

july 2007



2007 has been an action-packed year for the online set so far. Broadcasters, content creators, publishers, non-profits and retailers are all embracing online communication channels as a primary vehicle for connecting with their customers. As advertisers shift more and more of their spending to the web, email newsletters, blogs and podcasts, our clients are busy making sure that their online properties match the caliber of their off-line work.

The At Large team has been in the web business since those early, hairy pre-Netscape years, so we've seen lots of ups, downs and arounds when it comes to companies' readiness to embrace online channels. After the dotcom craze and dotbomb repercussions, it's wonderful to now be working with company executives who recognize that new media channels must become part of their core business. Our clients are making smart, informed decisions that will help them connect with their audiences over multiple media platforms, and we couldn't be happier. Or busier !!

project  
updates

#### TV WEEK ONLINE

At Large spent the Spring working with the team at Canada Wide Media to launch a new website for TV Week Magazine. TV Week editor, Brent Furdyk, has been furiously blogging on the new site, with his uniquely Canadian, tongue-in-cheek commentary on the week's best and worst television offerings. Here's a bit of what Brent had to say this week:

“ *NBC today announced was that disgraced GREY'S ANATOMY firee Isaiah Washington had signed on to appear in a recurring role on the network's BIONIC WOMAN remake, which films in Vancouver. So Isaiah will be heading our way. We can only hope he'll be staying in the West End.*

You can tune into Brent's blog at [www.tvweekonline.ca](http://www.tvweekonline.ca). In addition TV Week is now offering free live TV listings on their website.

## GAME KIOSKS FOR SCIENCE ALBERTA



In March we finished work on a series of eye-popping kiosks for Science Alberta.

With top-of-the-line illustrations and Flash development, the kiosks feature Farmer Joe and Matilda the Cow who lead players through a game show and farm tour where they learn about milk production and milk products.

Thousands of 9-12 year olds will be contestants on “Top Cow” this summer, where they’ll get a shot at making a sweet milk product (ice cream, yogurt or cheese).

They’ll be using the kiosks to learn about milk production at the Calgary Stampede and other locations across Alberta.

## BC BUSINESS MAGAZINE



On July 4th At Large Media and Canada Wide Media were proud to launch an all-new website for BC Business Magazine. Featuring BC Blogs, a complete line up BC Business’s top stories, and the popular People section where can find out who’s who in BC, the new BC Business online magazine is dynamic, engaging and interactive.

Driven by a customized Drupal CMS, this new site gives Canada Wide a dynamic platform for proving British Columbians with a wealth of BC-related information.

And there’s more to come. Look for the launch of GardenWise Magazine online in August.

You can visit BC Business online at [www.bcbusinessonline.ca](http://www.bcbusinessonline.ca)

# at large out loud

the exploration of media & meaning

## CAPERS COMMUNITY MARKETS

The new website we launched for Capers in May is allowing the organic retailer to tailor its web marketing in a way that was never possible before.

Almost immediately, Capers has seen a substantial increase in page views. Material is easier to find and visitors are spending more time looking at articles. The website's extensive use of tags and key words attached to each article, is proving to be a popular way to find information. Capers has hundreds of articles online, with dozens added weekly, and the tags help readers find 'related' articles in a fast and efficient manner.

Capers can also now better serve its customers with information on new products or the last minute availability of fresh fruit and vegetables.

Robert's favourite example is a recent (and unexpected) shipment of organic strawberries that came in during his meeting with Capers' produce managers. Capers was able to offer the strawberries to its customers at a dollar a pound less than its competitors and, using the new easy-to-manage online system, Robert was able to change the front page of the website to promote the strawberry special on the spot. They added new imagery and pricing information, and then went on with the rest of their meeting!



Visit the new Capers website at [www.capersmarkets.com](http://www.capersmarkets.com)



## presentations

### WOMEN IN DIGITAL MEDIA

On May 15th Emma spoke as part of a panel on Women in Digital Media, an event hosted by New Media BC and the new Masters in Digital Media program being offered in Vancouver. The panel featured speakers from Electronic Arts and Elastic Entertainment, and gave audience members the opportunity to ask about the opportunities and challenges faced by women in today's digital media environment.

### SIMON FRASER UNIVERSITY

In February and May Robert spoke at Simon Fraser University's downtown campus at the School of Interactive Arts and Technology. At the Masters in Publishing program at Harbour Centre downtown, Robert spoke about Publishing in the Era of Web 2.0. At SIAT he spoke about the challenges facing all media companies with the rapid development of new technologies and the ubiquity of publishing platforms.

### AT LARGE MEDIA ON THE AIR

On June 1st Robert was invited to be a guest on the Bill Good show on CKNW in Vancouver to discuss internet privacy concerns.

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### 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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