CWC/Corus New Media Career Accelerator
February 24th – March 3rd, 2006

ORGANISING PARTNERS:

THE BANFF CENTRE

Corus™
ENTERTAINMENT

CWC·AFC

Visit www.banffcentre.ca/bnmi for more information.

TABLE OF CONTENTS

PREFACE

Susan Kennard, Director and Executive Producer
Banff New Media Institute
The Banff Centre

On behalf of The Banff New Media Institute (BNMI) and The Banff Centre, it is my pleasure to welcome the fellows, faculty and guests of the Canadian Women in Communications/Corus New Media Career Accelerator Workshop.

The BNMI aims to be an active participant in the professional development, production, research and critical reception of artists, producers and companies who work in the broad realm of the media arts. The BNMI is not about borders, but instead chooses to engage in the hybrid articulation of new media that emerges over time – be it culture, knowledge, content, technology, industry or art.

Here we are now in 2006, a point and time when the notion of new media needs careful reflection and analysis. This moment to us represents, to borrow a phrase from Alvin Toffler, the first wave of media arts drawing to a close and the beginning of the second wave. We are engaged in a process of dealing with the tensions of both trying to mature and deepen practice but at the same time recognizing that as an institute dedicated to new media we must have the aptitude to continually connect to newness, nimbleness, innovation and the next generation of discovery. As participants in this workshop you too are choosing to actively engage in the 'second wave' of the intangible yet pervasive phenomenon of new media. We welcome your participation and endeavour to provide you with a supportive and unique learning opportunity that will challenge you, inspire you and connect you to an exploration of new media as part of our living culture.

The Banff New Media Institute builds on the history of The Banff Centre. For almost 75 years, the impact of the inspiring mountain location, the creative atmosphere, the diverse group of participants from many backgrounds and disciplines, and the strong support from Centre staff have combined to make a powerful experience that is stimulating to mind, body and spirit. You are in good company here in Banff, both with the colleagues you will be working with over the next seven days and with your peers across the campus.

I would like to give special recognition and thanks to our partners and sponsors in this workshop, Corus Entertainment Inc. and Canadian Women in Communications (CWC). It is through their support and generous collaboration that this workshop was realized in 2001 and continues on today and into the future, to the benefit of women working in media and communications across the entire country.

Good luck and have fun!

BNMI COORDINATOR'S WELCOME

Emily Paige, BNNI Coordinator
The Banff New Media Institute
The Banff Centre

Thank you for attending the CWC/Corus New Media Accelerator Program. The next week promises to be exciting and provocative, featuring faculty and presenters from diverse new media backgrounds and an agenda which has been fine tuned to provide a delicate balance of intensity and fun.

Although the entire BNMI team has been contributing to this program, it is Iwona Erskine-Kellie who deserves a special mention. Iwona's extensive knowledge of new media issues, her creativity and her technical skills have helped to bring this program together. Three cheers to Iwona and all of her hard work!

Having read over all of the applications and the bios, I am very much looking forward to interacting with such an esteemed group of people and to the excitement ahead. A program that is committed to advancing women in the workplace and to supporting their professional growth is something that should be celebrated. The fact that it is taking place at The Banff Centre ensures that the next week's learning will be distinct and meaningful – resonating long after we've all returned to our day to day lives.

Please take advantage of the scenery and opportunities that such a magical place has to offer and, above all, enjoy!

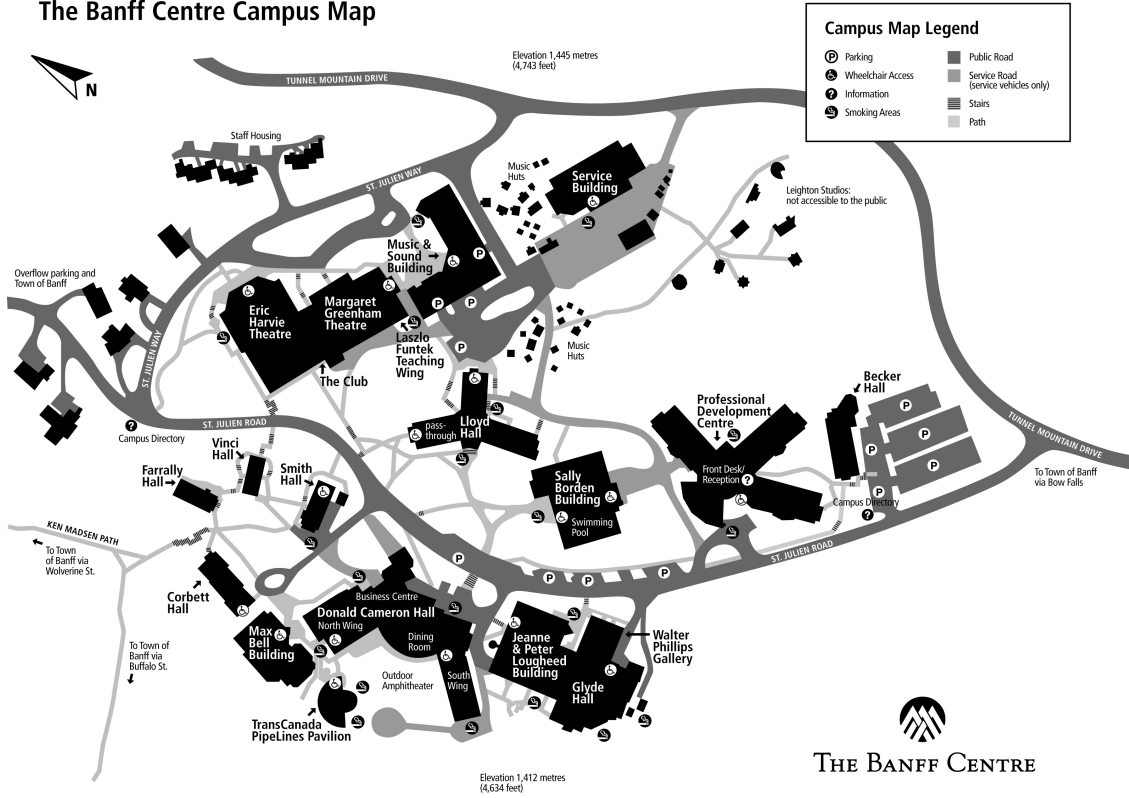# CWC/CORUS NEW MEDIA CAREER ACCELERATOR – 2006

OVERVIEW

The New Media Career Accelerator Program is a unique, industry-specific professional development program that is focused on advancing women who work within the communications field. It will open up new doors and opportunities for a group of highly talented women who will make significant contributions to the industry in the years ahead.

Funded by Corus Entertainment Inc, The New Media Career Accelerator Program is an intensive seven-day executive training program that is challenging and leading-edge. The course will take participants through the technology, terminology, possibilities and power of new media under the direction of some of North America's most respected media experts and provide them with the insights and strategies they need to manage new media aspects of their job.
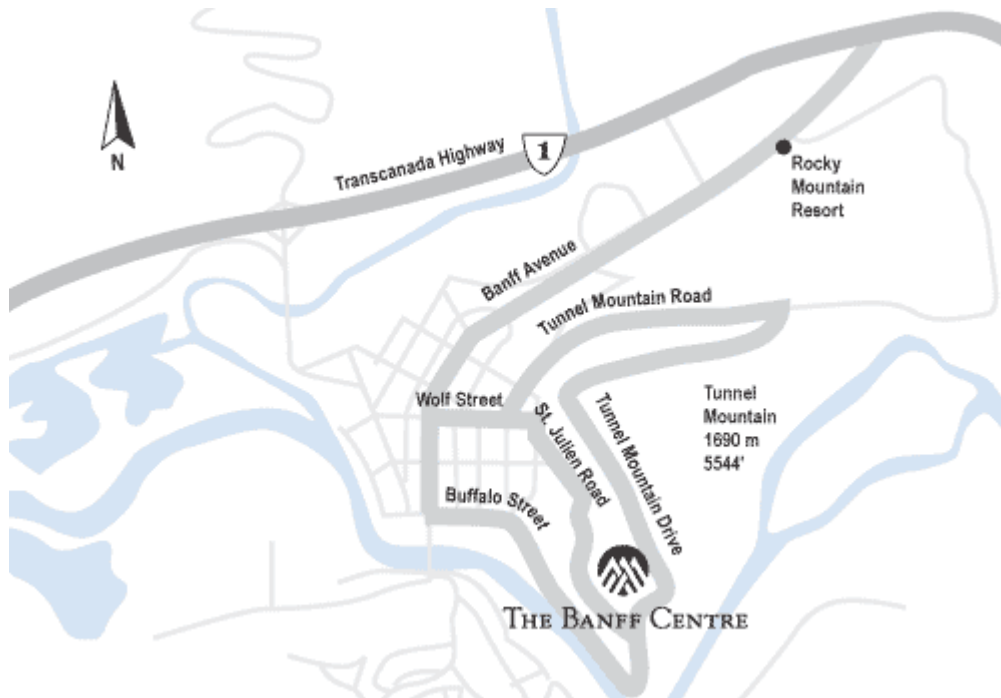
The programming offers a sound grounding in new media content development and producing, which includes a discussion on future trends in new media, mobile content and technologies, interactive games, the challenge of converging industries and processes, and legal strategies and trends. This is an opportunity for the participating women to network and support each other.

CAMPUS MAP

The Banff Centre Campus Map

Elevation 1,445 metres
(4,743 feet)

TUNNEL MOUNTAIN DRIVE

N

Campus Map Legend

- (P) Parking
- Wheelchair Access
- (?) Information
- Smoking Areas
- Public Road
- Service Road (service vehicles only)
- Stairs
- Path

Staff Housing

ST. JULIEN WAY

Music Huts

Service Building

Leighton Studios: not accessible to the public

Music & Sound Building

Eric Harvie Theatre

Margaret Greenham Theatre

Laszlo Funtek Teaching Wing

The Club

Overflow parking and Town of Banff

ST. JULIEN WAY

Music Huts

Becker Hall

Professional Development Centre

ST. JULIEN ROAD

pass-through

Lloyd Hall

Vinci Hall

Campus Directory

Front Desk/ Reception

Farrally Hall

Smith Hall

Sally Borden Building

Swimming Pool

Campus Directory

TUNNEL MOUNTAIN DRIVE

To Town of Banff via Bow Falls

KEN MADSEN PATH

To Town of Banff via Wolverine St.

Corbett Hall

ST. JULIEN ROAD

To Town of Banff via Buffalo St.

Max Bell Building

Business Centre

Donald Cameron Hall
North Wing

Dining Room

Jeanne & Peter Lougheed Building

Walter Phillips Gallery

Outdoor Amphitheater

South Wing

Glyde Hall

TransCanada PipeLines Pavilion

THE BANFF CENTRE

Elevation 1,412 metres
(4,634 feet)

THE TOWN OF BANFF

N

Transcanada Highway 1

Rocky Mountain Resort

Banff Avenue

Tunnel Mountain Road

Wolf Street

St. Julien Road

Tunnel Mountain Drive

Tunnel Mountain 1690 m 5544'

Buffalo Street

THE BANFF CENTRE

GENERAL INFORMATION

Registration Packages
Registration packages will be provided upon check in at the Professional Development Centre.

Meals
The Banff Centre dinning room services: breakfast (7:00am-9:00pm), lunch (11:30am-1:30pm) and dinner (5:30pm-7:30pm). **Your photo identification card will get you access to the dining room**. For details on getting your photo identification card, please see your welcome package that was supplied to you at check in.

Snack Bars
For quick snacks and light meals there are two facilities available during day time on the campus- Kiln and Gooseberry Juice Bar and Deli. For more details, check:
http://www.banffcentre.ca/facilities/dining

Technology
Full technical services will be provided to facilitate all forms of presentations. On days you are scheduled to give a presentation, you are required to do a technical run through. A Technical Run Through schedule can be found in your welcome package that was given to you at the check-in.

Email Services
Complimentary Wireless Internet access is available in most areas around campus. All Banff Centre accommodation rooms have data-ports in the phones for working or checking e-mail on a laptop. Standard long-distance charges apply as well as a 0.75 connection fee for all long distance calls. Throughout The Banff Centre there are PCs (Macintosh or MS Windows) for guest and artist use. Two are located in the Paul D. Fleck Library (lower level of Lloyd Hall), one in Glyde Hall, and two located in the Business Centre. In Banff, there are two Internet cafes, located in the Bear Street Mall and in the lower level of Sundance Mall.

Photocopying
Photocopying can be done at the Switchboard/Business Centre in DCH (Donald Cameron Hall). Hours of operations: 8.30am – 6.00pm on all days of the conference. Xerox - The Document Source is located on-site and

may be able to complete larger jobs with advance notice.

Currency Exchange
CIBC bank on the Banff Avenue is the closest place that does immediate currency exchanges. The Bank may levy extra charges to non-account holders for all currency exchanges, and it doesn't necessarily make exchanges for all currencies.

Smoking
There are a limited number of bedrooms that can accommodate smoking. For the health, safety and comfort of our guests, The Banff Centre has designated all public areas, classrooms, performance spaces and service areas as non-smoking. Smoking is not permitted in building entrance areas, or on outside patios where food service is available. All rooms in the Professional Development Centre are non-smoking.
For our guests who smoke, smoking room accommodation is available in Lloyd Hall. To provide other comfortable smoking locations the Centre has designated more than twenty outdoor smoking areas, at outlined on the campus map.

Disabled Access
There are paths, roadways and ramps throughout most buildings. Some bedrooms have been adapted for wheelchair access and some phones in Donald Cameron Hall are positioned at a lower level for wheelchairs. The Banff Centre was built on the side of a mountain, however, and presents challenges to people with limited mobility. On the sixth floor of Lloyd Hall there is a phone equipped with an amplifier handset for the hearing impaired.

Transportation
The Banff Centre is located on the east side of Banff, four blocks from Banff Ave. The town can be accessed by foot three ways from the Centre grounds: St-Julien Rd., Buffalo St., and the Ken Madsen Path to town. It is approximately a 10-15 minute walk downhill to town. The return trip is slightly longer as it is uphill. There is no shuttle bus that runs from The Banff Centre to downtown Banff. Downtown Banff can be reached by taxi for less than $5.00 each way. Bus service is

available from Calgary International Airport to Banff and Lake Louise hotels through **Banff Airporter** and **Brewster Transportation**. Banff Airporter is the official airport shuttle provider of The Banff Centre. Multiple daily transfers run between the Calgary International Airport and The Banff Centre for approximately $47 (Cdn) one-way / $88 (Cdn) return. Reservations are necessary; please call 1-888-HIWAY-01 in North America, or visit For Brewster coaches, two departures leave daily from Calgary International Airport to Banff hotels, and three return daily from Banff to the airport. Fare is approximately $42 (Cdn), one-way. *Please contact directly, to confirm times and prices* - Brewster Transportation (U.S. and Canada 1-800-661-1152, all other 403-762-6700) or visit their website to confirm times and rates. www.brewster.ca/day_trips/airporter_schedules.asp

Parking
There is parking available on site at The Banff Centre. There is a two-level parkade as well as a lot located next to the Professional Development Centre, close to the Front Desk and Reception. Parking is complimentary for Banff Centre guests and we require a pass to be placed on the dash of your car, which you will receive upon check-in. Our parking areas are patrolled on a regular basis by on-site security. As thefts can occur, we suggest that all valuables be removed from view in the car.

The Banff Centre is not responsible for theft or damage to vehicles while parked on our site.

Wellness
The Banff Centre experience isn't only about nurturing artistic and intellectual innovation. Creativity requires a healthy body as well as a healthy mind, and Sally Borden Fitness & Recreation offers a wide range of recreational opportunities and fitness services for people of all abilities and interests.
Check: http://www.banffcentre.ca/sbb/health

What is the 7% GST (Goods and Services Tax)?
Canada imposes a 7% tax on all goods and services purchased in Canada. This can be refunded in full to non-Canadian residents upon application. Applications can be obtained at the Front Desk or in the town of Banff at various restaurants, shops and hotels. There are two ways to apply:

F-1 Refund Services Inc.
P.O. Box 219, Suite 9100,
Banff, Alberta, Canada T0L 0C0

Revenue Canada Visitor Rebate Program
Summerside Tax Centre, Summerside,
P.E.I., Canada, C1N 6C6

Phone toll free from anywhere in Canada:
1-800-668-4748
From outside Canada:
902-432-5608
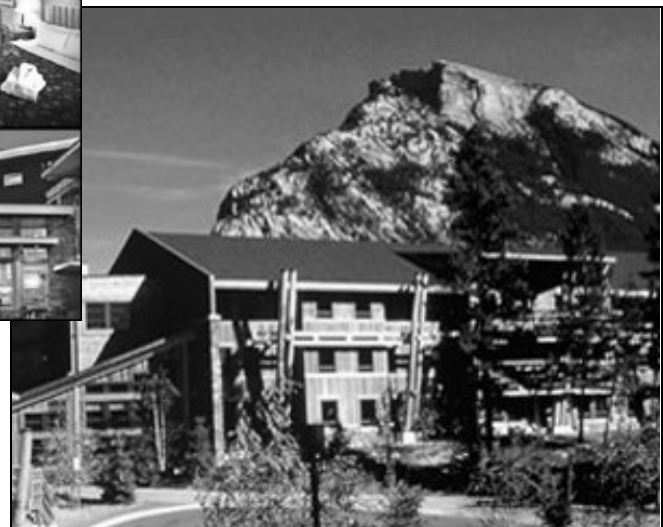
WORKSHOP PROGRAM

FRIDAY FEBRUARY 24

TECHNICAL RUN THROUGH

8:30pm – 9:30pm   TransCanada PipeLines Pavilion (TCPL), Room 201

*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.

MEET AND GREET

8:00pm – 10:00pm   TransCanada PipeLines Pavilion (TCPL) Foyer

There will be opportunity to introduce yourself and meet other fellows and faculty, share a glass of wine or have a cup of tea and nestle in for your first night in the mountains.

SATURDAY FEBRUARY 25

BREAKFAST

7:00am - 9:00am   Banff Centre Dining Room

TECHNICAL RUN THROUGH

7:30am – 9:00am   TransCanada PipeLines Pavilion (TCPL), Room 201

*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.

WELCOME AND ORIENTATION

9:00am - 10:00am   TransCanada PipeLines Pavilion (TCPL), Room 201

Susan Kennard, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*
Stephanie MacKendrick, *President, Canadian Women in Communications*
Deborah Beatty, *Vice President Corus and Nelvana Interactive*

SATURDAY FEBRUARY 25

Faculty Introduction:
Marty Avery, *Chief Catalyst, What If?;* **Jane Arnot,** *Senior Director, Business Development, CanWest Global Communications, Inc. ;* **Michel Blondeau,** *CEO, Ecentricarts Inc.;* **Jan Bozarth,** *President, Blue Arrow Music;*
Lili Campbell, *President and Creative Director, Footprint Strategic Communications Inc.;* **Sheelagh Carpendale,** *Canada Research Chair and Associate Professor Department of Computer Science and Faculty of Communication and Culture University of Calgary;* **Iwona Erskine-Kellie,** *BNMI Assistant & New Media Artist;* **Susannah Gardner,** *Creative Director, Hop Studios, Author, 'Buzz Marketing with Blogs for Dummies';* **Judy Gladstone,** *Executive Director, Bravo!FACT and MaxFACT (Foundations to Assist Canadian Talent);* **Cristi Hawtin,** *Global Product Manager, ALIAS Systems;* **Christene Hirschfeld,** *Partner, Boyne Clarke Barristers & Solicitors;*
Penny Jennett, *Professor - Faculty of Medicine, University of Calgary;*
Cheryl L'Hirondelle, *Independent Interdisciplinary Artist;* **Jo Morrison,** *Creative Director, NESTA Future Labs;* **Lally Rementilla,** *VP of Business Planning and Analysis, Lavalife Corp.;* **Elizabeth Vander Zaag,** *Media Artist*

Introductions to the program, faculty, and participants.

