

# at large out loud

the exploration of media & meaning

## may 2006



Summer is here and, in addition to working with new clients including Capers Community Markets, At Large Media is immersed in podcasting this season. We're creating podcasts featuring interviews with everyone from Glenn Entis of Electronic Arts, to author Anthony Bourdain, of Kitchen Confidential fame.

project  
updates

### COMMUNITY BUILDING FOR CAPERS

At Large Media is proud to be working with Capers Community Markets, Vancouver's preeminent chain of organic food retailers. With their 20 year history in the region, Capers' commitment to high quality, organic foods and natural living have made them a trusted member of the Greater Vancouver community. As part of their commitment to community, Capers is working with At Large to build community and value online. With a 20,000 square foot flagship store opening on Cambie Street this summer, Capers is developing a new media strategy that encompasses podcasting, newsletters and live events to continue their strong engagement with their customers. Stay tuned!

### ONLINE CAMPAIGN TO PROMOTE BRITISH COLUMBIA IN THE US AND UK

Over the past few months At Large Media has been working with Leading Edge British Columbia ([www.leadingedgebc.ca](http://www.leadingedgebc.ca)) on an innovative online marketing campaign to promote the Province as a technology destination to investors, talent and business people in the US and UK. The campaign featured ad campaigns with publications including FastCompany.com and Investors.com, as well as two original podcasts featuring Glenn Entis, Senior Vice President, Chief Visual and Technical Officer, Electronic Arts World Wide Studios and Dylan Collins, CEO and co-founder, DemonWare who spoke to us from Dublin, Ireland.

Download the podcasts at [feeds.feedburner.com/lebc](http://feeds.feedburner.com/lebc).

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## GOOGLE MAPS FOR CHOCOLATE LOVERS

At Large Media spent the Spring working with chocolate guru, Pam Williams, to build innovative online, community-driven tools for chocolate lovers and retailers across North America. Pam wanted to build on the success of Ecole Chocolat, the school she runs and that teaches students the foundation skills for becoming a successful chocolatier.

The new project will feature a unique implementation of Google Maps that will build community among chocolate aficionados, particularly in the U.S. Visitors will also be able to send electronic bon-bons to friends, and learn about the chocolate making process, after the public launch this Fall.



Photography by At Large Media

new  
podcasts

## MUSINGS ON A DIGITAL LIFE: MARK PESCE TALKS TO ROBERT OUIMET

Mark Pesce, Honorary Associate at Sydney University, and author of "A Playful World: How Technology is Transforming our Imagination," talked to Robert Ouimet from At Large Media for New Media BC's podcast series. Mark was on his cell phone in his backyard in Sydney.

Topics covered in the podcast include:

- Influences in his work, Marshall McLuhan and William Gibson
- The intimacy of email
- Blogging as conversation, and the power of common intelligence
- Managing the avalanche of information
- The current internet revolution is not about infrastructure, it is about interface

You can access the podcast at [feeds.feedburner.com/nmbc](https://feeds.feedburner.com/nmbc).

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## INDIGENOUS BEASTS – A PODCAST WITH AUTHOR NATHAN SELLYN

The much anticipated podcast from edgy, young author Nathan Sellyn and Raincoast Books, gained quick popularity (and over 1200 downloads) immediately after its release on March 22, 2006. At Large Media interviewed Nathan and asked him about Indigenous Beasts, his powerful collection of stories, each one populated with indifferent young men sorting out violence and despair in their lives, and clumsily questing after love. “My characters reveal that Canadians can be just as despicable as our American counterparts,” says Nathan. “I want to provide a ‘warts and all’ perspective, or as my grandfather said, ‘plenty of drugs, sex, strippers and violence.’”

You can subscribe to the Raincoast Books podcasts RSS feed at [feeds.feedburner.com/raincoast](https://feeds.feedburner.com/raincoast). Or from Apple's iTunes simply search “Raincoast” in the podcast section.

