

# at large, out loud

2006-01-23

## the exploration of media & meaning

At Large Media is gearing up for an action-packed 2006. Our offices and inboxes are full of ideas for new ways to build on the growing popularity and effectiveness of new media distribution channels such as mobile networks and podcasting, and we're excited about some key client launch dates this Spring.



Raincoast Books is a Canadian publisher and distributor based in Vancouver. The At Large team recently produced the first in Raincoast's new literary podcast series, a release featuring an interview with American author Jim Lynch. Jim read excerpts from his whimsical novel, "The Highest Tide," and spoke to At Large Media during his visit to the Vancouver International Writers and Readers Festival.



### PROJECT UPDATES

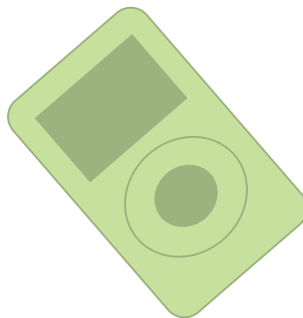
At Large Media is delighted to be working with 2010 LegaciesNow, a not-for-profit society that works with the private sector and all levels of government to support the development of unique and inclusive social and economic opportunities leading up to, during and beyond the 2010 Olympic and Paralympic Winter Games.

At Large Media is working with 2010 LegaciesNow on the development of a world-class website and online resource.

The BC Sport Event Hosting and Resort Guide will provide up-to-date information on the BC communities, facilities and resorts that are able to host winter sporting events.

The site is scheduled to launch in February 2006, in time for the 2006 Winter Olympics in Torino.

At Large Media is pleased to be working with CBC Television this year, this time on their web and TV show Zed. The show has a whole new look this year, and airs Tuesday, Wednesday, and Thursday nights starting at 11:25pm right after The National on CBC TV. Visit [www.zed.cbc.ca](http://www.zed.cbc.ca) for more info.



At Large Media developed the inaugural Podcast for New Media BC. The Podcast featured inspiring interviews with Kelly Zmak, the new COO of Radical Entertainment and Lynda Brown, President of New Media BC. We were also excited to feature our interview with web visionary, Mark Pesce. Mark was the creator of VRML and is currently a lecturer with the Digital Media Programme at the Australian Film Television and Radio School

If you're using iTunes, navigate to the podcast section and search on NMBC. You can subscribe to the New Media BC Podcast at <http://feeds.feedburner.com/nmbc>

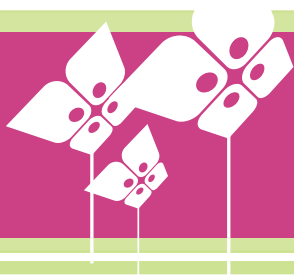


The launch of Raincoast Books literary podcast series garnered all kinds of media attention, including coverage in Maclean's Magazine, CBC, Google News and Canadian Press.

If you're using iTunes, navigate to the podcast section and search on Raincoast. You can also subscribe to the Raincoast Books Podcast at <http://feeds.feedburner.com/raincoast>



These podcasts are taking on a life of their own. Both the Raincoast and New Media BC podcasts show classic 'long tail' behaviour. This is the name given to graphs that show substantial continued usage past the initial spike that comes when first released.



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## PARTNERS

At Large is very pleased to be working with Mod7, a Vancouver-based digital media and visual communications design firm. We've always been impressed by Mod7's focus on producing deep and highly-creative design solutions.

Check out their work at <http://www.mod7.com>.

## PRESENTATIONS & MEDIA



In December Emma spoke as part of a panel on convergence at the Whistler Film Festival.

Co-panelists included William Barron from Telefilm, Tom Rooney from Sony, Sue Biely from The Nimble Company and Jennifer Ouano from CBC ZeD.

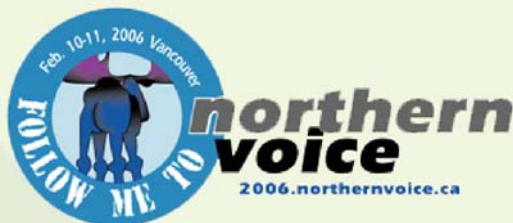
## NEW MEDIA BC

On January 26th Robert will be speaking at a DIY Podcasting semi-

nar being hosted by New Media BC. Along with co-presenter, Roland Tanglao, Robert will share his expertise about Podcasting, along with case studies and highlights of who's who in the Podcasting world.

The Podcasting seminar is being held at the Vancouver Film School at 420 Homer Street, from 5:30-7:30 on Thursday, January 26th. Cost is \$20 for NMBC members; \$30 for non-members

Register online at <http://www.newmediabc.com/events.asp>



Robert is also speaking at Northern Voice, a blogging and personal publishing conference taking place on Friday, February 10 and Saturday, February 11, 2006 at UBC's downtown campus in Vancouver.

The conference aims to bring together bloggers and blogging neophytes to learn more about social, cultural and technological aspects of blogging.

Robert is being teamed up with veteran broadcaster and early adopter Mark Schneider, and they'll be presenting on "The Changing Face of Journalism".

Learn more about the conference and register at <http://2006.northernvoice.ca>



On January 9th Robert appeared as a guest on the Bill Good Show on CKNW (<http://www.cknw.com>) in Vancouver.

You can listen to Robert's interview at [www.snitcast.com/bigsnit2/20060109\\_bigsnit.mp3](http://www.snitcast.com/bigsnit2/20060109_bigsnit.mp3)

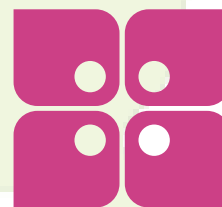
## Contact Us

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