THE CURRENT STATE OF CONSOLIDATION AND ITS IMPLICATIONS
10:00am - 11:00am   TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*

Deborah Beatty, *Vice President Corus and Nelvana Interactive*

Keynote address on the current state of the industry, the process of consolidation (concentration of ownership and vertical integration in media) and the knowledge and skills needed to lead in a time of change.

COFFEE BREAK
11:00am - 11:15am

SATURDAY FEBRUARY 25

CASE STUDY: SHORTS IN MOTION: PHASES I AND II
11:15am - 12:15pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Judy Gladstone, *Executive Director, Bravo!FACT and MaxFACT (Foundations to Assist Canadian Talent)*

Case study of a project conceived at the CWC / Corus New Media Career Accelerator workshop in 2004: Discussion of the growth of a project, involving both new and old media, from conception to execution, including identifying appropriate partners, marketing and the launch.

LUNCH
12:15pm - 1:15pm   Banff Centre Dining Room

CONTENT DEVELOPMENT FOR THE NEW "DIGITALLY ORGANIC" FAMILY
1:15pm - 2:00pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Jan Bozarth, *President, Blue Arrow Music*

What's new for girls in the gaming world not what's out, what's coming? Girls Use of cell phones, IM's, and Blogs - Girls, phones, talking, gossip, diaries and secrets.

Today's female consumers comprise the most powerful buying group in history. Savvy businesses are listening to women and girls and making a space for their ideas, issues and desires. Within the context of 'The Digital Family', we'll identify who is using what digital media and technology, and consider how this affects the family, communications and entertainment. What formats are delivering this new material and how do various formats cross over? A case study of a new media brand in development.

SATURDAY FEBRUARY 25

MMORPG AS A MARKETING TOOL?

2:00pm – 2:45pm	TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Marty Avery, *Chief Catalyst, What If?*

Who says you can't make money playing 'video' games? Massively Multiplayer Online Role-Playing Games (MMORPG's) are growing loyal players and international economies. Busy people use MMORPGs to connect, unwind and make money. Social therirists and architects are using MMORPGs to test concepts and build models. How big is this phenomenon? Where will it go? What are the implications for the future?

WEB 2.0, SOCIAL SOFTWARE AND BLOGS: TECHNOLOGIES THAT ARE TRANSFORMING OUR LIVES

2:45pm – 4:00pm	TransCanada PipeLines Pavilion (TCPL), Room 201

Introduction by: Iwona Erskine-Kellie, *BNMI Assistant & New Media Artist, The Banff Centre*

Susannah Gardner, *Creative Director, Hop Studios, Author, Buzz Marketing with Blogs for Dummies*

Elizabeth Vander Zaag, *Media Artist*

This panel will introduce you to the technology trends in the Web 2.0/social software space. Get a grasp on the business and cultural implications of these next-generation ideas, with examples of how they are being used online today. Bonus: Jargon brush-up! Learn buzzwords and tech-speak galore while we tour wikis, blogs, RSS, photo-sharing and more. We'll wind up this session with an overview of how blogs are changing the way businesses reach and interact with customers.

If you have a laptop with you, be sure to bring it to this session, so you can look at some of the great web sites we'll be touring.

COFFEE BREAK

4:00pm - 4:15pm

SATURDAY FEBRUARY 25

PARTICIPANT SHOW AND TELL

4:15pm – 6:15pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Susan Kennard, *Director and Executive Producer of The Banff New Media Institute, The Banff Centre*

Each participant shall have 5 minutes to introduce themselves and their work

EXPLANATION OF THE PITCHING EXERCISE

6:15pm- 6:45pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

Nothing happens without committed resources. Given two minutes, what will you say to attract collaborators, investors and customers to you? Once you have their eyes and ears, what will you say and do to gain their trust? This presentation covers key concepts for persuading the right money and people to support your project or business. Learn the foundational *Mind Set and Approach* to create the winning pitch.

Structure and Content, Delivery Style, Closing, and Follow up will be outlined to prepare for the forthcoming pitching exercise.

DINNER*

6:45pm - 8:00pm   Banff Centre Dining Room

NOTE: *Last service in the dining room is at 7:30pm. After dinner, please change into something that will be fitting for the play-with-clay session.

THE TACTILE VOICE - CERAMIC CREATIVITY SESSION

8:00pm - 10:00pm   Glyde Hall, Studio 17

Ed Bamiling, *Ceramics Facilitator, Visual Arts Department, The Banff Centre*

This is a hands-on creativity session which offers Fellows the opportunity to explore visual imagery through the tactile medium of clay. The module embraces concepts of communication, self-awareness, cooperation, team-building, brainstorming, some creative risk-taking and enjoyment - in an informal, supportive environment with license to experiment and indulge one's imagination.

Wine and Beer will be served.

SUNDAY FEBRUARY 26

BREAKFAST

7:00am - 9:00am   Banff Centre Dining Room

TECHNICAL RUN THROUGH

8:30am – 9:00am   TransCanada PipeLines Pavilion (TCPL), Room 201

*ALL PRESENTERS FOR THE DAY MUST ATTEND - see technical run through schedule for times.

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am   TransCanada PipeLines Pavilion (TCPL), Room 201

Susan Kennard, *Director and Executive Producer, The Banff New Media Institute, The Banff Centre*

PITCHING STRATEGIES: WITHIN ORGANIZATIONS

9:30am - 10:30am   TransCanada PipeLines Pavilion (TCPL), Room 201

Deborah Beatty, *Vice President Corus and Nelvana Interactive*

COFFEE BREAK

10:30am - 10:45am

$, RIGHTS AND NEW MEDIA

10:45am - 11:45pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Christene Hirschfeld, *Partner, Boyne Clarke Barristers & Solicitors*

What are rights issues in current new media deals? How should deals be negotiated to get the best out of potential properties? Legal issues to consider in online environments.

SUNDAY FEBRUARY 26

WINNING BY OFFERING THE BEST OF OFFLINE AND ONLINE TO ADVERTISERS AND CONSUMERS

11:45am - 12:30pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Jane Arnot, *Senior Director, Business Development, CanWest Global Communications, Inc.*

Online is often a very small but important and fast moving part of a traditional company - especially a multi-media company like CanWest. Working together with colleagues in all areas of the company requires sensitivity, time and the ability to understand all perspectives. We will cover some of the ways that CanWest has been successful by aligning all of our assets to deliver true-multi media offerings in our Classifieds business that bring the best of all worlds to our advertisers and consumers.

LUNCH

12:30pm – 1:30pm   Banff Centre Dining Room

THE LAVALIFE MODEL AND ITS EXPERIENCE WITH THE FEMALE MARKET

1:30pm - 2:45pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Lally Rementilla, *VP of Business Planning and Analysis, Lavalife Corp.*

Fellows will be led through the fundamentals of a web business. Topics include entering new markets, gaining distribution, user analytics, pricing and revenue models. We will also touch on insights into the female market. As an alumna of the 2002 CWC/Corus New Media Career Accelerator, Lally will also speak briefly on how the program affected her career and how she was able to make a transition from telecom to new media.

COFFEE BREAK

2:45pm - 3:00pm

SUNDAY FEBRUARY 26

GROUP A)
HANDS ON LAB TIME –
BASIC BLOG CREATION AND DIGITAL PHOTO MANIPULATION

3:00pm - 4:30pm   TransCanada PipeLines Pavilion (TCPL), Room 202

Elizabeth Vander Zaag, *Media Artist*

Assisted by: Susannah Gardner, *Creative Director, Hop Studios, Author, Buzz Marketing with Blogs for Dummies; and* **Iwona Erskine-Kellie,** *BNMI Assistant and New Media Artist, The Banff Centre*

Bring your most creative idea for a blog to this lab workshop in which you will set up a blog. We'll begin by talking about developing a blog strategy, and then dive straight into the technology. You will receive an overview of available blog software, walk through setting up a basic blog, and get familiar with using blog software to post entries and photos. Before you leave, you'll have your photo taken, learn to resize it and put it online.

Before you leave the session, you'll also get a chance to play with recording audio to post to your blog.

GROUP B)
SMALL GROUP MENTORING WITH FACULTY AND GUEST SPEAKERS

3:00pm - 4:30pm   Location: See sign up sheet in TCPL Foyer

Faculty: All

GROUP B)
HANDS ON LAB TIME –
BASIC BLOG CREATION AND DIGITAL PHOTO MANIPULATION

4:30pm – 6:00pm   TransCanada PipeLines Pavilion (TCPL), Room 202

Elizabeth Vander Zaag, *Media Artist*

Assisted by: Susannah Gardner, *Creative Director, Hop Studios, Author, Buzz Marketing with Blogs for Dummies; and* **Iwona Erskine-Kellie,** *BNMI Assistant and New Media Artist, The Banff Centre*

Bring your most creative idea for a blog to this lab workshop in which you will set up a blog. We'll begin by talking about developing a blog strategy, and then dive straight into the technology. You will receive an overview of available blog software, walk through setting up a basic blog, and get familiar with using blog software to

SUNDAY FEBRUARY 26

post entries and photos. Before you leave, you'll have your photo taken, learn to resize it and put it online.

Before you leave the session, you'll also get a chance to play with recording audio to post to your blog.

GROUP A)
SMALL GROUP MENTORING WITH FACULTY AND GUEST SPEAKERS
4:45pm – 6:00pm   Location: See sign up sheet in TCPL Foyer

Faculty: All

DINNER
6:00pm – 7:00pm   Banff Centre Dining Room

ARTIST PRESENTATION
7:00pm – 8:00pm   TransCanada PipeLines Pavilion (TCPL), 201

Cheryl L'Hirondelle, *Independent Interdisciplinary Artist*

This presentation will emphasize Cheryl's personal approach to New Media as an artist. Her background as a self-trained, DIY artist will add valuable insights and give fellows the opportunity to hear about New Media from a unique and Indigenous perspective.

MONDAY FEBRUARY 27

BREAKFAST

7:00am - 9:00am   Banff Centre Dining Room

TECHNICAL RUN THROUGH (IF REQUIRED)

8:30am – 9:00am   TransCanada PipeLines Pavilion (TCPL), Room 201

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am   TransCanada PipeLines Pavilion (TCPL), Room 201

Elizabeth Vander Zaag, *Media Artist*

INTERNAL VS. EXTERNAL:
MAKING THE MOST OF NEW MEDIA COMPANIES (doing it all yourself)

9:30am – 10:15am   TransCanada PipeLines Pavilion (TCPL), Room 201

Michel Blondeau, *CEO, Ecentricarts Inc.*

This talk will introduce the various team roles/responsiblilities required to fulfill a new media project and outline the differences between in-house development and outsourcing work.

TRANSFORMING SPACE

10:15am - 11:00am   TransCanada PipeLines Pavilion (TCPL), Room 201

Jo Morrison, *Creative Director, NESTA Future Labs*

Digital technologies enable us to have new and varied relationships with physical space. Jo Morrison will discuss three projects that Futurelab has developed that give learners the opportunity to re-imagine space.

BREAK

11:00am – 11:15am

TEAM MANAGEMENT FROM TOP DOWN OR LATERAL APPROACH:
PEER TO PEER TECHNOLOGIES AND COLLABORATION TOOLS

11:15am – 12:15pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Michel Blondeau, *CEO, Ecentricarts Inc.*

Jan Bozarth, *President, Blue Arrow Music*

This panel discusses and debates user driven models of interaction and design. How do these new technologies enable different roles for audiences, artists, users and designers? These technologies, and user responses, have created new expectations for participation, validation and engagement on the part of users. We will focus on participatory models and content. Chances are that your staff will also have grown up in this environment. What do you need to know? What are some of the economic and rights indicators to take into account in this world? How do you use these tools to work with distributed teams and international networks?

WHAT MAKES FOR GOOD COLLABORATION?

12:15pm – 12:45pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Cristi Hawtin, *Global Product Manager, ALIAS Systems*

Collaboration, techniques, guiding principles, business benefits*.*

Case Study: Alias Visualization Studio – Discovery/Concept phase, business requirements gathering, ALIAS collaborative software (Portfolio Wall- demonstration).

LUNCH

12:45pm – 1:45pm   Banff Centre Dining Room

DIGITAL TOOLS FOR PERFORMANCE

1:45pm – 2:30pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Jo Morrison, *Creative Director, NESTA Future Labs*

Young people can create and share their own interactive multi-media artworks using new and emerging digital tools. Jo Morrison describes *The Jungulator*, an interoperable audio-visual tool for 16 - 18 year olds, and *Virtual Puppeteers*, a real time virtual puppet theatre for primary school children, and shows how their development with users helped to create exciting new performance tools.

BREAK
2:30pm – 2:45pm

GROUP A)
HANDS-ON LAB TIME:
BLOG DESIGN AND PODCASTING

2:45pm - 4:15pm   TransCanada PipeLines Pavilion (TCPL), Room 202

Susannah Gardner, *Creative Director, Hop Studios, Author, 'Buzz Marketing with Blogs for Dummies'*

Assisted by: Elizabeth Vander Zaag, *Media Artist;* **Iwona Erskine-Kellie,** *BNMI Assistant and New Media Artist, The Banff Centre;* and **Jonathan Cohrs,** *Audio Admin Associate, The Banff Centre*

In this hands-on workshop, we'll look at customizing a blog to your tastes and purposes, from background colors to graphics. You'll get a feel for what you can do yourself, and what you might need help with from a graphic designer, and you'll get a peek at that most challenging of HTML code: *Cascading Style Sheets*. Before you leave the session, you'll learn how to use an RSS newsreader, and do a little news aggregation on your blog as well.

Our final lab time will be devoted to editing a short audio recording and posting it to your blog. Get up to speed on the cutting-edge of blog technology: podcasting.

GROUP B)
COFFEE BREAK/TOUR OF FACILITIES

2:45pm - 4:15pm   Meet at indoor tree, Main Level JPL

Luke Azevedo, *Director of the Creative Electronic Environment, The Banff Centre,*
Maria Lantin, *Research Faculty, The Banff New Media Institute;*
and **Cindy Schatkoski,** *Program Manager, Banff New Media Institute*

MONDAY FEBRUARY 27

GROUP B)
HANDS-ON LAB TIME:
BLOG DESIGN AND PODCASTING

4:15pm – 5:45pm	TransCanada PipeLines Pavilion (TCPL), Room 201

Susannah Gardner, *Creative Director, Hop Studios, Author, 'Buzz Marketing with Blogs for Dummies'*

Assisted by: Elizabeth Vander Zaag, *Media Artist;* **Iwona Erskine-Kellie,** *BNMI Assistant and New Media Artist, The Banff Centre;* and **Jonathan Cohrs,** *Audio Admin Associate, The Banff Centre*

In this hands-on workshop, we'll look at customizing a blog to your tastes and purposes, from background colors to graphics. You'll get a feel for what you can do yourself, and what you might need help with from a graphic designer, and you'll get a peek at that most challenging of HTML code: *Cascading Style Sheets*. Before you leave the session, you'll learn how to use an RSS newsreader, and do a little news aggregation on your blog as well.

Our final lab time will be devoted to editing a short audio recording and posting it to your blog. Get up to speed on the cutting-edge of blog technology: podcasting.

GROUP A)
COFFEE BREAK/TOUR OF FACILITIES

4:15pm – 5:45pm	Meet at indoor tree, Main Level JPL

Luke Azevedo, *Director of the Creative Electronic Environment, The Banff Centre*
Maria Lantin, *Research Faculty, The Banff New Media Institute;*
and **Cindy Schatkoski,** *Program Manager, Banff New Media Institute*

BRANDING NEW MEDIA

5:45pm - 6:30pm	TransCanada PipeLines Pavilion (TCPL), Room 201

Lili Campbell, *President & Creative Director, Footprint Strategic Communications Inc.*

Research is telling us that as many as 50% of consumers change their minds about a brand as a result of using the Internet. Is this because of the online experience on the brand site or is it the impact upon the brand from decentralized consumer postings on online forums and blogs that say more about a brand or the services it offers than the official site?

We will also discuss the effect of mobile technologies on the brand.

MONDAY FEBRUARY 27

DINNER
6:30pm – 7:30pm   Banff Centre Dining Room

WALK TO TOWN
7:30pm – 7:45pm

Please bring outdoor wear.

Meet the group at the Kiln Coffee Shop.

GAMES NIGHT
7:45pm – 8:45pm   Cyber Web Internet Café, 215 Banff Avenue

Jan Bozarth, *President, Blue Arrow Music*

Find out whether you are a player or not and what the pleasures and challenges of interactive games are. We will try out a number of games with high female audiences.

TUESDAY FEBRUARY 28

BREAKFAST

7:30am - 9:00am   Banff Centre Dining Room

TECHNICAL RUN THROUGH (IF REQUIRED)

8:30am – 9:00am   TransCanada PipeLines Pavilion (TCPL), Room 201

HIGHLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am   TransCanada PipeLines Pavilion (TCPL), Room 201

Elizabeth Vander Zaag, *Media Artist*

RELATIONSHIP MARKETING (WITH EXERCISE)

9:30am – 10:30am   TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

You've heard "It's not what you know it's who you know." This is only half true, but
that half can make or break you. This interactive workshop focuses on how to make
what you know more successful by creating productive relationships with the people
you need to know. We'll cover Who You Know, Who You Need to Know, and Best
Practices for Getting Connected and Staying Connected with Ideal Financing Partner,
Prospects and Influencers.

GROUP PHOTO

10:30am - 11:15am   Donald Cameron Amphitheatre

Please proceed to risers set up **OUTDOOR** in the Donald Cameron Amphitheatre,
(across from the dining room windows)

TUESDAY FEBRUARY 28

BREAK

11:15am - 11:30am

PRODUCT MANAGEMENT IN NEW MEDIA

11:30am – 12:30pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Cristi Hawtin, *Global Product Manager, ALIAS Systems*

Why is 'knowing' your customer so important in the new media world? We'll consider the Product Management lifecycle - best practices and good organizational, customer and team management skills - a balance between strategy and tactical.

LUNCH

12:30pm – 1:30pm   Banff Centre Dining Room

LICENSING

1:30pm - 2:00pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Christene Hirschfeld, *Partner, Boyne Clarke Barristers & Solicitors*

HOW TO FINANCE NEW MEDIA

2:00pm – 3:15pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Christene Hirschfeld, *Partner, Boyne Clarke Barristers & Solicitors*

Michel Blondeau*, CEO, Ecentricarts Inc.*

Different perspectives of deal making are explored, from development through to marketing. What is the role of tool making in relation to the content agenda? What issues are of particular importance from inside convergent media, the broadcaster, inside the new media company, inside the technology company? What are the stages of financing, the sources in Canada and abroad?

TUESDAY FEBRUARY 28

BREAK
3:15pm - 3:30pm

THE NEW MEDIA BUDGET
3:30pm - 4:15pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Lally Rementilla, *VP of Business Planning and Analysis, Lavalife Corp.*

This practical session walks through all the elements of a new media budget, the challenges in covering the skills, time and resources needed. The usefulness of budget narrative. Should you budget low or high? Smart producers have two budgets or do they? Monitoring your budget and costs (change control) – what are the business models or are there any?