## PICKING UP THE PIECES: MOVING FORWARD AFTER SURVIVING CANCER

Raincoast Books and At Large Media are proud to have released a new podcast entitled “Picking Up the Pieces: Moving Forward After Surviving Cancer.” Written by the leading Canadian experts on life after cancer, Picking Up the Pieces features excerpts from the book by the same name, and focuses on practical recovery tips for people as they move from hospital to home.

Authors Sherri Magee, Ph.D and Kathy Scalzo, M.S.O.D. have spent a combined 20 years working in cancer care and research, rehabilitation medicine and change and transition management. They interviewed hundreds of cancer survivors and combine these inspiring voices with practical methods to help ease the journey to recovery.

The podcast is available at [feeds.feedburner.com/raincoast](https://feeds.feedburner.com/raincoast). For more on the book please see [www.raincoast.com/pickingupthepieces/](http://www.raincoast.com/pickingupthepieces/).

## KITCHEN CONFIDENTIAL AUTHOR PODCASTS WITH AT LARGE

If you're enjoying the literary podcast series that At Large Media and Raincoast Books have been delivering so far this year, you'll love what's coming next. In June At Large will be “on the road” with Anthony Bourdain, the bestselling author of Kitchen Confidential and host of No Reservations. Bourdain's latest release, The Nasty Bits, will be the focus of the fourth in our series of podcasts for Raincoast, and promises to be - ahem - colourful.

In The Nasty Bits, Bourdain serves up a well-seasoned hellbroth of candid, often outrageous stories from his worldwide misadventures. Whether scrounging for eel in the backstreets of Hanoi, revealing the unglamorous aspects of making television, calling for the head of raw food activist Woody Harrelson or confessing to lobster-killing guilt, Bourdain is as entertaining as ever.

The Podcast will be released in late June. Subscribe to the RSS feed at [feeds.feedburner.com/raincoast](https://feeds.feedburner.com/raincoast) and get it the day it comes out.

new  
podcasts



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media

## presentations

### ROBERT DELIVERS MASTER CLASS IN "EVERYTHINGCASTING" IN JUNE

As part of Vidfest 2006's mobile content stream, Robert and co-presenter Roland Tanglao will present a master class titled "Everythingcasting: Audio and Video" from 2:55 - 4:05 on June 15, 2006.

Coined by videoblogger and podcaster Eric Rice, EverythingCasting means profiling yourself, your art, and your brand online using so-called 'Web 2.0' tools like photoblogging, videoblogging, podcasting and blogging.

In this fast-paced session, podcasting and videoblogging aficionados Robert and Roland will lead you through EverythingCasting tools like flickr, YouTube, Odeo and more, while sharing insights and tips on using these in ways that best make sense for new media creators.

Other speakers at Vidfest 2006 include Nolan Bushnell, founder of Atari and creator of PONG, Terry McBride, CEO of Nettwerk Music Group, and Don Mattrick, past President of Electronic Arts Worldwide.

Visit [www.vidfest.com](http://www.vidfest.com) for more information.

### EMMA PAYNE RECEIVES MENTORSHIP AWARD

On May 4th Emma was honoured at the Wired Woman Society's 10th Anniversary celebration in Vancouver. The Honourable Rick Thorpe, British Columbia's Minister of Small Business and Revenue, presented Emma with her award, recognizing her role as Wired Woman's founder, as well as the organization's President from 1996 - 1999. "It was incredible to see such a full room for the celebration, and to know that something I started ten years ago still has such relevance for women in Canada," Emma said after receiving her award.

The event was hosted by CTV's Keri Adams, with support from sponsors including Webnames and Canadian Western Bank & Trust.

## CONTACT INFO & SUBSCRIPTIONS

Please send ideas, feedback & submissions to [info@atlargemedia.com](mailto:info@atlargemedia.com). You can also reach us at [www.atlargemedia.com](http://www.atlargemedia.com) or +1 (604) 873-5636. Download current and past issues of our newsletter at [www.atlargemedia.com/news.html](http://www.atlargemedia.com/news.html).

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