PROJECTS, PERFORMANCES AND TECHNOLOGIES
4:15pm - 5:00pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Cheryl L'Hirondelle, *Independent Interdisciplinary Artist*

How do technologies constrain what we can make? Are cultural values built into tools? How do these manifest? What are some ways of approaching this problem? Indigenous and Tribal communities worldwide still have much to offer in the way of innovation. This session will look at a few successful case studies worldwide, and will shed insight into protocols and relevant strategies and issues around access.

SKI FITTING FOR THE CROSS-COUNTRY SKI TRIP
5:00pm - 6:00pm   Sally Borden Building

Please go to the Sally Borden Information Desk and reserve your equipment for tomorrow's cross-country ski trip.

DINNER
6:00pm - 7:30pm   Banff Centre Dining Room

IMPROVISATIONAL DRAMA
EXERCISES THAT HELP YOU PITCH/ ROLE-PLAY PITCHING A PROJECT
7:30pm - 9:00pm   TransCanada PipeLines Pavilion (TCPL), Foyer

Colin Funk, *Associate Program Director, Creativity, The Banff Centre*

Fellows will be divided into teams to brainstorm a small project. In this exercise you will learn to more effectively engage your team members, become a better listener, and develop a stronger sense of self-confidence and leadership presence. Fellows will define roles, plan the project and look at a management structure. They will also develop a design plan based on previous course work, present it to the class and get/give feedback. This gives the Fellows the opportunity to role-play taking the lead for a team that is strongly creative and primarily technical.

WEDNESDAY MARCH 1

BREAKFAST

7:00am - 9:00am   Banff Centre Dining Room

HIGLIGHTS OF THE PREVIOUS DAY

9:00am - 9:30am   TransCanada PipeLines Pavilion (TCPL), Room 201

Jo Morrison, *Creative Director, NESTA Future Labs*

PICK UP YOUR LUNCH

9:30am – 10:00am   TransCanada PipeLines Pavilion (TCPL), Foyer

AND THEN:

PICK UP YOUR CROSS-COUNTRY SKIS - SALLY BORDEN BUILDING

MEET THE BUS FOR SKI EXPEDITION TO THE CASCADE FIRE ROAD

10:00am – 2:00pm   Out front of the Sally Borden Building

Location: Meet the bus out front of the Sally Borden Building

A brown bag lunch will be provided.

WEDNESDAY MARCH 1

BREAK
2:15pm – 2:30pm

WORK IN GROUPS TO DEVELOP A PITCH FOR A NEW MEDIA PROJECT
2:30pm – 3:00pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Groups will develop a concept, the production, timelines, team and financing plan. The group will plan their pitch (including roles) to be pitched to the class on Friday.
Led by: Marty Avery, *Chief Catalyst, What If?*

MENTORING SESSIONS WITH FACULTY AND GUEST SPEAKERS
3:00pm – 5:00pm   Location: See sign up sheet in TCPL Foyer

Faculty: All available faculty and guest speakers

APRES SKI: INFORMAL EVENING WITH FACULTY AND FELLOWS
5:00pm – 6:30pm   TransCanada PipeLines Pavilion (TCPL) Foyer

Relax and enjoy a hot chocolate and tasty treats while sharing stories about your morning activities experienced so far.

DINNER AND FREE TIME
6:30pm – 7:30pm   Banff Centre Dining Room

THURSDAY MARCH 2

BREAKFAST

7:00am - 9:00am Banff Centre Dining Room

TECHNICAL RUN THROUGH (IF REQUIRED)

8:30am – 9:00am TransCanada PipeLines Pavilion (TCPL), Room 201

HIGHLIGHTS OF PREVIOUS DAY

9:00am - 9:30am TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

ROUNTABLE DISCUSSION: POLICY AND NEW MEDIA

9:30am – 10:30am TransCanada PipeLines Pavilion (TCPL), Room 201

Michel Blondeau, *CEO, Ecentricarts Inc.*

This is an opportunity for the Fellows and Faculty to engage in discussion and debate about policy issues.

BREAK

10:30am – 10:45am

RESEARCH AND NEW MEDIA

10:45am - 12:00pm TransCanada PipeLines Pavilion (TCPL), Room 201

Penny Jennett, *Professor - Faculty of Medicine, University of Calgary*

Sheelagh Carpendale, *Canada Research Chair and Associate Professor Department of Computer Science and Faculty of Communication and Culture, University of Calgary*

LUNCH

12:00pm - 1:30pm Banff Centre Dining Room

THURSDAY MARCH 2

PITCHING W0RKSHOP

1:30pm – 3:45pm   TransCanada PipeLines Pavilion (TCPL), Room 201

Marty Avery, *Chief Catalyst, What If?*

Fellows pitch their projects to the group and receive feedback. 4 minutes for pitches per group with 6 minutes of discussion to follow each presentation pitch.

Each Fellow will be pitching to the group something she is passionate/knowledgeable about, could give to others, and would like to get from others, express her needs. Then instead of feedback on the pitch, the people in the room can contribute connections and ideas.

This session will be voice recorded and shared/circulated afterwards.

BREAK

3:45pm – 4:00pm

PROGRAM EVALUATION: FACULTY

4:00pm – 5:00pm   TransCanada PipeLines Pavilion (TCPL), Room 201

PROGRAM EVALUATION: FELLOWS

5:00pm - 6:00pm   TransCanada PipeLine Pavilion (TCPL), room 107

Emily Paige, *BNMI Coordinator, The Banff New Media Institute*

RECEPTION AND BANQUET DINNER

6:30pm - 9:30pm   FUZE, 2nd Floor, 110 Banff Avenue, Clock Tower Village

Join Faculty, Staff and Fellows for a final farewell dinner at one of Banff's finest restaurants.

One taste and you'll know why they use the word finer to describe the dining experience at Fuze. Their award-winning Chef has literally traveled the globe to bring you the best the world has to offer. From traditional French, to the flavours, spices and ingredients of India, Asia, Canada and elsewhere, the food at Fuze is truly a worldly experience.

"2005 Best New Restaurant in the Canadian Rockies" - WHERE Magazine
"Canada's Top 100 Wine Savvy Restaurants" - Wine Access Magazine
"Canada's Best New Dining Trends 2005" - enRoute

FRIDAY MARCH 3

BREAKFAST

7:00am - 9:00am   Banff Centre Dining Room

TRAVEL DAY FOR FACULTY AND FELLOWS

INDIVIDUAL BIOGRAPHIES

FELLOWS

Sarah Anson-Cartwright

Sarah calls herself a "policy wonk" in a converged world. Over a year ago, she joined Bell Canada as Director of Government Relations in Ottawa, where she tackles public policy issues in the Internet, telecom, mobile and broadcasting milieus.

When it comes to new media, Sarah was fortunate to have managed one of the first private-sector funds, the Stentor New Media Fund launched in 1997. Previously, she helped shape one of the first public-sector funds for new media production, while at the Ontario Film Development Corporation in the mid-1990s.

Sarah's career includes experience in public policy development, government relations and advocacy, as well as magazine editing, writing and publishing. Her subject matter expertise covers telecom, broadcasting, film and TV production, Internet, new media and convergence.

Sarah has had the great opportunity to attend the Banff Centre twice in the past twenty-odd years. First, she came for the Banff Publishing Workshop. Then she returned for the Arts Administration Program. She is delighted and excited about being immersed in the New Media experience very soon at Banff!

Sarah is married to William, a theatre guy, and they have twin 7-year-old daughters, Caroline and Rosalind. Sarah lived in Toronto until 10 years ago, but really loves life in Ottawa. She is a board member of Third Wall Theatre and is training to run her second marathon in the spring.

Ann Barnes

Ann is currently acting as General Counsel, VP Business Affairs at the independent broadcaster Insight Sports Ltd. She provides legal and business advice for ISL's three new channels (GOLtv (soccer), CGTV (casino-gaming), and WFN(fishing)) for distribution arrangements, emerging new media markets, and corporate and commercial matters.

She worked for two other broadcasters: Alliance Atlantis Broadcasting Inc.
as Vice-President, Business & Legal Affairs; and, NetStar Communications Inc as In-house counsel. In both positions, she was responsible for all legal matters relating to distribution: interactive technology, IT, finance, and sales and marketing. She was also responsible for all New Media projects and Intellectual Property matters.

She gained corporate in-house experience while employed with Cott Corporation (private label water and soda manufacturer) and Manulife Financial as Associate Counsel. In these positions she was involved in the structuring and negotiation of various mergers,

acquisitions and refinancings. She worked closely with Senior Management and the various business units to draft, review and negotiate various business and legal issues including: corporate, securities, commercial, information technology and employment matters.

Outside of family life, Ann's interests include painting, boxing, golf, and jogging. She is currently an active Board Member of the "Friends of the Frost", a charitable organization developed to facilitate and support environmental education for children and the David Suzuki Foundation. She is mother of a very active 2 ½ year old son, has a wonderful husband and a high-maintenance dog named 'mo-mo'.

Lisa Bowditch

Lisa has been fascinated by the broadcast industry since her childhood. Her father was a Canadian broadcast engineering pioneer and she grew up visiting urban production plants and isolated transmitter sites. Her first part-time job was in the newsroom at a local Toronto television station. This grew into a full time job in their News Library. Within a few years, Lisa had moved on to CTV National News Research & Archives where she spent the next 10 years as their Senior News Archivist.

In 1998, Lisa made the big move from News to Sports. CTV was starting a new sports specialty channel and she was recruited to develop a sports archive for the new network. Seven years later she is still managing the Sportsnet Library, which has evolved into 80,000+ hours of sports programming and highlight footage.

Lisa's family connection to the broadcast industry has continued through marriage. Her husband is the Canadian Sales Manager for a leading Canadian production equipment manufacturer. The associations of her family and their varied experiences have given her an extremely broad view of the industry in which she works and a unique perspective on its future.

Lisa lives in a small town northeast of Toronto and is mom to three very active young boys – aged 5, 10 and 12.   Her favorite pastimes include watching her boys play hockey, lacrosse and soccer, and cheering from the slopes as they race alpine skiing.   Her personal hobbies are downhill skiing, hiking, and running.

Pamela Chan

Pamela Chan has been working in Canada's Web industry for over eight years, which means she has experienced her share of Web booms *and* busts. Her early experience ranges from musical (*TheyMightBeGiants.com*) to money (*RBC.com*) to medical (*Viagra.ca*, *Lung.ca*), working at various web production houses. She has also worked in, and continues to dabble in freelancing.

Currently, Pamela is the sole producer for the online destination of *Maclean's,* Canada's top news magazine. She is currently expanding the multimedia and interactive content of the site, while still maintaining daily news updates.   In her time there, she has also doubled the site's traffic, which now receives several million visits a month.

Prior to Macleans.ca, Pamela worked for another successful Canadian publication: the website for number one women's magazine *Chatelaine*. Starting as their very first Online Editor, she grew to become Web Production Manager, overseeing an ever-expanding staff and several, several redesigns.

Pamela received her degree in Fine Arts Cultural Studies from York University, specializing in Multimedia with a minor in Psychology. Who says a Liberal Arts degree doesn't pay off?

When she isn't parked in front of her computer, Pamela likes to cook and practice yoga. She is also a card-carrying member of the Origami Society of Toronto and is eagerly anticipating the 2006 World Cup. She lives near Toronto's Harbourfront with two cats and her partner Oliver.

Terry Dinsmore

Just about 30 years ago, Terry started out as an advertising agency media planner and buyer and spent years working for large agencies such as McKim Advertising in Toronto and later for BBDO in Vancouver. She also ran her own media consulting company for 2 years. Later, at Grey Advertising she served as Media Director and Co-manager.

She opened the Vancouver office and was the BBM's Director of Client Services for Western Canada for 9 years. Next was CKWX 1130 radio, where Terry was the top billing senior account executive for six years.

Currently Terry is the President of Dinsmore Media and works as a media consultant to various direct accounts and numerous agencies. In addition to media buying and planning, she does media research for radio and community newspapers and works with new forms of media developing their sales tools and presentation material. Terry has over 5 years experience as an instructor in media at BCIT in their Marketing Communications program.

Terry is active in the local advertising community and currently serves as Chair of BCIT's Marketing Communications Advisory Council. Terry has also served with other committees; Make-A-Wish Foundation, NAB, Muscular, CWC -3 years on local chapter board for BC and 3 years on national board. She is the Winner of Audrey Bothamley 1999 AWARD for contribution to the media industry.

In her spare time, Terry loves to travel, paint, golf and go for long walks on the beach with her best buddy, Wags.

Sylvia Henry

I was born and raised in a small town outside of London, Ontario. When I turned 18, I was off to the University of Waterloo to get my degree in Bachelor of Math/Business Administration, Information Systems. In my first year of university, I was given the opportunity to start a part time job at Bell Canada.

Now I am going into my 20th year at Bell Canada – it has been a very interesting path.

I started my career at Bell as an associate in the Plant department responsible for activating phone lines. Throughout the next several years I quickly shifted into the System and Technology starting as a Business Analyst and then moving into a Solutions Prime position. In this role, I was responsible for delivering several multi million dollar projects. This required traveling extensively throughout Canada and parts of the US, while acting as a key liaison between the project team and vendors such as Lucent Technologies, CGI and IBM. In addition, I was involved in consolidating various business unit specific requirements to form a holistic solution.

Recently, I changed positions to become the program manager for the Consumer Wireline business. My prime accountabilities are cost reduction for all Call Centers and Field Operations by establishing and measuring Key Performance Indicators.

I am also a wife and a mother of two beautiful little girls (Alyssa 2 and Katrina 4), currently residing in Ancaster, Ontario. In my spare time, I do various recreational activities with my girls. I also participate in various fundraising for efforts.

Julie Henson

For the past 13 years, Julie Henson has been a driving force at Rogers Television.

After graduating from Ryerson University, Julie worked as a broadcast journalist in radio before starting her career as a Publicity Officer at Rogers Television in Ottawa. In 1994, Julie took a year-long sabbatical from Rogers to serve as the National Community Channel Coordinator at the Canadian Cable Television Association (CCTA). Upon her return to Rogers, Julie was given progressive assignments and in 1997, she moved to Toronto, where in 1999, she was appointed Promotions Manager. Her responsibilities included overseeing advertising, public, media and community relations and the development of the station's brand. Julie provided leadership in all these areas in order to position Rogers Television as an important differentiator for the cable company.

A key member of the team responsible for the transformation of Rogers Television over the past decade, Julie's work has been widely recognized within the industry. In 2002, Rogers Television's "Local Matters" image campaign received the CCTA's Galaxi Award for Best Overall Promotion and in 2005, the station's new on-air rebrand earned prestigious Promax/BDA Gold as the Branding/Image Campaign of the Year for Cable and Satellite Systems.

In October 2005, Julie was promoted to Director, Creative Services, Planning and Development for Rogers Television's group of 31 local stations.

Julie and her husband William now live in Ottawa.

Colette Johnson-Vosberg

I served as CWC GTA Treasurer for 2.5 years and in January '06 moved into the role of Co-Chair person. I have been in the broadcast industry with Global Television overseeing Canadian contracts for the past 4.5 years but looking for new challenges, moved to Alliance Atlantis in the Motion Picture Distribution dept. I'm still involved in contracts but also deal with sales of PPV, VOD, PAY TV and Free TV. Future goals are to develop my skills further in sales and exploiting new media opportunities.

Anne Liota

Anne Liota's career in the dynamic world of Media started at M2 Universal and Young & Rubicam working on high profile automotive and beer accounts. From there she shifted her talents to AllianceAtlantis where she became an integral part of the Sales Promotions team. Here she honed her creative skills to develop exciting promotional concepts from paper to live on-air. At this point, Anne joined CTV Customer Marketing Group to integrate her ideas through promotions and station produced programming. Utilizing her past experiences to her success at CTV, it was only within a year that Anne was promoted to Customer Marketing Manager on the Comedy Network.

Anne Liota is now at Rogers Sportsnet and was recently promoted to the newly formed position of Director, Marketing Solutions for Rogers Sportsnet. In this role Anne manages a team of three people, including a Marketing Representative, a Producer and a Team Coordinator. She has quickly established a reputation as an industry leader at creating innovative, custom communications solutions for Sportsnet's customers.

Anne works with many of Canada's leading advertisers at both the agency and client-direct level, building custom programs and communications solutions tailored specifically for them. This includes sponsorships, sponsored features, consumer/viewer TV promotions, in-store/point of sale promotions, creating vignettes, creating online sponsorships, online contests, online fantasy pools, wireless video delivery sponsorships, SMS-driven promotions, and SMS on-screen text sponsorships. Frequently it involves integrating many of the above tools into one idea in response to a client briefing. Anne also works cross-media, working to bundle Sportsnet with other Rogers Media assets, including Sportsnet Magazine, the Toronto Blue Jays, Rogers Centre, Rogers radio, and Rogers publishing.

Ann Mainville-Neeson

Ann Mainville-Neeson is Senior Regulatory Legal Counsel, Broadband Policy at TELUS Communications Inc. Prior to that, Ms. Mainville-Neeson has served as Executive Director of the Canadian Broadcast Standards Council (CBSC), a self-regulatory organization which deals with programming content on Canadian private radio and television stations and specialty services. A trilingual lawyer (Danish being her third language), Ann also teaches Communications Law (Droit des communications) at the University of Ottawa, Faculty of Law. A strong believer in giving back to her community, Ann is involved with many charities and women's groups. In addition to being a member of CWC, Ann is Chair of the Ottawa Chapter of the CATA/Women in Technology (WIT) Forum. Ann also sits on the Board of Directors of MASC, an organization which brings arts to youth in schools and in the community and is a special advisor to the Board of iSisters, an organization which

seeks to empower disadvantaged women with technology. Prior to that, Ann was involved with Big Sisters Big Brothers Ottawa for over 12 years.

She is a former Big Sister and has served as President of Big Sisters of Ottawa-Carleton and as the first President of Big Sisters Big Brothers Ottawa following the amalgamation of the two "Big" agencies in Ottawa, an undertaking which she led. Ann has also been active with the Rotary Club of Ottawa and United Way/Centraide in Ottawa. She is the recipient of numerous awards and recognitions, including a Community Builder Award from United Way/Centraide in 2000.

Natalie McGee

Natalie McGee (nat'a'le me'ge) <Consulting Analyst> adj. a spirited architect for change; analytically creative; decisive; organized n. extravert; thinker; an advocate for simplicity * Natalie arrived at TELUS from Toyota Motor Manufacturing Canada where she honed her skills in championing "customer-first" ideology. * She is an enterprising and accomplished problem-solver, fit to communicate and organize information into well-conceived and highly consumable bits. * Motivated to see possibilities and understand complexities when designing useful solutions to problems, she is hands-on, resourceful, adaptive and stylistically skilled. * Natalie is a Professional Engineer (P.Eng.), and holds an additional technical diploma in Applied Information Technology from Information Technology Institute.

Lisa McPhail

Lisa is presently a Business Development Officer in Industry Canada's Information and Communications Technology Branch. Her focus has been on Canada's e-industries - working on programs and policies for industry strengthening and export development strategies - with a particular focus on e-Learning and e-health.

Lisa began her career as a librarian, setting up and establishing the first fully computerized information and research center in the Canadian Federal Library System for the Canadian International Trade Tribunal (CITT) in 1988, then taking positions as Chief Librarian at Investment Canada, and the Canadian Intellectual Property Office (CIPO). In 1995 Lisa joined Canada's SchoolNet initiative, and worked with SchoolNet National Advisory Board committees to develop engagement strategies targeted to help Canada become the most connected country in the world.

Lisa was recently selected for the CWC Jeanne Sauve Career Development Program. Her assignment was with the Rogers family of companies in Toronto. She is presently on an assignment with Human Resources Development Canada working with the Workplace Skills Initiative to foster innovative models to increase the productivity and investment in Canadian workplaces. As always, her focus is on strengthening the relationship between the federal government and the Canadian private industry, and ensuring access to information and technology for all Canadians.

Lisa has 12 year-old daughters (twins!) and lives with her husband Alex in Ottawa.

Jackie Pardy

Jackie Pardy is the Director of Program Acquisitions and Contract Administration for Corus Entertainment, Children's Television division. Her responsibilities include assessing and negotiating program acquisitions, managing program inventories and budgets for all three of Corus children's networks: YTV, Treehouse TV and Discovery Kids.

Jackie graduated from University of Toronto where she studied Sociology and Film. Extensive experience in the television and film industry led Jackie to Corus, where she has been for the past eleven years. Working in Children's television has been a good fit for Jackie, a mother of three, whose children are affectionately referred to as her personal focus group. Jackie and her husband, David, live in Toronto with their three daughters, Erin, Samantha and Lauren.

Margot Patterson

Margot Patterson is Senior Legal Counsel with the Canadian Association of Broadcasters. She has been counsel to the CAB since 2000, following completion of her articles at the Legal Directorate of the Canadian Radio-television and Telecommunications Commission. She was called to the bar in 2000 and is a member of the Law Society of Upper Canada. She holds a law degree from McGill University, and a Masters of Public Administration from Queens University. Margot has a two-year old daughter and a 6-month old son.

Lori Rosenberg

Lori Rosenberg has been a member of the television industry for fifteen years, in the production, distribution and funding of content, and in the programming, promotion, general management and distribution of conventional and specialty networks. In that time, she has participated in the launch of analog and specialty services, re-branding of a conventional television network, and has acquired programming up to a budget of $100M. Her experience spans five major Canadian media and/or telecommunications companies and a not-for-profit cultural funding agency.

Janine Salvas

Janine Salvas has been a member of the television industry for 11 years. She started her career with CTV in the Traffic department and after 2 years, expanded into Programming, and for the past few years, expanded into CRTC compliance and program obligations. She currently manages a large group of conventional and specialty networks for CTV, and her role encompasses various areas of the company including Sales, Traffic, Operations, Promotions, Marketing and Regulatory to ensure CRTC compliance. She has participated in the launch of analog, specialty, and HD services, as well as in the development of business process, system development and implementation.

Janine is a recipient of 2002 Bell Globemedia Ovation Award for Outstanding Performance. Recently she was promoted to Director of Program Obligations, for all CTV Conventional and Specialty services.

Valerie Sepulveda

Valerie has been with Corus Entertainment in the Content Distribution, Affiliate Relations department for 2 years. During her time at Corus, she began managing accounts in Eastern Canada from Toronto, and has since moved to Calgary, AB to manage Western

Canada and Corus' premium service, Movie Central. Her accounts have included the largest cable and satellite companies in Canada including Rogers, Cogeco, Shaw, Star Choice and Bell ExpressVu.

Expanding to New Media has been a regular part of her department's objectives in the last year. She was part of the team to first to launch Video on Demand in Canada with Movie Central and Treehouse. Corus has been striving to distribute Corus content in new mediums and all possible platforms. To date, they have launched YTV and Treehouse On Demand in most major cable companies in Canada, including an exclusive YTV On Demand launch on Comcast, the largest cable operator in the US, and have also launched this content on wireless hand held phones in Canada. Corus continues to seek new platforms in which to expand their content with their partners in North America.

Before Valerie started at Corus Entertainment, she completed her MBA at the Haskayne School of Business in Calgary with a focus on Strategic Management. This West Coast native received her Bachelor of Arts degree from the University of British Columbia in Psychology. She currently resides in Calgary, AB and enjoys the proximity of the mountains which allow her to lead an active lifestyle all year around.

Donna Whitney

Professionally, I am a Director of New Business Implementation in the Engineering department for Rogers Communications. My overall professional aspiration is to love what I do, face continual challenge in my role, grow as a person and as a professional, and contribute positively to society and those around me. My specific professional aspiration in the broadcasting industry is to influence the platform and delivery of broadcasting by assisting the industry to incorporate new technologies. I want to help integrate and adapt the way that content, communication and technology are married, and play an instrumental role in the new and exciting ways that both can be utilized.

Success to me is defined on many levels; emotional, physical, financial and spiritual. I strive to find balance between all these aspects of my life. I place a great deal of importance on performing a role that is fulfilling and meaningful in order to ensure this balance is met. Success is fulfilling a career around work that is worth doing, work that has value and positively impacts the lives of others. I strive to evolve my career into a position that shapes the future of technologies and communications.

On the personal side of things, I am married with two dogs and three ferrets. My children include; Nikita a 6 year old Husky, Odessa a 2 year old Lusky (Lab-husky cross), Cheeks a 100+ year old ferret (ok, she's 10), Peanut and Cha-hoo-hoo both ferrets and both 5. Just for the record, I did not name the animals; I blame my husband for that. My husband and I live in Newmarket, Ontario, a small suburb very north of Toronto. I, like so very many others, commute to Toronto every day.

I am originally from Winnipeg, Manitoba and moved to Ontario in 2000 when my husband was hired by the Toronto Police. Both of our families are still in the Peg. Since our move my husband has changed forces to York Region (just north of Toronto). My hobbies include; bodybuilding, computers, target practice, music, and food (not cooking it, just eating).

I am looking forward to learning about new media and all of the fascinating women selected for this course.

Lisa Woznica

Lisa is a Manager with SECOR Consulting in their Toronto office. In her eight years' experience in strategy consulting, she has worked with many Canadian corporations in the areas of strategic planning & analysis, option development & evaluation, project management, financial modeling and analytical problem solving. She has consulted in a variety of industry areas such as telecommunications & media, financial services, retail, and public sector. This work includes:

- Completion of a feasibility study on the efficacy of a shared digital content delivery system model for the Canadian publishing industry: developed four alternate delivery models and developed specific strategic, technical and economic evaluation criteria and business case
- Development of a high-level analysis of the Canadian visual effects market: performed industry and competitive scan for feature film & television production; identified key variables that drive success in VFX; evaluated client along those variables; developed and evaluated growth strategy options
- Articulation of a process for creating an e-Health strategy in regional health care organizations: outlined strategic context for e-Health in Ontario and developed key recommendations to enable regional e-Health planning
- Research and publishing of articles in the areas of: merger & acquisition effectiveness; the restructuring of the insurance industry; and the changing customer marketplace and its impact on customer-facing businesses

Lisa has been a member of CWC since 1999, on the Steering Committee of the GTA Chapter since 2003 and the Committee Co-Chair for the last two years. She has participated in the development of a number of local CWC events including the Breakfast Series and the Power Circle mentorship evenings.

Lisa holds a BA in History from Harvard University and an MBA from the Richard Ivey School of Business at the University of Western Ontario.

Karen Zuke

Shortly after graduating from High School, Karen Zuke began her media career with Golden West Radio in the Creative Writing department in Steinbach, Manitoba. For the next 4 years Karen used her creativity and knowledge gained at the University of Winnipeg to develop effective radio marketing concepts for Golden West clients. She had numerous scripts selected for industry publications including Radio Ink Magazine!

Karen was promoted to Golden West Broadcasting's Head Office to assume the role of Creative Supervisor. Karen's inherent knowledge of Golden West's creative system was key to her leading the company from the paper script era to the implementation of a fully digital creative process.

After a couple years, Karen shifted her focus to Radio Broadcast Sales by joining the Co-op Sales and Promotions Department at Golden West's, Head Office; this role introduced Karen to internet research, internet promotions, digital design, desktop publishing and logo development. Her passion for computers and the internet was flourishing.

As the 21st century arrived, Golden West Radio introduced a new online division to complement their expanding radio business. Karen embraced the opportunity to assume the newly created position of Web Projects Coordinator; Karen was responsible for the design and technical development of 6 community portals, web advertising and client websites.

In July 2005, Karen was appointed Web Services Manager for Golden West Online; managing online advertising sales and is developing an aggressive growth strategy for the company with the proposed launch of ten community web portals across Western Canada.

Karen has volunteered her design skills to many community groups by developing logos for a number of organizations.

She was also the winner of a community logo design award from the City of Portage la Prairie.

In her spare time, Karen enjoys traveling, home decorating, gardening and spending time with her family.

INDIVIDUAL BIOGRAPHIES

FACULTY & GUEST SPEAKERS

Luke Azevedo

Currently Luke is the director of the Creative Electronic Environment at The Banff Centre. Over the past 20 years in the broadcast industry, he has advanced the new media and technology fields in Western Canada. He was involved in the implementation of one of North America's first DVD authoring and encoding systems. Luke worked as the broadcast liaison for the Calgary Flames Hockey Department for many years. He was a television and video consultant to the Canadian Hockey Association through eight world championships (male/female/junior) and five Olympic Games. In addition he was the 18-year owner/operator of Western Canada's most technically advanced transfer, duplication, authoring and encoding facility as well as vice-president operations of Nova Entertainment, North America's largest distributor of alternative programming. In 1989, Luke was part of an Emmy award-winning production team that produced children's programming in Los Angeles.

In the three years Luke has been at The Banff Centre he has led a team that designed and implemented two Advanced Research and Technology (ART) Labs. The first is a 3D immersive environment, PC-based facility. The second is a collaboration lab which integrates existing video conferencing and Access Grid research network technology. In 2003, Luke had a paper published on the production of content for web streaming.

During the last six months Luke has led the The Banff Centre in to the next frontier of Video with the acquisition and implementation of HDTV (High Definition Television) acquisition and HD edit technology.

Marty Avery

Marty Avery is Chief Catalyst and founder of *What If?*, a business development strategy company based in Calgary that helps leading, bleeding-edge and hard to understand companies connect with the people they need to know in a meaningful way.

Over the last 20 years, Marty has researched, created and implemented merchandise, brand and sales strategies for a diverse group of businesses. Folks like Roots, The Framing and Arts Centres, Cornell Trading, Apple, Ivanhoe Cambridge, Sunlife Financial Real Estate, and McMillan Binch have benefited from Marty's expertise. Marty generates fruitful "conversations" with an organization's customers and facilitates their business development. She honed her interview skills while a morning show host for CBC Radio. An early adopter of the web, she introduced it to CBC in 1986 and has been involved with the strategy and design of 34 websites, and holds the honour of e-commerce enabling the first North American shopping centre in the early '90s.

Among her growing list of client collaborations are The Body Shop, Second Cup, Sklar Peppler, Miller Thomson, I.C.S. International, McMillan Binch, Kids and Company, CBC

Radio, Atlantic Women Business Owners, Whetstone, Chicken Soup for the Beauty Professionals Soul, and over a dozen technology-based start-ups.

She's participated in the Prime Minister's Task Force for Women in Business. Marty has been a guest lecturer at the Women Presidents Organization Annual Conference (Leading from Within), New Brunswick College of Craft and Design (Business Building), Ryerson University (Communications and PR), the Banff New Media Institute's Interactive Projects Lab (Pitching and Relationship Building) and the Canadian Film Centre's Habitat New Media Lab (Networking and Pitching). She also advised MBA students on marketing and sales through the University of Toronto's Rotman School of Management Integrative Challenge, a competitive business simulation that teaches students to think like general managers in a real-world environment.

She has received one North American and six national marketing awards and is a member of the American Marketing Association, the Professional Services Marketing Association, and a founding member of the Women Presidents' Organization (WPO) Toronto Chapter II. As a current Director on the board of Future Possibilities, she is heading an initiative to re-brand the not-for-profit while building a consistent communications platform. Marty was recently a panelist on the World Summit Awards' Canadian competition jury, a global contest for selecting and promoting the World's best e-contents and applications Marty is schooled in design and the arts having studied Architecture at the University of Waterloo, Fashion Design at Sheridan College, and a B.A. in Literature and Psychology at the University of New Brunswick. Marty prides herself in helping businesses to connect with the right people in a way that is rewarding and profitable to them.

Ed Bamiling

Ed is currently the Ceramics Facilitator with the Visual Arts Department at The Banff Centre for the Arts. He is responsible for all aspects of the ceramic studio operation as well as consulting with and advising resident artists on the successful resolution of their projects.

As a practising artist for more than twenty-five years, Ed has exhibited widely in solo and group exhibitions, nationally and internationally, including the United States, Mexico, Japan, France, England, Germany, Greece, Taiwan and Korea. He has lectured and conducted workshops in Canada, the U.S., Mexico, Greece and Korea.

Ed has also been affiliated with the Leadership Development area at the Banff Centre as a facilitator and faculty member for ten years, guiding creativity sessions with many programs in both public and customized areas of leadership.

Deborah Beatty

Deborah is currently the VP & GM of Corus Radio Interactive, a group within the radio division of Corus Entertainment. Corus is a leading Canadian media company that was spun out of Shaw Communications in September of 1999. With Corus Radio Interactive Deborah is focused on growing Radio's Interactive business, including running Radio's Interactive sales efforts.   Deborah joined Corus in 1999 as Director of Business Development, reporting to the CEO. In 2001, she was promoted to run all of Corus' Interactive properties. In 2005, she moved into the Radio group to help capitalize on the rapid growth in the Interactive area within that division.

Prior to Corus, Deborah worked for Monitor Company, a leading strategy consulting firm in Boston, New York and London, England. Deborah has a MBA from INSEAD and a BA from Princeton University.

Michel Blondeau

Michel Blondeau has been directing and developing New Media productions since 1995. Over time he has produced a wide range of interactive projects that have broken new ground in the convergence landscape and garnered much recognition by peers and public, alike.

In February of 2000 Michel founded ecentricarts inc. (www.ecentricarts.com), a service and content development company with a focus in entertainment, culture and education. In a short time, the company developed a reputation for producing all-round high quality work. In 2003 ecentricarts inc. won a United Nations World Summit Award for Excellence in Digital Culture. In 2004, he received the Global Television Network Broadcast Communications Award for his contributions to the New Media industry.

Michelle Bohning

After completing a BA in philosophy/history at the University of Alberta, Michelle moved to Seattle, WA to study music at Cornish College of the Arts. Cornish, where in 1938 revolutionary composer John Cage created his first prepared piano, promised an enticing environment for artistic convergence. Michelle studied with free jazz vocalist Jay Clayton and graduated with a BFA in performance. After Cornish, Michelle returned to Alberta, joining The Banff Centre's Theatre Arts department and refining her skills in mountain biking, whitewater kayaking, skiing and other outdoor pursuits. Her interest in new media grew while working as associate producer with the Banff World Television Festival. Returning to The Banff Centre as line producer for the BNMI's Accelerator program, Michelle is excited to use her energy to support Western Canada's new media innovators as they define our daily lives, as well as our futures.

Jan Bozarth

Jan Bozarth is a pioneer in entertainment, specializing in the creation of highly honored and nationally acclaimed entertainment products for thirty years. Jan's early career spanned twenty years, specializing in music, home video, family and children's programming through her tenure with CBS-FOX, MCA, Warner-Elektra-Atlantic, Esquire Magazine, and others. As an independent creator of family and children's programming, she has developed, guided, designed, or produced more than 14 home video programs, 3 original stage musicals, 12 CD-ROM games and 4 original music CD's. Additionally Jan is a composer who works with her family of composers that has produced songs, musicals and scores for games, television, ads, and other media. Jan is also nationally recognized as a branding expert for positive content for children and family programs.

In 1996 Jan became the Vice President of Creative for Girl Games, Inc., one of the interactive industry's first girls-focused companies, followed by her leading design and productions for Mattel. Jan's innovative and ground-breaking work with hit titles over the past nine years include: *Let's Talk About Me™*, Viacom and Mattel products' *Sabrina™ and Clueless ™* (both based on hit television series), *Barbie® Designer Series, Barbie® Gotta Groove, and Diva Starz™* and most recently *Bratz®*, *Atomic Betty™* and more. Jan's vision of creating product that appeals to, and shifts with, the consumers' lifestyle interest and sensibilities during each facet of her career has been recognized through many Industry Awards.

In 2005 Jan created a new brand for preteen girls, *The Fairy Godmother Academy™*. She will head the ongoing development of the brand and will serve as President of Her Light LLC which will produce a series of six books, a feature film, and games based on the brand over the next two years. Jan remains the President and founder of Blue Arrow Media Inc., which creates music, media designs, interactive media toys and games for top toy designers and software developers for a variety of clients across North America.

Lili Campbell

Lili is President and Creative Director of Footprint Strategic Communications, a branding, design and strategic communications consultancy specializing in corporate and marketing communications. Prior to establishing Footprint, Lili was Vice-President of CREDO Communications, which she built over a two-year period into a vital niche branding and design consultancy that was then absorbed by the parent firm. Having worked with clients like Rio Algom Limited, TD Bank, Bell Canada, Canbras, and Atlantis Communications, her work has been recognized with a number of creative awards for excellence here in Canada and abroad.

In addition, she has more than 15 years of experience with leading international design and communications consulting firms and has directed major communications initiatives, including corporate identity and branding projects, annual reports and interactive and print campaigns, for a wide variety of companies in the financial services, telecommunications, natural resources, and entertainment sectors. Lili has also been a strategist and communications consultant in the public relations field, working primarily with clients in the high-tech sector. She worked in the financial services sector for 10 years before becoming a creative professional.

Lili has spoken at international conferences on branding and was invited to speak in Hong Kong to the American Chamber of Commerce, concerning the city's new brand. Active in the community, Lili has sat on the Board of Gems of Hope, a charity that promotes micro-enterprise programs in the developing world, and on the Board of The International Alliance for Women (TIAW). She has consulted for the Offord Centre for Child Studies at McMaster University having established their new name and brand.

Under her direction, Footprint continues to serve clients in both the profit and not-for-profit sector, striving for creative excellence in developing brands that are memorable and enduring.

Sheelagh Carpendale

Dr. Sheelagh Carpendale holds a Canada Research Chair in Information Visualization and is an Associate Professor of at the University of Calgary. She holds her Chair jointly in the Department of Computer Science, Faculty of Science and the Faculty of Communications and Culture. She is the recipient of several major awards including Canada Foundation for Innovation Awards, the Natural Sciences and Engineering Research Council University Faculty Award, the British Academy of Film and Television Arts Award for Off-line Learning as well as academic and industrial grants from Natural Sciences and Engineering Research Council, Intel Inc., and Forest Renewal British Columbia. She has also been involved with successful technology transfer to Idelix Software Inc. Her research focuses on the visualization, exploration and manipulation of information. Previous experience includes: visualizing ecological dynamics for SEED (Simulating and Exploring Eco-system Dynamics) and a Braunart's project, Antarctic Waves, which uses visualization to integrate scientific results and sounds from Antarctica to create a tool to inspire musical composition. Dr. Carpendale's research in information visualization and interaction design draws on her dual background in Computer Science (BSc and PhD Simon Fraser University) and Visual Arts (Sheridan College, School of Design and Emily Carr, College of Art).

Jennifer Dysart

Jennifer Dysart is the Banff New Media Institute Line Producer at The Banff Centre, screenwriter and director. Prior to being the Line Producer she was employed as the Coordinator of Workshops and Summits for the BNMI. She received her BA in anthropology and women's studies from the University of British Columbia (UBC). She was employed by the Museum of Anthropology at University of British Columbia from 1993-2000, as an ethnology and media assistant, intern, collections researcher, and tour guide. Before coming to The Banff Centre she was intern at the International Office and the Canadian Studies Centre at the University of Aarhus, Denmark. Currently, she is awaiting news about her M.F.A applications. In 2006, she will depart The Banff Centre for a career in Film Production.

Iwona Erskine-Kellie

Iwona Erskine-Kellie works for the Banff New Media Institute as the BNMI Assistant and in-house graphic designer/photographer. Her previous position, as Web Production Assistant, was with *HorizonZero.ca,* an online publication for digital art and culture in Canada.

Her native country is the dazzling land of Poland, where she got the "bug" for appreciating art and beauty. She graduated from Seneca College in Toronto with a diploma in digital media production program, and completed computer graphics design and layout programs. Since graduation she has been pursuing a career in the multimedia art and performance workplace.

For the past 10 years she managed a small business and dealt with many aspects of computer graphics, Web design, desktop publishing, printing and presentations, word processing, database, management, marketing, and interaction.

Colin Funk

Colin Funk joined Leadership Development as Director of Creative Development in 1994. Colin is well known for his ability to artfully assist individuals, teams, and organizations to enhance their capacity for creativity and innovation. Colin served as Community Development officer for the Town of Banff from 1990 to 1994. During his tenure, Colin worked with a myriad of stakeholder groups (including 120 not-for-profit organizations in the Bow Valley) building capacity in Board Governance, Volunteer Development, and Fund Development.

Colin has spent the last 20 years working as an actor, director and theatre producer throughout western Canada. He is a graduate of the British Columbia Institute of Technology – with a special focus on Broadcast Communications (1981), and a graduate of the Vancouver Playhouse – specializing in Theatre Arts and Dramaturgy (1985).

Colin is the founder and Artistic Director of Precipice Theatre based in Banff, Alberta. Since 1989, Colin has led the creation of unique leadership development initiatives that bring the arts, ecology and business together through the medium of Theatre. Colin is a renowned speaker, lecturer, facilitator, writer, and program designer in the area of creativity, innovation, community development, and environmental education.

Over the last 10 years, Colin has also played a number of diverse roles both as an Arts Administrator and Program Developer with The Banff Centre. More recently, Colin has taken the role of Director, Creative Development and Manager of The Banff Centre's Leadership Learning Lab.

Colin is currently pursuing a Master of Arts degree in communications and is a firm believer in the power of the arts as a transformative means for increasing our capacity as teams, organizational and community leaders.

Susannah Gardner

Susannah Gardner is the co-founder and creative director of Hop Studios Internet Consultants, a Web design company specializing in custom Web solutions for content publishers. Her partner in life, crime and work is Travis Smith, formerly editor of Variety.com.

Susannah is also a freelance writer and author; her latest book is "Buzz Marketing with Blogs for Dummies." She is the co-author of "Dreamweaver MX 2004 for Dummies," from Wiley Publishing, and "Teach Yourself Visually: Dreamweaver MX 2004," also from Wiley Publishing. She just completed "BitTorrent for Dummies."

From 1997 to 2003, Susannah was an adjunct professor at the University of Southern California School for Communication, where she taught in the School of Journalism. Her classes in online publishing took students from zero to Web site in one semester.

Prior to running Hop Studios, Susannah worked in the Online Journalism and Communication Program at the University of Southern California, writing curriculum, teaching, and conducting research at the intersection of technology and journalism. She was a senior editor of the Online Journalism Review, still the media industry's only Internet-focused journalism publication. Susannah also spent four years at The Los Angeles Times, one of six editors responsible for launching that newspaper's Web site. During her time at LATimes.com, she established the site's multimedia lab, which produced ground-breaking Web audio, video and animation. She also launched and edited MetaHollywood, an online-only publication that covered new Hollywood technology and was LATimes.com's single largest revenue source in 1998.

Susannah earned bachelor's degrees in Print Journalism and American literature at USC. Today she is pursuing a master's degree in Public Art Studies, examining issues that cross the traditional boundaries of Internet publishing, journalism and art.

Visit the companion blog for "Buzz Marketing with Blogs for Dummies" at www.buzzmarketingwithblogs.com. To learn more about her Web design company, visit www.hopstudios.com. She keeps a personal blog at www.unfavorablepink.com.

Judy Gladstone

Judy Gladstone has been the executive director of Bravo!FACT (Foundation to Assist Canadian Talent; www.bravofact.com) since 1997. Bravo!FACT (Foundation to Assist Canadian Talent) was established in 1995 by Bravo! and CHUM Television to provide grants for the production of Canadian short films and videos covering a wide range of arts disciplines. Bravo!FACT has distributed close to ten million dollars in grants for almost one thousand shorts across the country.

Bravo!FACT-funded shorts have been screened and won awards at prestigious festivals around the world, including Cannes, Sundance and the Toronto International Film Festival.

Ms. Gladstone also administers MaxFACT (www.maxfact.org), established in the autumn of 1997 when MusiMax, the Québecois music channel, was launched by CHUM Television

and Astral Media. In 2002 Les Fonds Harold Greenberg became an annual contributor to MaxFACT.

From 1993 to 1995, Ms. Gladstone was coordinator of the CIDA-funded Canada Fund for Dialogue and Development, providing grants enabling Israelis and Palestinians, Jordanians and Egyptians, to work together on cultural and other projects.

As cultural attaché at the Canadian Embassy in Tel Aviv from 1991-1993, Judy was in the wonderful position of presenting the best of the Canadian cultural scene to a foreign audience.

Born in Montréal, Ms. Gladstone's university education includes a B.A. (from Laval Université, Québec City, Québec), and a graduate degree (from the Sorbonne, France).

Cristi Hawtin

Cristi Hawtin possesses over 13 years of product management, sales and marketing experience in the new media, telecommunications, film and video industries. She presently holds the position of Global Product Manager, Customer Service at Toronto based software company, Alias Systems.

Prior to joining Alias Systems, Cristi held the position of Director of Collaborative Services at Bell Canada. Over the 4 ½ years at Bell Canada, Cristi worked on a number of projects, including the launch o the Bell Canada Collaborative Centre, and several new media products in conjunction with Bell Globemedia.

Cristi has also held the positions of General Manager; E-commerce at Skinmarket, a Santa Barbara based online retail cosmetic company, Managing Director for CTVSportsnet.com at ExtendMedia, and Sales Executive at Digital Equipment Corporation.

Cristi received a B.A Honours in Economics from Carleton University in 1994.

Christene Hirschfeld

Christene is a partner at the law firm of Boyne Clarke in Nova Scotia.
The majority of her practice relates to intellectual property matters, with an emphasis on entertainment and information technology law. She acts for the Royal Bank of Canada in connection with the financing of knowledge-based industries as well as for producers and production companies in Atlantic Canada.

Christene is the Chair of the Canadian Bar Association's national Intellectual Property Section, Chair of the Intellectual Property Institute of Canada's Informals Group (Halifax), a lecturer at Dalhousie University Law School, past chair of the Nova Scotia Chapter of Canadian Women in Communications, & a past director of the Information Technology Industry Alliance of Nova Scotia (ITANS). She is often invited to speak on matters relating to intellectual property and entertainment law.

Penny Jennett

Dr. Penny Jennett, Head of the Health Telematics Unit and Professor of Community Health Sciences and previous Director of the Office of Medical Education in the Faculty of Medicine, University of Calgary is recognized internationally for her expertise in telehealth, health telematics, health informatics and health education.

At the University of Calgary, she chaired a Research Group for seven years, served a term in Senior Administration, and was involved in leading a submission for a National Network of Centres of Excellence in Telehealth. She chaired the Implementation Team for the Alberta Telehealth Initiative; co-chaired the U of C Learning Enhancement Envelope for three years, an Alberta initiative to enhance learning and teaching through the use of technology; and serves as the Vice-chair for the Board of Netera, formerly WURCNET, the Western University and Industry Research Consortium). Dr. Jennett chaired the National ACMC/MRC Research in Medical Education committee for three years. She is President-elect, Treasurer and Founding Member of the Canadian Society of Telehealth, and a member of the Board of CANARIE Inc. Dr. Jennett is an Advisory Board Member for the Ottawa Heart Institute Telehealth Initiative, and sat on Health Canada's Peer Review Committee of the National First Nations Telehealth Research Project. Further, she leads a national telehealth initiative to build capacity in rural remote areas through technology-enabled solutions.

Dr. Jennett is the Project Leader (in collaboration with Health Canada, Industry Canada, CANARIE, and the Canadian Society of Telehealth) for the EU-Canada Collaboration on Health Telematics Initiative, and is a member of the Germany-Canada Telehealth Initiative. She is also a member of two editorial boards of peer-reviewed journals and reviews for several funding agencies and peer-reviewed journals.

Dr. Jennett was the first Ph.D. in a Canadian Faculty of Medicine to be awarded a Canadian Life and Health Insurance Association Scholarship, and was a Research Fellow during her graduate studies at the College of Human Medicine at Michigan State University.

Prior to graduate work, she trained at Regina Grey Nun's Hospital, Regina, and practised in leadership positions as a health records administrator for approximately a decade. She was with the College of Medicine, University of Saskatchewan, for 12 years prior to arrival at the Faculty of Medicine, University of Calgary, over 15 years ago.

Christina Kargillis

With training in visual arts, communications, and adult education, Christina Kargillis has combined ten years of experience in journalism, public relations and adult education with her lifelong involvement with the arts. She has provided educational consultancy for Australia's arts and media industries as well as support for Australia's national arts association. She has developed a broad spectrum of promotional events and produced content for numerous publications where her input has extended from research and writing to design and project management. Christina practices mainly in writing and photography, as well as allied visual arts. Her key focus is transformative education through creativity and she is currently completing her masters in adult education in this area.

Susan Kennard

Susan Kennard is the Director & Executive Producer of The Banff New Media Institute. In 2006 Susan is currently working with BNMI stakeholders to deepen the focus of the institute's activities in two primary areas: new media and technology in relationship to living culture(s); the positioning of media arts in the knowledge economy. From 1998 - 2005 Susan held the role of Executive Producer, BNMI.

Prior to her work with The Banff Centre, Susan worked in television as an associate producer for the International Hour, CBC Newsworld, and Dateline NBC, and in radio as a writer/broadcaster for CBC Radio and as station manager for CKIZ radio in Pincher Creek, Alberta. She has extensive experience in policy development, training, and advocacy for the not-for-profit community radio sector across Canada, and is the co-founder of radio90.fm, a hybrid net/fm pirate radio station.

In June 2005, Susan concluded a master's degree in Communication for Development from the University of Malmo, Sweden, completing a thesis on the relationship between contemporary art practice, social change and civil society in post-war Sarajevo. In October 2005 this research was published in the online magazine Global Tider and has since been featured in the "strategic thinking" section of the Communication for Development online portal http://www.comminit.com

She is a member of the program committee for the International Symposium on Electronic Art (ISEA) 2006, a member of the 2005/2006 Media Arts Advisory Committee for the Canada Council and on the international jury of the Banff World Television Festival. Susan is also a co-director of the Interactive Project Lab, a national bilingual new media accelerator program in partnership with The Canadian Film Centre (Toronto) and L'instiue Image et du Son (Montreal).

http://www.banffcentre.ca/bnmi
http://radio90.fm

Cheryl L'Hirondelle

Cheryl L'Hirondelle (waynohtÃªw) [http://www.ndnnrkey.net] is an Alberta-born interdisciplinary artist of mixed ancestry (Cree / Metis / German / Polish). Since the early 1980s, she has created, performed, and presented work in a variety of disciplines (music, storytelling, performance art, theatre, video, and net.art). She has also worked as an arts programmer, cultural strategist/activist, arts consultant, producer, and director - independently and with various artist-run centres, tribal councils, and government agencies.

Recently, she was guest creative consultant for horizon zero's [http://www.horizonzero.ca] edition 17: TELL devoted to aboriginal digital storytelling.

Her net.art database project Treaty Card [http://treatycard.banff.org] is part of Walter Phillips Gallery's [http://www.banffcentre.ca/wpg/] touring Database Imaginary exhibition curated by Sarah Cook, Anthony Kiendl and Steve Dietz. She is currently developing and will be teaching a First Nations net.art course for Emily Carr Institute of Art and Design in Vancouver and was featured in Caught in the Act: An Anthology of Performance Art by Canadian Women, edited by Tanya Mars and Johanna Householder.

Stephanie MacKendrick

Stephanie MacKendrick has worked in the communications industry more than 25 years, nine of those as President of Canadian Women in Communications. Stephanie holds a degree in journalism from Ryerson Polytechnical Institute (now Ryerson University), and worked as a journalist for ten years, including five with Broadcast News Ltd., (a division of The Canadian Press). She then moved to corporate communications, serving at Rogers Communications Inc., and Unitel Communications (now MTS Allstream) before becoming Vice President, Corporate Communications at Atlantis Communications Inc., (now Alliance Atlantis Communications). Stephanie joined Canadian Women in Communications (CWC) in 1996 and has helped develop CWC into a leading women's professional organization.

Stephanie is also known internationally for her work to promote women's involvement on corporate boards. She is Vice President of the Board of Directors of The International Alliance for Women (TIAW), a worldwide umbrella organization of women's networks and Chair of its Women on Boards initiative. She has spoken on the topic in Europe and North America, most recently at the European Women's Management Development conference in Berlin, Germany in September 2005.

Stephanie is also a passionate advocate of diversity and served in 2004 as Chair of the Board the Innoversity Creative Summit, a not-for-profit organization that fosters diversity in Canadian media. In September 2005, she received the Innoversity Angel Award for commitment to diversity.

In November 2005, Stephanie was named one of the 100 Most Powerful Women in Canada by the Women's Executive Network.

Stephanie is married and has two sons, 17 and 20.

Melany Nugent

Melany is currently helping to develop the online archives for the Banff New Media Institute. This is her second time doing a workstudy at the Banff Centre, the first being in 2003 as a Computer Technician for Interactive Media. After graduating from Digital Arts and Media in Edmonton she worked at Latitude 53 Gallery before moving to the mountains. Melany's recent accomplishments include being the Director of Communications for the Alberta Centennial Mountain Expedition, a project created to help celebrate Alberta's 100th birthday, as well as working in Ghana with NGOs developing awareness in communities affected by HIV/AIDS. She is currently completing her BA Communications through Athabasca University.

Emily Paige

Emily Paige is the BNMI Coordinator, working with public programs and strategic research for the BNMI. Her previous experience is centered around a fine arts career including work with the Canadian Museum Association on the Young Canada Works Program, the Canadian Clay and Glass Gallery, the University of Waterloo Gallery, and volunteer work with the Kitchener Waterloo Gallery. Emily's career stems from studies in English Literature and Fine Art History, including a semester abroad at the Université Lyon II, France. Her travels have also encompassed working/living in London and Manchester, and exploring Spain, Germany, Scotland and Egypt. With origins in a small town in the Ottawa Valley, Emily is excited about her relocation to the natural landscape of Banff and looks forward to learning about Canada on a cultural level, nationally. Emily is also a practicing visual artist with work that incorporates the use of word and image through large paintings.

Lally Rementilla

Lally Rementilla is an accomplished strategic financial management professional with experience in a variety of communications, technology and cultural organizations.

In her current role, Lally is the Vice President of Business Planning and Analysis of Lavalife Corp., a leading provider of technology-based meeting services for singles. She leads a team responsible for supporting the company's corporate finance and business development initiatives, as well as providing strategic planning and analytical expertise for the company's phone, web and mobile businesses. She serves on a team that has been involved in evaluating various corporate development options. She also played an integral role in the purchase of Lavalife by Vertrue Incorporated in April 2004.

Prior to Lavalife, Lally was Area Vice President Finance and Contract Management of Lucent Technologies Canada, a telecom equipment manufacturer. Through her company, PassionPlay Enterprises, she served as a consultant for FRONT, an international broadcast design and branding firm and was co-founder of Kusina.cc, an online Filipino food website.

Lally currently serves as Chair of the board of directors of Theatre Passe Muraille, one of Canada's first and largest alternative theatre companies. She also serves as a member of the board of directors of Canadian Women in Communications. Her past affiliations have included Innoversity (Treasurer), Toronto Board of Trade Young Professionals, Women in Capital Markets and Canadian Investor Relations Institute.

Lally holds an MBA from York University and a BA in Communications from the Ateneo de Manila University. Lally is a Certified Management Accountant.

Based in Toronto, Lally indulges in ashtanga yoga, traveling, entertaining and spending time with family and friends. She and her cool husband, Derek, are expecting their first child in April 2006.

Cindy Schatkoski

Cindy Schatkoski has been the Program Manager of the Banff New Media Institute since November 2005. In this role, Cindy works on the long term strategic planning and the overall development and delivery of the Banff New Media Institute program. Cindy has worked at The Banff Centre since 1998 in various program support and development capacities as part of the Media & Visual Arts and the Banff New Media Institute/Research Departments, including managing the co-production program, line producing the nationally acclaimed HorizonZero online publication dedicated to the best in Canadian New Media, administrative co-ordination of workshops and special events, and administrative support and communications. She is also the Communications Director of Radio 90 – Cellular Pirate Radio http://radio90.fm and specializes in online and FM radio training and development.

Elizabeth Vander Zaag

Elizabeth Vander Zaag is a Vancouver new media artist. Beginning in the mid seventies with a computer animated character named *Digit,* I have been exploring digital sensibilities using the myriad of technologies that have come on-stream as well as developing custom prosodic speech software named *Speak and Yell.* Currently I am exploring the complexities of acoustics in language at the Interdisciplinary Speech Research Lab at UBC where I am a graduate student. I am interested in intercultural new media practice and am developing an interactive work called *Mother Tongue*. Another area of interest is feminism and language. An interactive speech installation entitled *Talk Nice,* produced through the Banff Centre, explores the tentative attitude of teenage girls speaking uptalk. *Talk Nice* and more recently *Bow Wow* have been exhibited extensively throughout the world.

CONTACT INFORMATION

Luke Azevedo
Director
Creative Electronic Environment
The Banff Centre
Box 1020 Stn. 40
Banff, AB T1L 1H5 Canada
Tel: (403) 762-6196
Fax: (403) 762-6665
Email: luke_azevedo@banffcentre.ca
URL: www.banffcentre.ca/mva

Ed Bamiling
Ceramics Facilitator
Media Visual Arts
The Banff Centre
Box 1020 Stn. 40
Banff, AB T1L 1H5
Tel: (403) 762-6211
Fax: (403) 762-6665
Email: ed_bamiling@banffcentre.ca
URL: www.banffcentre.ca/mva

Sarah Anson-Cartwright
Director - Government Relations
Bell Canada
110 O'Connor Street, 14th floor
Ottawa, ON K1P 1H1
Tel: (613) 781-8576
Fax: (613) 230-8813
Cell: (613) 297-1212
Email:
sarah.anson-cartwright@bell.ca

Ann Barnes
General Counsel
Vice-President Business Affairs
Insight Sports Ltd.
184 Pearl Street, Suite 302
Toronto, ON M5H 1L5
Tel: (416) 593-0915, ext: 244
Fax: (416) 593-6991
Cell: (416) 616-2118
Email: abarnes@insightsports.com

Jane Arnot
Senior Director Business Development
CanWest Interactive
201 Portage Avenue, 30th Floor
Winnipeg, MB R3B 3L7
Tel: (204) 926-4326
Fax: (416) 442-3389
Cell: (204) 228-3716
Email: jarnot@canwest.com

Deborah Beatty
Vice President & General Manager
Corus Radio Interactive
BCE Place 1630 181 Bay
Toronto, ON M5J 2T3
Tel: (416) 583-2717
Fax: (416) 583-2704
Cell: (416) 720-1190
Email: dbeatty@corusent.com

Martha (Marty) Avery
Chief Catalyst, What If?
136 Eagle Terrace Road
Canmore, AB T1W 2Y5
Tel: (403) 670-5556
Fax: (403) 609-3062
Cell: (416) 803-7679
Email: marty@what-if.ca
URL: www.what-if.ca

Michel Blondeau
CEO/IDEAGUY, ecentricarts inc.
317 Adelaide St. W. # 309
Toronto ON M5V 1P9
Tel: (416) 644-5000 x222
Fax: (416) 644-1004
Cell: (416) 997-7131
Email: mblondeau@ecentricarts.com
URL: www.ecentricarts.com

Michelle Bohning
Line Producer, Accelerator
Banff New Media Institute
The Banff Centre
Box 1020, Stn. 40
Banff, AB T1L 1H5
Tel: (403) 762-6591
Fax: (403) 762-6665
Email:
michelle_bohning@banffcentre.ca
URL: www.banffcentre.ca/bnmi

Jan Bozarth
President
Blue Arrow Incorporated
14224 Hunters Pass
Austin TX 78734 USA
Tel: (512) 266-2723
Cell: (512) 797-4240
Email: jan@bluearrowmedia.com
URL: www.bluearrowmedia.com

Lisa Bowditch
Library Manager
Rogers Sportsnet
9 Channel Nine Court
Toronto, ON M1S 4B5
Tel: (416) 332-5661
Fax: (416) 332-5629
Email:
lisa.bowditch@sportsnet.rogers.com
URL: www.sportsnet.ca

Lili Campbell
President and Creative Director
Footprint Strategic Communications, Inc.
276 Carlaw Ave. Suite 308
Toronto, ON M4M 3L1

Tel: (416) 462-2870
Fax: (416) 462-0901
Cell: (416) 409-9479
Email:
lcampbell@footprintstrategic.com
URL: www.footprintstrategic.com

Sheelagh Carpendale
Professor
University of Calgary
78 Moraine Road
Canmore, AB T1W 1J7
Tel: (403) 220-6055
Fax: (403) 284-4707
Email: sheelagh@cpsc.ucalgary.ca

Pamela Chan
Producer
Macleans.ca
One Mount Pleasant Road
Toronto, ON M4Y 2Y5
Tel: (416) 764-1208
Fax: (416) 764-1610
Cell: (416) 272-7828
Email:
pamela.chan@macleans.rogers.com

Terry Dinsmore
President
Dinsmore Media
#1002, 1768 West 8th Avenue
Vancouver, BC V6J 5L2
Tel: (604) 736-2310
Fax: (604) 736-2390
Cell: (778) 834-2310
Email: terry_dinsmore@telus.net

Jennifer Dysart
Line Producer
Banff New Media Institute
The Banff Centre
Box 1020 Stn. 40
Banff, AB T1L 1H5 Canada
Tel: (403) 762-6443
Fax: (403) 762-6665
Email: jennifer_dysart@banffcentre.ca
URL: www.banffcentre.ca/bnmi

Iwona Erskine-Kellie
BNMI Assistant & New Media Artist
Banff New Media Institute
Box 1020, Stn. 40
Banff, AB T1L 1H5
Tel: (403) 762-6652
Fax: (403) 762-6665
Cell: (604) 351-4891
Email:
iwona_erskine-kellie@banffcentre.ca
URL: www.banffcentre.ca/bnmi

Colin Funk
Director, Creative Development
The Banff Centre
Leadership Development
Box 1020, Stn. 45
107 Tunnel Mountain Drive
Banff, AB T1L 1H5
Tel: (403) 762-7507
Fax: (403) 762-6422
Email: colin_funk@banffcenre.ca
URL:
www.banffcentre.ca/departments/leade
rship/

Susannah Gardner
Creative Director, Hop Studios
Author, Buzz Marketing with Blogs for
Dummies
3356 W. 13th Avenue
Vancouver, BC V6R 29R
Tel: (604) 408-5722
Fax: (604) 357-5001
Cell: (626) 794-9998
Email: susie@hopstudios.com
URL: http://www.hopstudios.com

Judy Gladstone~~WOZNICA~~
Executive Director ~~Manager, SECOR
Consulting~~
Bravo!FACT and MaxFACT (Foundations
to Assist Canadian Talent)
299 Queen Street West
Toronto, ON M5V 2Z5~~390 Bay Street,
Suite 2400, Toronto ON M5H 2Y2~~
Tel: (416) 591-7400
~~416-204-7697~~
Fax: (416) 591-0291
~~416-362-6804~~

Cell: (416) 509-1160~~647-999-
5538~~
Email:
judyg@bravo.ca~~woznica@secor.ca~~

Cristi Hawtin
Global Product Manager
ALIAS Systems
210 King Street East
Toronto, ON M5A 1J7
Tel: (416) 874-8818
Fax: (416) 369-6134
Cell: (416) 525-4662
Email:chawtin@alias.com

Sylvia Henry
Associate Director
Consumer Wireline
Bell Canada
207 Queens Quay West, Suite 700
Toronto, ON M5J 1A7
Tel: (905) 304-5208
Fax: (905) 304-3177
Cell: (416) 571-2322
Email: sylvia.henry@bell.ca

Julie Henson
Director, Creative Services
Planning & Development
Rogers Television
475 Richmond Road
Ottawa, ON K2A 3Y8
Tel: (613) 759-8670
Fax: (613) 722-8680
Cell: (613) 796-8670
Email: julie.henson@rci.rogers.com

Christene Hirschfeld
Partner
Boyne Clarke Barristers & Solicitors
33 Alderney Drive, Suite 700
Belmont House
P.O. Box 876
Dartmouth, NS B2Y 3Z5
Tel: (902) 460-3413
Fax: (902) 463-7500
Email: chirschfeld@boyneclarke.ns.ca
URL: www.boyneclarke.ns.ca

Penny Jennett
Professor, Faculty of Medicine
Dept. of Community Health Sciences
Faculty of Medicine
Health Telematics Unit
University of Calgary
G204 – Health Sciences Centre
3330 Hospital Drive N.W.
Calgary, AB T2N 4N1
Tel: (403) 220-4258
Fax: (403) 270-8025
Email: jennett@ucalgary.ca
URL: www.ehealthindustry.com

Colette Johnson-Vosberg
Contracts Administrator
Alliance Atlantis Motion Picture Group
Co-Chair, CWC Toronto Chapter
701 King Street West, #1006
Toronto, ON M5V 2W7
Tel: (416) 966-7745
Fax: (416) 967-1226
Cell: (416) 419-0251
Email: colette.vosberg@sympatico.ca;
colette.vosberg@sympatico.ca;

Christina Kargillis
Technology and Arts Administration
Banff New Media Institute
The Banff Centre
Box 1020, Station 40
107 Tunnel Mountain Drive
Banff, Alberta T1H 1H5
Tel: (403) 762-6493
Fax: (403) 762-6665
Email:
chrisitna_kargillis@banffcentre.ca
URL: www.banffcentre.ca/bnmi

Susan Kennard
Director/Executive Producer
Banff New Media Institute
The Banff Centre
Box 1020 Stn. 40
Banff, AB T1L 1H5 Canada
Tel: (403) 762-6481
Fax: (403) 762-6665
Email: susan_kennard@banffcentre.ca
URL: www.banffcentre.ca/bnmi
Cheryl L'Hirondelle ~~WOZNICA~~
Independent Interdisciplinary Artist

1654 East Pender
Vancouver, BC V5L 1W3
~~V5L 1W3~~
Tel: (604) 781-5341
~~416-204-7697~~
Email: niya@ndnnrkey.net
URL: www.ndnnrkey.net

Anne Liota
Director, Marketing Solutions
Rogers Sportsnet
9 Channel Nine Court
Scarborough, ON M1S 4B5
Tel: (416) 332-5949
Cell: (416) 275-1148
Email:
anne.liota@sportsnet.rogers.com
URL: www.sportsnet.ca

Stephanie MacKendrick
President
Canadian Women in Communications
~~Address:~~ 67 Yonge Street, Suite 804

Toronto, ON M4T 1P6
Tel: (416) 363-1880 ext. 302
Fax: (416) 363-1882
Email: mackend@cwc-afc.com

Ann Mainville-Neeson
Senior Regulatory Legal Counsel
TELUS
12-45 O'Connor Street
Ottawa, ON K1P 1A4
Tel: (613) 597-8308
Fax: (613) 597-8374
Cell: (613) 889-4249
Email:
ann.mainville-neeson@telus.com

Natalie McGee
Consulting Analyst
12, 45 O'Connor Street
Ottawa, ON K1P 1A4
Tel: (613) 597-8362
Fax: (613) 597-8303
Cell: (613) 282-8187
Email: natalie.mcgee@telus.com

Lisa McPhail
Analyst
Industry Canada
Workplace Skills Initiative
Human Resources and Skills
Development
112 Kent Street, Place de Ville
Tower B, 21st floor
Ottawa, ON K1A OJ9
Tel: (613) 957-1330
Fax: (613) 957-1523
Cell: (613) 862 2947
Email:
lisa.mcphail@hrsdc-rhdcc.gc.ca;
lisa@mcphail.ca
mcphail.lisa@ic.gc.ca

Jo Morrison
Creative Director
NESTA Future Labs
1 Canons Road, Harbourside
Bristol, BS1 5UH, UK
Tel: 0117 915 8200
Fax: 0117 915 8201
Cell: 07951 742 268
Email:
jo.morrison@nestafuturelab.org
URL: www.nestafuturelab.org

Melany Nugent
Online Archives Workstudy
Banff New Media Institute
The Banff Centre
Box 1020, Stn. 40
Banff, AB T1L 1H5
Tel: (403) 762-6493
Fax: (403) 762-6665

Emily Paige
Coordinator
Banff New Media Institute
The Banff Centre
Box 1020, Stn. 40
Banff, AB T1L 1H5
Tel: (403) 762-6661
Fax: (403) 762-6665
Email: emily_paige@banffcentre.ca
URL: www.banffcentre.ca/bnmi

Jackie Pardy
Director of Program Acquisitions &
Contract Administration
Corus Children's Television
64 Jefferson Avenue, Unit 18 Toronto,
ON M6K 3H4
Tel: (416) 530-2367
Fax: (416) 534-2809
Cell: (416) 819-0851
Email: Jackie.pardy@corusent.com

Margot Patterson
Senior Legal Counsel
Canadian Association of
Broadcasters
18 Barrie Avenue
Ottawa ON K1Y 1W1
Tel: (613) 729-3487
Fax: (613) 233-6961
Email: david.bhamjee@sympatico.ca

Lally Rementilla
VP Business Planning and Analysis
Lavalife Corp.
905 King Street West, Suite 500
Toronto, ON M6K 3G9
Tel: (416) 263-6300 x 3177
Cell: (416) 272-8819
Fax: (416) 640-6301
Emai:lally.rementilla@lavalife.com
URL: www.lavalife.com

Lori Rosenberg
Director, Network Programming
Bell ExpressVu
100 Wynford Drive, Suite 300
Toronto, ON M3C 4B4
Tel: (416) 446-2378
Fax: (416) 383-6665
Cell: (416) 460-9778
Email: lori.rosenberg@bell.ca

Janine (Sharon) Salvas
Director, Program Obligations
CTV Television
9 CHANNEL NINE COURT
Toronto, ON M1S 4B5
Tel: (416) 332-5029
Fax: (416) 332-5094
Cell: (705) 727-6430
Email: jsalvas@ctv.ca
URL: www.ctv.ca

Cindy Schatkoski
Program Manager
Banff New Media Institute
Box 1020, Stn. 40
Banff, AB T1L 1H5
Tel: (403) 762-6309
Fax: (403) 762-6665
Email:
cindy_schatkoski@banffcentre.ca
URL: www.banffcentre.ca/bnmi

Valerie Sepulveda
Account Manager
Western Canada, Corus Entertainment
Content Distribution
Affiliate Relations
630-3rd Ave SW, Suite 501
Calgary, AB T2P 4L4
Tel: (403) 444-4236
Fax: (403) 444-4242
Cell: (403) 608-0709
Email: valerie.sepulveda@corusent.com
URL: www.corusent.com

Elizabeth Vander Zaag
Media Artist
4230 Prince Edward Street
Vancouver, BC V5V 3Y7
Tel: (604) 873-9705
Email: zaag@shaw.ca

Donna Whitney
4th Floor, 350 Bloor Street East
Toronto, ON M4W 0A1
Tel: (416) 935-7612
Fax: (416) 935-7502
Cell: (416) 358-8612
Email: donna.whitney@rci.rogers.com
Lisa Woznica

Manager, SECOR Consulting
390 Bay Street, Suite 2400
Toronto, ON M5H 2Y2
Tel: (416) 204-7697
Fax: (416) 362-6804
Cell: (647) 999-5538
Email: lwoznica@secor.ca

Karen Zuke
~~Manager, SECOR Consultin~~Web Services Manager~~g~~
Golden West Online
(Golden West Radio)
~~Address: 390 Bay Street, Suite 2400, Toronto ON M5H 2Y2~~350 River Road
Winnipeg, MB R1N 0N6

Tel: (~~416-204-7697~~204) 239-5111
Fax: (~~416-362-6804~~204) 857-3456
Email: ~~lwoznica@secor.ca~~kzuke@goldenwestradio.com

READING MATERIALS

BLOGGING LAB

HOSTING AND FTP TRANSFERS

Your blog will be hosted at **wordpress.com**.

Shared webspace on the Banff Center's server has been set-up for hosting your images and sound files needed for BNMI's Blog Project where you can link to them. This is shared space, with total quota of 500Mg. Please be file size conscious and share this space 22 ways.

Filezilla (for PC's) you will require for FTP transfers are installed on all the computers in the Lab.

You will need the following information to use Filezilla:

> URL: glacier.banff.org
> User: cwccorus
> Pass: cwccorus

The path to the files uploaded will be http://blog-project.banff.org/2006/

Each user can add their own folder to this directory, ie:
http://blog-project.banff.org/2006/MySpecialUserName/image.jpg

Here are directions on how to connect to the server using filezilla:
http://help.banff.org/using_filezilla/index.html

Upload all images into the 'html' folder after you have logged in with you FTP Client (Filezilla is commonly called FTP Clients). For example, if you upload the image 'my_picture.gif' to the 'html' folder, you can link to it on your blog with the following code:

<img src="http://blog-project.banff.org/my_folder/my_picture.gif">

It is important that all the files are **named properly** before uploading to the server. This means:

1. All lower case
2. No spaces
3. No symbols such as: !@#$%^&*(),./<>?
4. If you need to separate words, try an underscore: my_file.gif
5. All your image files should end with the appropriate suffix. Most common are .jpg for JPEG formatted images and .gif for GIF images.

UNDERSTANDING DIFFERENT WEBLOG SOFTWARE AND SYSTEMS

Some of the most common questions asked by individuals contemplating on starting a weblog are: How do you choose the right platform? Where is the best place to blog?

Unfortunately, there are no straightforward answers. However, understanding the different types of blogging platforms may help in the decision-making process. Blogging platforms are best categorized as follows:

•Hosted weblog providers;

•Stand-alone weblog software; and

•Remote weblog systems.

Hosted weblog providers

This is a type of blogging platform where the user simply needs to sign up and set up a weblog account in order to start blogging. There's no need to install any programs, get a separate web hosting account, and/or obtain a domain name.

Examples of such a blogging platform include: MindSay, TypePad, LiveJournal, Xanga and ModBlog.

Starting a blog using hosted weblog providers is the simplest way to begin blogging. It suits most people who wish to start a weblog.

The basic set up guideline for users: Just visit the weblog provider's site, sign up for an account, and specify some basic weblog customization (choose blog templates, color themes, etc.). Then, just start writing blog entries. All users are given a weblog address that goes something like *http://username.weblogprovider.com/*.

This set up is perfect for bloggers who do not wish to study any complicated technical matters like HTML, CSS, and/or FTP, among others.

Stand-alone weblog software

This is a type of blogging platform where the user needs to download and install weblog software in a free or paid web host in order to start blogging. Examples are: WordPress, Movable Type, and Greymatter.

The typical set up guideline for users of this platform type is as follows: visit the weblog software's site, check the requirements to run the program, download the software, install the software on your web host, and follow set up procedures. You can later customize the templates and incorporate add-ons and plugins to improve your weblog. If you don't have a web host yet, About's Guide to Personal Web Pages Linda Roeder has some recommendations.

This type of weblog platform is good for bloggers who wish to have more freedom in tweaking their blogs, either by customizing templates or adding functionality. Users of stand-alone weblog software are comfortable with handling technical matters. Or, at least, they can rely on someone who can help them with such things.

UNDERSTANDING DIFFERENT WEBLOG SOFTWARE AND SYSTEMS

Remote weblog systems

This type of blogging platform is somewhere in-between using a hosted weblog provider and stand-alone weblog software. Users can have the option to host the weblog system in the built-in weblog host (like BlogSpot for Blogger.com users) or use their own web host and domain. Other than Blogger.com, another example of this type of platform is WebCrimson.

In this type of platform, the typical set up guideline follows that of the weblog host provider set up, if the user chooses to have his or her blog hosted. However, if the user opts to run the weblog system in his/her own web host and use his/her own domain name, the user needs to provide the FTP details to the remote weblog system of choice. The web host company should provide the FTP details, which usually comprise of the FTP address (*e.g., ftp.yourdomain.com*), FTP account user name and password.

Bloggers who will benefit the most from this type of platform are those who wish to have some control over their weblogs but do not wish to go through the trouble of installing weblog software.

Source: http://weblogs.about.com/od/weblogsoftwareandhosts/a/weblogplatforms.htm

BASIC BLOG CREATION

In this session we will be using free blog provider at www.wordpress.com, a web-based tool that helps you publish to the web instantly.

Blog is a web page made up of usually short, frequently updated posts that are arranged chronologically—like 'what's new' page or a journal. You will be able to post in your blog links and commentary about other web sites, to news about a company/person/idea, to diaries, photos, poetry, mini-essays, project updates, even fiction.

- Please log-in to the website *www.wordpress.com* and create your own blog account by pressing "**Get a WordPress Blog now**" button, filling all fields in the form, by clicking on the "Sign Up" button.

- You will receive an email to the email address you provided telling you that your new WordPress.com blog has been successfully set up and providing you with the login information.

- In a **Write** window you will be able to type content of your blog. Under the **Users** you can change the **Title**, **Description**, and **Type** of blog, etc. Under the **Presentation** you can change the Current Theme of your blog. After posting, you will need to **Publish your Blog**, otherwise you will lose your editing page and you will need to go back and select your blog to open to editing pages. Now you can Create New Posts or Manage Posts to edit or delete your posts.

BRINGING SOUND FILES INTO OUR BLOG

Using Audacity – freeware audio editing program
Open your **MP3** sound file in Audacidy:
1. Under the **File** Menu --> **Open**.
2. Locate your sound file from your folder (in the drop down box) and click **Open**
3. Under the **File** Menu go to **Save Project** and save as .aup (Audacity Project file type), name your file and click on **Save** (saving as Audacity Project file will increase processing speed of your audio editing)
4. Click and drag to select audio area you wish to remove (make sure that the Selection Tool **I** in upper left corner is selected) and press **Delete** on your keyboard
5. Once your sound file is a right size go to the **File** Menu -->**Export As MP3...**
6. In the drop box you can edit/name the ID3 tags for your MP3 file, and then click **OK**

Your files are now ready to be linked to your document.

WHAT IS PODCASTING?

Podcasting is distributing audio or video content via RSS 2.0, or (less commonly) Atom. Podcast clients are available, like Juice (*http://juicereceiver.sourceforge.net/index.php*), CastPodder(linux) (*http://www.castpodder.net/*), or iTunes (*http://www.itunes.com/*) that allow listeners to subscribe to your RSS/Atom feed and automatically download your content to their portable audio players as it becomes available.

How It Works

Create audio or video that you want to share (usually MP3 or MP4)

Upload the file to a server

Link to the file in a post in your weblog

Wordpress automatically includes a link to the file in your RSS/Atom feed

Listeners "subscribe" with podcast client application to your RSS/Atom feed and download new files automatically.

WordPress creates all the necessary links for you!

Using WordPress for Podcasting

Podcasting is seamlessly supported as of Wordpress 1.5. Just link to an audio file in one of your posts and WordPress will automatically add the necessary enclosure tag to your RSS2 feed to make it useable as a podcast.

Important: *Use a complete, absolute URI when linking to the audio file.* Otherwise WordPress will not make an enclosure for it.

Wrong: My podcast

Right: My podcast

That's it — just link to an audio file and it gets taken care of.

Okay, it's not the only thing you have to do. There is one more step.

You need to make your RSS2 feed available. Put a link somewhere on your page:

http://example.com/wordpress/?feed=rss2

Or, if you're using Atom:

http://example.com/wordpress/?feed=atom

As of WordPress 1.5 the RSS 2.0/Atom links are located on the bottom of the page by default.

WHAT IS PODCASTING?

Notes:

As of WordPress 1.5, this **only** works for *posts* but not for static *pages*.

Make sure the linked file is accessible when you publish your post. Otherwise, WordPress won't be able to collect the information it needs from the linked files.

If you change a linked file, republish the post so WordPress can update its file size information about the file.

To get Wordpress to recognize m4a and m4b files as podcasts, you need to make sure that your web server is configured to serve them with the right content-type. Do this by adding the following directives to your Apache configuration file or .htaccess file:

```
AddType audio/x-m4a .m4a
AddType audio/x-m4b .m4b
```

Dedicated Podcasts

To create a dedicated podcast feed:

Create a category in the Admin > Manage > Categories panel for your audio files and call it something like "podcasts".

Assign every post containing an audio link to your "podcasts" category.

If your blog is at example.com, your podcast feed will automatically be available at:

http://example.com/wordpress/?feed=rss2&category_name=podcasts

Add this to your .htaccess file to make a nice rewrite rule that points visitors directly to your podcasts (assumes you've categorised your podcasts as 'podcasts' as in the example above):

```
#podcast rewrite
RewriteRule ^podcasts/?$
/yourWPsubdirectoryhere/index.php?category_name=podcasts [QSA,L]
RewriteRule ^podcasts/feed/(atom|rss2)/?$
/yourWPsubdirectoryhere/index.php?feed=$1&category_name=podcasts [QSA,L]
```

Now, you can give your podcasts feed as http://example.com/podcasts/feed/rss2 for RSS2 format, or http://example.com/podcasts/feed/atom for Atom format. (If you don't know the difference between the two, give out the first, as RSS2 is generally a bit better supported).

WHAT IS PODCASTING?

Archive.org issues

Archive.org can be used to host podcast audio files but archive.org uses re-directs on the file paths it publishes - this confuses WordPress, and consequently, the Podcast publication fails (missing enclosure tag error).

To avoid this error, if you are hosting your audio files on archive.org, you need to add a Custom Field called "enclosure" and paste the full url for the mp3 file in the Value field.

Source: http://codex.wordpress.org/Podcasting

PHOTOSHOP LAB

PHOTOSHOP EXERCISES

Manipulating and Resizing Images
All manipulations performed on images (except for resizing) can affect either the entire image or a selected portion of the image.

Resizing the Image
- Go to **File** in the main menu and select **Open**
- Select your image from drive
- To change the image size select **Image Size** under the **Image** menu.
- There are many methods available for adjusting the image size. These methods are: in a *Percentage*, in *Pixels*, in *Inches*, in *Centimeters*, in *Points*, in *Pica* or in *Columns*.
- Increase or decrease amount of pixels (make sure that **Constrain Proportions** option is checked)
- Change image resolution to 72 pixels (if is not that already)

The size of an image is related to many factors. Primarily image size is measured in pixels but Photoshop also measures image size in inches and resolution. The image's resolution is very important when printing and since the resolution is set in conjunction with image size checking the image size before printing is always recommended.
The option of locking the **Proportions** ensures the image will retain the correct aspect ratio and not distort the image.
Another option is to lock the **File Size**. Locking the file size allows changes to affect only the resolution of the image without increasing or decreasing the file size. This is useful for setting up an image to be printed at a decent quality and not change any information in the image in terms of pixels.
The final option is to use **Auto**. This option gives the recommended resolution for printed output. Enter the number of lines per inch (in terms of screens) to print at,

The recommended resolution is calculated and is automatically entered in the Image Size dialog box.

- **127 x 150**, 19.8 Kb
- **64 x 75**, 5.8 Kb, *Proportions Locked*
- **64 x 150**, 9.2 Kb, *Proportions Unlocked*
- **127 x 150**, 19.8 Kb, *File Size Locked*

PHOTOSHOP EXERCISES

Changing the Canvas Size

Changing the canvas size is different from changing the Image Size. Instead of enlarging or reducing the actual image this changes the size of the working space by creating a border around the image. Selecting **Canvas Size** under the **Image** menu brings up another menu.

The nine square grids represents where the existing image will be placed on the new canvas.

The Cropping Tool

The cropping tool cuts an image according to a rectangular boundary. Select the **Cropping Tool** from the **Tool Bar**, and draw a rectangle around the cropping region. A dotted rectangle will be displayed with four handles at the corners.

- To **Cancel** the crop, click outside the rectangle.
- To **Crop** the image, click inside the rectangle.
- To **Resize** the rectangle, drag on the handle.
- To **Move** the rectangle, hold down the *Command* key and drag on the handles.
- To **Rotate** the rectangle, hold down the *Option* key and drag on the handles.

Image Adjust
Adjusting Levels – Auto Levels and Levels

Auto Levels is a quick way to adjust brightness, contrast and color-correct an image. Levels are another first-step option for image adjustment. If Auto Levels is not right for your image, try Levels. Levels give you much more control over the adjustments.

- Go to the **Image menu**
- Drag down to **Adjust**
- and down again to **Auto Levels**

Brightness and Contrast

There are no controls for different areas of the image as there are in the Levels option. An example of when to use this option would be if the image overall tone is good, but it is a little dark and needs lightening.

- Go to the **Image menu**
- Drag down to **Adjust**
- and down again to **Brightness/Contrast**

The **Brightness/Contrast control window** appears.

You will see two slider bars for adjusting your image, one for brightness and one for contrast. Adding or reducing brightness/contrast is as easy as sliding the appropriate bar to the left or right of center.

Be sure to check (so a check appears) the preview box so you will see the changes on your screen as you make adjustments.

Color Balance Controls

The color controls allow you another option for adjusting color in an image.

- In the **Image Adjust Menu**
- drag over and down to **Color Balance**

- the **Color Balance Control** window appears

The **Color Balance Control** window consists of three slider bars for adding or subtracting color from the image, the color sliders are: Cyan and Red, Magenta and Green and Yellow and Blue. The colors work together adding from one color and subtracting from the other.

Image Rotate
- Go to **Image** and choose **Rotate** option
- Play with those options: 180 degrees, 90 degrees CW and 90 degrees CCW
- Arbitrary – you specify the degree of change and direction
- Free – click and drag on any of the four handles that appear at corners of your image

Image Flip
- Go to **Image** and choose **Flip**
- **Horizonta**l will swap from left to right and **Vertical** will swap from top to bottom

Image Effects
- Go to **Image**
- Choose **Scale** – changes the scale and proportions of the bounding box
- Then choose **Skew** – allows the shifting of the bounding box to create a trapezoid
- And choose **Perspective** – creates illusion of perspective

Image Filters
- Select All – a crawling line will appear around image
- In the main menu go to **Filters**
- Try out the various filters on selected image.

Create a Title Image
- First choose a colour for your foreground colour.
- Double click on the the Foreground colour tool – (box on top)
- Select colour from colour palette
- Choose **Type Tool** from the tool bar menu
- Choose **Settings** on **Type Tool** menu including font size and style
- Place cursor in **Type Tool** window and type.

Some fun things to do with your text image would be to run a filter over it or do some perspective on it. Experiment with the steps above.
- Create a signature with the **Pen** Tool.

Thumbnails

You may want to create a thumbnail for your image which would appear on your post. When clicked on, this thumbnail will link to the larger image.

PHOTOSHOP EXERCISES

To create a thumbnail follow the steps in **Image Size** and try a 75 - 100 pixel size for the width.

Saving Images Intended for Web Use
Photoshop .PSD file format is mainly useful for working within Photoshop itself. To use on the web compress your image by converting to JPEG or GIF image file formats.
Please Note: The changes should be made on your original image before the indexing/GIF procedure. If the image has been converted into a GIF already, some of these options will not be available, and you will have already removed valuable information from the image.

The Converting Process
JPEG
Open your image in Photoshop:
1. Under the **Image** Menu -->**Image Size**.
2. **Change inches** to **pixels** (in the drop-down box).
3. Key in your desired height or width measurement. Check the **Constrain Proportions** so it is **Locked**. Your file image will be reduced proportionally, meaning you only have to key in one number and the other will change too.
4. Change the **Resolution** --> **72 pixels** per inch.
5. Click OK.
6. Under the **File Menu** -->**Save As**
   Type in the name of your file. Be sure to have no spaces in the file name.
7. In the **Format** drop box --> **JPEG**
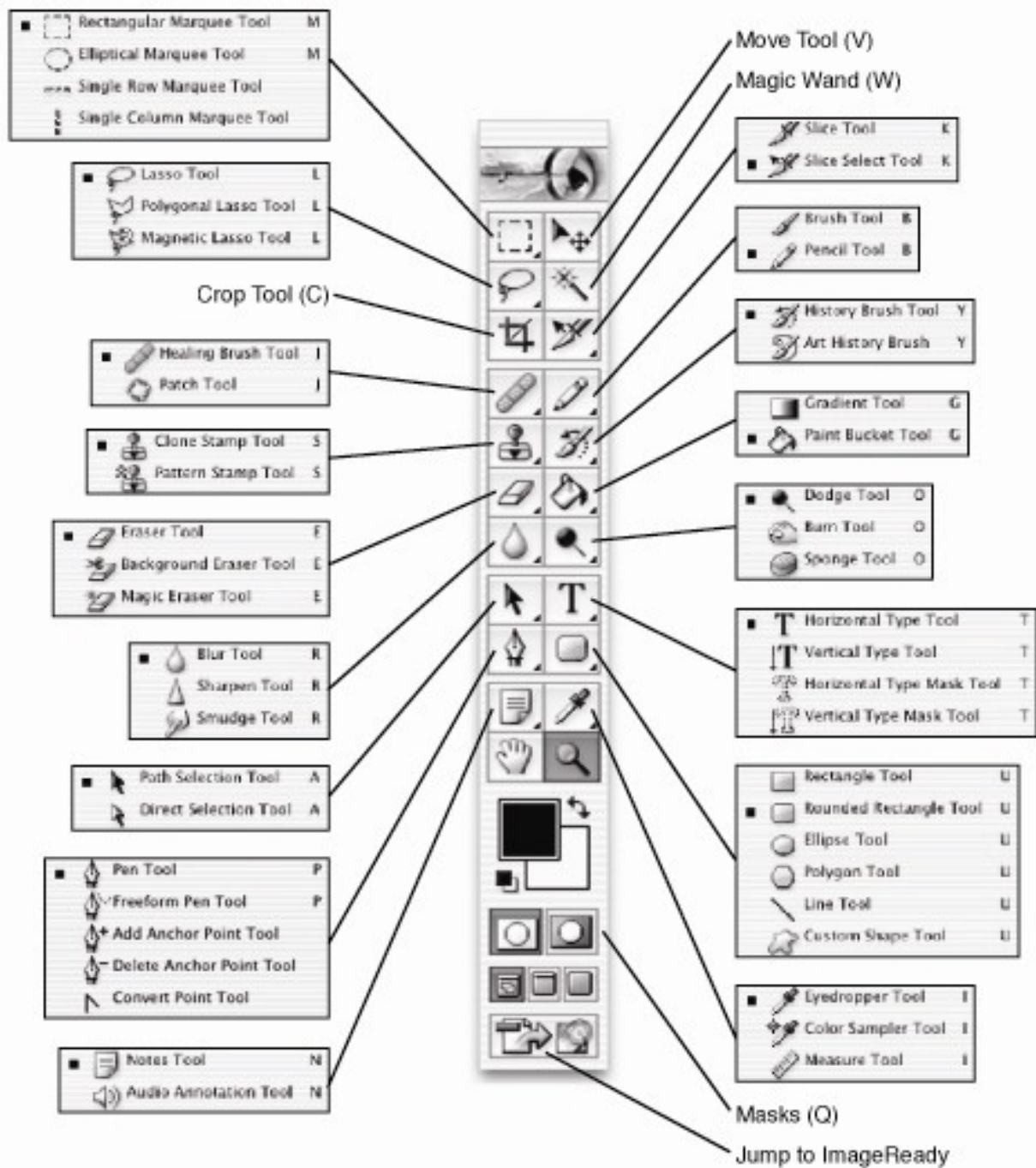8. Select quality between 1 and 10 and check out file size and quality.

GIF
Open your **JPEG** image in Photoshop:
1. Under the **Image** Menu --> **Image Size**.
2. **Change inches** to **Pixels** (in the drop down box)
3. Key in your desired height or width measurement. Check the **Constrain Proportions** so it is **Locked**. Your file image will be reduced proportionally, meaning you only have to key in one number and the other will change too.
4. Change the **Resolution** --> **72 pixels** per inch
5. Click OK.
6. Under **Mode --> Indexed color**.
   Choose **8 bits**, **Adaptive Palette**, and **Diffusion Dither**.
   By sampling the image and using the best selection of colors available, this process drops the image's 16 million color palette down to 256 (8 bit) to create a new palette.
7. Under the **File Menu** -->**Save As**
   Type in the name of your file. Be sure to have no spaces in the file name. Be sure to add (if the software does not) the **.GIF extension** so your browser can read it.
8. In the **Format** drop box --> **Compuserve GIF**.
Remember, **72 pixels equals 1 inch on most computer screens.**

PHOTOSHOP LAB REFERENCE

PHOTOSHOP 7.0 TOOLS

Rectangular Marquee Tool — M
Elliptical Marquee Tool — M
Single Row Marquee Tool
Single Column Marquee Tool

Lasso Tool — L
Polygonal Lasso Tool — L
Magnetic Lasso Tool — L

Crop Tool (C)

Healing Brush Tool — J
Patch Tool — J

Clone Stamp Tool — S
Pattern Stamp Tool — S

Eraser Tool — E
Background Eraser Tool — E
Magic Eraser Tool — E

Blur Tool — R
Sharpen Tool — R
Smudge Tool — R

Path Selection Tool — A
Direct Selection Tool — A

Pen Tool — P
Freeform Pen Tool — P
Add Anchor Point Tool
Delete Anchor Point Tool
Convert Point Tool

Notes Tool — N
Audio Annotation Tool — N

Move Tool (V)
Magic Wand (W)

Slice Tool — K
Slice Select Tool — K

Brush Tool — B
Pencil Tool — B

History Brush Tool — Y
Art History Brush — Y

Gradient Tool — G
Paint Bucket Tool — G

Dodge Tool — O
Burn Tool — O
Sponge Tool — O

Horizontal Type Tool — T
Vertical Type Tool — T
Horizontal Type Mask Tool — T
Vertical Type Mask Tool — T

Rectangle Tool — U
Rounded Rectangle Tool — U
Ellipse Tool — U
Polygon Tool — U
Line Tool — U
Custom Shape Tool — U

Eyedropper Tool — I
Color Sampler Tool — I
Measure Tool — I

Masks (Q)

Jump to ImageReady

PHOTOSHOP FILTERS

Blur Filters
The standard blur filters are generally very subtle. They are useful for removing harsh edges on an image. **Blur** and **Blur More** do not have any settings, **Gaussian Blur** has several used to vary the effect.

Simple Blurs: **Blur**, **Blur More**, and **Gaussian Blur** Filters.
Special Blurs: **Motion Blur** Filter, **Radial Blur** with **Spin**, **Radial Blur** with **Zoom**.

Distort Filters
The distort filters "reshape" an image rather than altering the colors. They are:
Pinch, **Polar** Filter-try from **Rectangular** to **Polar**, **Polar** Filter-try from **Polar** to **Rectangular, Ripple**, **Shear**, **Sphere**, **Twirl**, **Wave**, and **Zigzag** Filters.

Noise Filters
The Noise filters are used both for adding and removing "noise". The **Despeckle** filter can be useful for removing speckles from a dusty scan or removing interference from a video still. They are: **Add Noise, Median**, **Despeckle**, **Dust and Scratches**, and **Mezzotint** Filters.

Pixelate Filters
These filters affect pixels be joining pixels with similar colors according to different tolerances: **Facet**, **Mosaic**, and **Fragment** Filters.

Render Filters
The Render Filters allow one to add affects to an image which are similar to renderings: **Clouds**, **Difference Clouds**, **Lens Flare**, and **Lighting** Filters.

Sharpen Filters
The sharpening filters are opposite to the Blur Filters. The **Unsharp Mask** is a sharpening filter equivalent to Gaussian Blur. Those filters are: **Sharpen**, **Sharpen Edges**, **Sharpen More**, and **Unsharp Mask** Filters.

Stylize Filters
The Stylize filters create a variety of effects to alter an image. They differ from the Distort filter since they affect the image's colors more then the placement of its pixels. They are: **Halftone**, **Crystalize**, **Facet**, **Mosaic**, **Diffuse**, **Extrude** Filter into **Blocks**, **Extrude** Filter into **Pyramids**, **Emboss**, **Find Edges**, **Trace Contour**, **Fragment**, **Solarize**, **Tiles**, **Wind**, and **Pointillize** Filters.

Other Filters
Custom, **Minimum** and **Maximum** Filters, **Offset**, **RGB-HSl** Swap, **Drop Shadow**, and **cMultiDemo** Filters.

IMAGE FILE FORMATS

Photoshop is a pixel based image manipulation program. Photoshop can import downloaded image files, rendered images for manipulation, scanned and images from digital cameras.

.IFF
Amiga Interchange File Format - Photoshop can read and write to this file format at a maximum of 8 bits per pixel.

.BMP
Bitmap - Photoshop can read and write up to 24-bit files. An RLE compression can be used for any file under 8-bits.

.EPS
Encapsulated Postscript - EPS formats are generally very useful for printing to postscript printers. EPS files can be written up to 32-bit CYMK (Cyan, Yellow, Magenta, Black) file, which is useful for bringing files into other programs such as Illustrator and QuarkXPress.

.GIF
Graphics Interchange Format - Photoshop reads and writes 8-bit files. Developed by CompuServe it uses a very efficient LZW compression method.

.JPG
Joint Photographic Experts Group - Photoshop reads and writes up to 32-bit JPEG files. JPEG uses a variable compression method which causes a loss in quality as the compression is increased. However, the compression ratio can be up to 1/30th of the raw image size. Please note that the JPEG format "loses" information about your image in order to compress the file size. The amount of quality versus compression is selected by the user before saving. Although the loss of information may be hardly noticeable at first, if you continue to edit and resave your image several times in JPEG format, more and more information will be lost every time the file is saved. Therefore it is recommended that you only save your final image in JPEG format.

.PCX
PC Paintbrush - This file format will write up to 24 bit images.

PHOTOSHOP
Photoshop format (.PSD) - This format is the only format that supports all of the color modes including Duotones, Lab colors, and Multichannel. This may be useful when working inside of Photoshop itself; however, this file cannot be compressed and is not very compatible with other programs.

.PICT
Macintosh PICT format - This is a widely used Macintoch file format which stores 16 or 32 bits per pixel. It can also compress files using JPEG compression. Please read section on JPEG to find out more about lossiness.

.RAW
Raw image format - This file format can be useful for transferring an image to different platforms that may not read similar file formats. It simply reads and writes the raw information of the image

IMAGE FILE FORMATS

.TGA
Targa - Photoshop can read and write 16-bit, 24-bit and 32-bit files. Usually Targa file are used to write 32 bit files which would be 24 bit true color with an 8 bit Alpha channel.

.TIF
Tagged-Image File Format - Photoshop can write LZW compressed or uncompressed file which a color depth up to 32-bit file. TIF is a wildly used file format.

Helpful Links:
http://www.planetphotoshop.com
http://www.good-tutorials.com
http://www.handson.nu
http://www.phong.com
http://www.arraich.com
http://www.icehousedesigns.com

TERMINOLOGY GLOSSARY

ASCII
American Standard Code for Information Interchange. A world-wide standard for code numbers used by computers, it consists of 128 upper and lowercase letters. Since the ASCII code makes no provision for non-English letter accents and forms, currently most computers use an extended character set that accommodates technical, graphic, and non-Western characters. A "plain ASCII" file is just a normal text file.

AU files
A filename extension that denotes audio data.

Anonymous FTP
See FTP.

Archie
A method used to search databases on the Internet. Archie finds FTP sites related to the title, keyword, or subject you indicate.

Audio files
See au., midi, and .wav files.

Bandwidth
The amount of data that can be handled by a data communication link, for example, a telephone line. Essentially it is a measurement of network capacity and the amount of data that can flow through a communications circuit per second.

The broader the bandwidth, the more data can flow. For example, a 14.4K modem can move 14,400 bits per second. A T1-line, on the other hand, is capable of sending 1,544,000 bps.

Baud
A measurement of the speed data travels. Related to, but not identical to, bps.

BBS
Bulletin Board System. A computerised system which allows people to dial in through their phone lines to exchange e-mail, chat, and generally socialise. BBSs tend to be small and focused on local people and issues.

BinHex
Binary Hexadecimal. A method for converting binary files into ASCII. Necessary when using transport methods which only accept ASCII text, such as normal e-mail.

Bits
Binary Digit. One digit of a binary number, either zero or one. Bits are the smallest components of bytes.

BMP files
Microsoft Windows Bitmap format. A graphic file format.

Bps
Bits per second. A measurement of data transmission speed.

Browser
A software programme (such as Netscape or Internet Explorer) that enables you to access Internet resources. This is particularly used in relation to the WWW.

Users can read hypertext documents and navigate from one document to another. Most browsers are user-friendly, with button bars and pull-down menus. Many support images, forms, and audio files.

Byte
A unit of eight bits. Computer storage devices such as disk drives and memory usually measure their capacity by the number of bytes they can store. A more easily used unit of measure based on bytes is Megabyte.

CERN
The European Laboratory for Particle Physics. Located in Switzerland and France, CERN is the place where Tim Berners-Lee first originated the World Wide Web in 1989.

CGI
Common Gateway Interface. A standard for gateways, which interface between external programs and Web servers.

Client
A software program which contacts and receives its data from a server software program, which is often located on a different computer.

Cyberspace
Term coined by William Gibson in his novel "Neuromancer." Used today by the media to mean the entire Internet and all the resources available on the Internet.

DNS
Domain Name System. A distributed data query system used to translate hostnames (205.94.220.10) and e-mail addresses (betty@boop.com) into Internet IP addresses.

Dial-up Connection
A network connection where one computer dials up another over a telephone line. Slower than a direct connection.

Direct Connection
A network connection from one computer to another made through a permanent and high-speed method such as Ethernet or T-1 connections. Usually leased from a common carrier.

Domain Name
A domain name is a unique name that identifies an Internet site, such ashttp://www.mysite.co.za. Mysite identifies the host of the site, in this case mysite;.co.za denotes a commercial site in South Africa. Other domain extensions include "ac", "edu," "org," and "gov," meaning, respectively, academic, educational, non-profit, and government hosts.

Download
To transfer files from a remote computer to the local computer. Downloading is the receiving of the file, uploading is the transmitting of the file.

E-cash
A way to make purchases over the Internet using an electronic transfer of funds. Eliminates the need to transmit a credit card number over the Internet. E-cash software holds electronic money on the user's computer.

E-mail
Electronic mail; also, email, e-mail, or Email. Responsible for reviving the lost art of written communication. E-mail is an electronic mailing system whereby you can send messages over the Internet.

You can send correspondence down the hall or across the planet in seconds. A typical e-mail address consists of two parts separated by an @ sign, such asjohn@myserver.uct.ac.za.

Emoticons
Also known as "smileys." A way to convey tone in written conversations in lieu of spoken and physical cues. Emotions such as happiness, sadness, and tongue-in-cheek signals are displayed with the use of colons, dashes, periods, etc. Turn your head to one side to read. : = (

Enhanced Mosaic
Luckman Interactive's Web Browser. Part of the Net Commander integrated Internet access suite.

Ethernet
A common method of connecting computers in a LAN. Ethernet transfers data much faster than a dial-up connection--10 million bps.

External Viewer
An application for viewing multimedia information, such as audio files, within Web pages. External viewers are available for audio, video, and virtual reality data, among many others.

FAQ
Frequently Asked Questions. These are files which are maintained by people so that those who are starting out have a rich source of information on the subject in which they are interested.

Originally referring a list of questions and answers aimed at new users of a Usenet newsgroup, FAQs are also employed on the Web to convey information quickly and concisely. It is considered good netiquette to read the relevant FAQs on a subject before posting questions in a newsgroup.

Finger
A software tool for finding people by name on the Internet. For security reasons many private computer systems do not respond to incoming Finger requests.

Firewall
A gateway which protects an organisation's internal Local Area Network (LAN) from external access and tampering from a Wide Area Network (WAN), such as the Internet. Many firewalls disable the functionality of real-time audio and video players such as RealAudio.

Flame
A verb which means to post an excessively rude and personally insulting response to another's message. People who post controversial messages on Usenet often get flamed in response.

Freeware
Software available without charge through the Internet, bulletin boards, and user groups. Not synonymous with shareware.

FTP
File Transfer Protocol is the standard Internet protocol for moving files from one computer to another.

GIF
Graphics Interchange Format. A colour graphics file format owned by Compuserve. Useful for higher-resolution images because of its file compression feature.

Gateway
Hardware or software which translates data between computers using incompatible protocols. For example, Compuserve and America Online have gateways to the Internet and the World Wide Web.

Gopher
Menu-based format used in gopher client software and most Web browsers for accessing information on the Internet. You can gopher to a Telnet or FTP site.

Graphics files
See BMP, GIF, and JPEG.

HTML
Hypertext Markup Language. The formatting language of the Web. It determines the appearance of and defines the links (which permit navigation through linking documents together) in a Web document. This page is an example of HTML text.

HTTP
Hypertext Transfer Protocol. The basis of the Web, this protocol allows the exchange of HTML documents across the Web. When found at the beginning of an URL (page address), it indicates that the address is a Web site.

Hardware
The physical components of a computer, such as the monitor, CPU, keyboard, disk drives, etc.

Home Page
The top-level HTML document for a Web site. Other pages can be accessed by following hyperlinks from the top-level page. Usually called index.htm/l.

Hotlist
Also, hot links. A hypertext list of links to, in someone's opinion, interesting or valuable sites on the Web.

Hypertext
Called hyperlinks, or more commonly, links. How information on the Web is connected together. Clicking on the highlighted hypertext in a Web document takes you to another page in that document or to a completely different Web site. Instead of processing information in a linear way, hyperlinks let us get the information in the order that makes the most sense to us.

IP Address
A number consisting of four parts-each part containing numbers between 1 and 255-- separated by dots, such as 206.117.25.3. Every computer on the Internet has a unique IP address and a unique Domain Name. The Domain Name Server translates between the two.

IRC
Internet Relay Chat is a global network of people talking to each other in real-time over the Internet by typing messages via their keyboards. A text-based live chat facility divided into a number of topics called "channels." Networks of IRC servers all over the world connect IRC users.

ISDN
Integrated Services Digital Network. A digital communications network built over existing telephone lines that can carry voice, data, and video transmissions. ISDN gives the user a faster Internet connection than a modem does.

To give an idea of ISDN's speed, an ISDN line transmits 64,000 to 128,000 bps, compared to the fastest available analogue modem's speed of 28,800 bps.

ISP
An Internet Service Provider is a company that gives you access to the Internet. They are companies with dedicated, high-speed Internet connections that sell access to the Internet to individuals and other companies. Providers offer dial-up, ISDN, T1, and other types of Internet connections.

Imagemap
An image in an HTML documents that has "hot spots" which when clicked, take the user to other documents.

Inline Image
A graphic image within an HTML page meant to be displayed along with text.

Internaut
An internet user. (Robert French Dictionary)

Internet
Originally used by the military, scientific and academic communities. Can be thought of as a world-wide network of networks using a common addressing format. Not originating from any one source and owned by no one, the Internet is constantly changing and growing-by connecting to it, you become part of it. The Web is part of the Internet.

JPEG
Joint Photographic Experts Group. A digital image compression method, also a graphic file format. Best used for photo-realistic grey-scale and colour images, rather than line drawings or cartoon images.

LAN
Local Area Network. A computer network limited usually to a single physical location such as a floor of a building. See WAN.

LISTSERV
Mailing list software which distributes one e-mail message to many addresses at once.

MIDI
Musical Instrument Digital Interface. A hardware protocol for exchanging musical information between computers, synthesisers, and instruments.

MPEG
Motion Pictures Experts Group. A standard for compressing moving images for transmission. A file format for encoding video and/or audio data.

MUD
Multi-User Dimension, or Multi-User Dungeon. Originally used for role-playing games, now also used for education and business conferences. Multiple users can interact at the same time within in a virtual environment.

Mailing List
A distribution list sent to list subscribers. LISTSERV is an automated distribution program for mailing lists.

Megabyte
Short for 1,048,576 bytes.

Mirror site
A server which duplicates or mirrors, the files in another site. Users can choose to connect to their closest site. For example, a popular U.K. site may be mirrored at several sites in the U.S. to speed access time for North American users, and reduce the load on the originating site.

Modem
An acronym for Modulator/Demodulator. A piece of hardware which allows your computer to communicate using the telephone system.

Mosaic
Name of the first graphical World Wide Web browser, developed by NCSA. The graphic Web browsers today are either actual or spiritual descendants of the original Mosaic. Enhanced Mosaic, Luckman Interactive's browser, is contained within the Net Commander integrated Internet access suite.

NIC1
Network Information Centre. An office which maintains and handles information about a network. The NIC in charge of the entire Internet is called InterNIC. It assigns IP addresses and high-level Domain Names.

NIC2
Network Interface Card. A physical device, such as an Ethernet card, that attaches to the computer and allows it to communicate over a specific type of network. Common ones include Ethernet, Token Ring, and FDDI.

Netiquette
General code of manners for social interactions over the Internet. As in any community, good manners make life more pleasant for everyone. The Netiquette Home Page is a good place to bone up on Internet deportment, especially before joining a newsgroup discussion.

Newsgroups
Discussion groups on Usenet, a network not the same as the Internet, but which can be accessed from the Internet, among other channels. Newsgroups consist of millions of people posting and reading thousands of messages about innumerable topics.

Newbie
Name for someone new to the Internet. Usually not considered complimentary.

PGP
Pretty Good Privacy. An encryption application created by Phillip Zimmerman. PGP allows the private and authenticated transmission of data over communications networks. Using Public-Key Cryptography technology as a base, PGP does not require the use of secure channels.

POP
A Point of Presence is a location where you can get dial-up access.

OR

POP
Post Office Protocol. An application that allows users to obtain their e-mail from a server.

PPP
Point to Point Protocol. A protocol mostly used for establishing TCP/IP connections remotely through a dial-up connection. It is a method of connecting computers to the Internet via a telephone line and modem.

Password
The code which allows a specific user to gain access to a computer system.

Post
To send a message to a public medium, such as a Usenet newsgroup, or a mailing list. Also used to mean the actual message.

Protocol
An agreed set of procedures that ensures compatibility between the receivers and the transmitters of data.

RAM
Random Access Memory. High speed memory used by the computer to store temporary information such as a running application. A larger amount of RAM often increases application execution speed and allows more applications to run at the same time.

RFC
Request For Comments. A process for creating standards on the Internet, where new standards are proposed and marked as Request For Comments. Discussion and eventual adoption of new standards evolve from the proposals.

Real-time video
Video transfer that makes use of data streaming rather than downloading to allow the users to view a video file almost instantaneously.

Router
A device which allows connections between two computer networks.

SGML
Standard Generalised Markup Language. Providing conventions for other mark-up languages, SGML defines the formatting of a text document, including hypertext, by describing a document's information rather than its visual components.

SLIP
Serial Line Internet Protocol. A protocol for using a telephone line-the serial line- and a modem to establish TCP/IP connections between two computers. SLIP is being gradually replaced by the more secure and versatile PPP.

Search Engines
Search Engines are computer databases which attempt to catalogue all the information on the Internet. Documents can then be retrieved by typing in key words and phrases, or other user-specified criteria. A few of the search engines you can find on the Web are Yahoo, Webcrawler, and InfoSeek.

Server
Software (or a hardware and software combination) which provides a specific kind of service and information to client software which may run on other computers. For example, Web servers allows one to access the Web documents located on them.

Shareware
Software, distributed for trial use, without charge. The author requests payment if the software is found useful.

Shell Account
A dial-up account to an ISP which only offers terminal emulation access to a UNIX shell account, and does not allow use of graphical applications directly from your machine.

Smiley
See emoticons.

Spamming
This is sending loads of unacceptable junk mail to e-mail lists, newsgroups, and so on.

Spider
A term used to describe an application which travels the World Wide Web collecting information. Many Web search engines use spiders to collect data from which they build their indices.

Static Address
An IP address which is permanently attached to a computer connected to the Internet; as opposed to a Dynamic Address, which may change every time the computer establishes an Internet connection.

T1
A fast direct connection used mostly by large companies, universities, and ISPs to the Internet. For comparison's sake, the T1 transmits at 1,544,000 bps and a 28K modem transmits at 28,000 bps.

TCP/IP
The Transmission Control Protocol / Internet Protocol are two communication protocols by which all information is sent over the Internet. It allows computers with different operating systems to communicate with each other.

Telnet
An application you can use to log in to a distant computer as if you were part of its network.

Trolling
To act in a manner which deliberately elicits flames.

UNIX
Written in the C programming language, UNIX is a multi-platform, multi-user, multi-tasking operating system. The language used by many applications on the Web, UNIX is known for its lack of user-friendliness.

URL
Uniform Resource Locator. Each Web page's unique address, for example: -http: //www.uct.ac.za. Made up of distinct parts, it can give clues to the kind of host which is the sources source of the site. For example, in the American URL address http://harvard.edu, the ".edu" designates an educational domain. Commercial and nonprofit organisations are, respectively, ".com," and ".org." Other extensions include ".gov, for government, ".mil" for military, and ".net" for network.

In South Africa domains end with "za".

Usenet
User Network. A decentralised, networked system of news and discussions topics, which are called newsgroups, where people can exchange news and views.

Veronica
Very Easy Rodent Oriented Net-wide Index to Computerised Archives. A database and search engine for finding information on gopher servers.

Video files
See MPEG, real-time video.

VRML
Virtual Reality Modelling Language. A language authoring standard which describes 3-D environments on the Web. The VRML specification allows users to participate in interactive 3-D simulations on the Web, for example, a room in which users can walk, and pick up objects and rotate them.

WAIS
Wide Area Information Server. A commercial indexing tool for keyword searches of text documents on the Internet and other WANs.

WAN
Wide Area Network A network which physically covers a large area. See LAN.

WAV files
A filename extension that denotes Windows audio files.

WebBot component
According to Microsoft "WebBot components add functionality without complex programming" in both FPXpress and FP98. A WebBot is a "dynamic object" on a Web page. WebBots may add Time Stamp, Include, and Search features to Web pages, as well as forms handling and navigation bars.

Web Browser
A browser, such as Netscape Navigator, or Microsoft's Internet Explorer, provides a window to the Web, allowing you to follow hyperlinks effortlessly, from networks in New Zealand to Zurich, and from Zurich to Africa, with a few clicks of the mouse.

Web Page
A Web site is made up of a series of HTML pages, connected to each other by hyperlinks.

Web Server
Server software-and sometimes the hardware-which makes access of HTML documents possible through HTTP.

Web Site
An organised group of Web pages located on the same Web server.

Webmaster
Person in charge of managing and maintaining a Web site.

WinSock
Windows Sockets Specification. Provides an Applications Program Interface standard for Windows TCP/IP software development.

World Wide Web
WWW, also, the Web. The most user-friendly part of the Internet, offering graphics, sound, video, and hypertext links to other Web pages and Web sites. Refers to all Web servers on the Internet, as well as the information on the Web servers.

Worm
Among other definitions, a robotic indexing program creating a database which can be accessed or keyword-searched over the Web.

WWW
The World Wide Web is the easy-to-use graphic interface which allows you to move about the Internet by clicking on certain images or words.

WYSIWYG
What You See Is What You Get. This refers to any application which allows you to see an approximation of what it is you are creating. A Word Processor is WYSIWYG, as are the various web-editors.

SUPPLEMENTARY READING SUGGESTIONS

What is Web 2.0: Design Patterns and Business Models for the Next Generation of Software
http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html

What is Social software (2003)
http://www.darwinmag.com/read/050103/social.html

Culture of collaboration (2001)
http://www.darwinmag.com/read/110101/ecosystem.html

Gamer girls unite – Alida game for women
http://www.gamergirlsunite.com/content.php?review.90

Soapbox: ARGs and How to Appeal to Female Gamers
http://www.gamasutra.com/features/20051129/phillips_01.shtml

Prepared by: Iwona Erskine-Kellie