

backbeat

and other chaotic rhythms



emmylou harris performs at the ottawa folk festival

This will be Emmylou's only performance in Eastern Canada this summer.

Emmylou Harris is a truly modern musical innovator. In 20 years, she has flowed effortlessly between musical styles, achieving popularity in folk, pop, and country. The common bridge is an exquisite vocal style as well as a gift for discovering the heart of a song.

Emmylou was born in Birmingham, AL, and grew up near Washington, DC. As a college student in the late '60's she sang with a local folk duo eventually moving to Greenwich Village. She played the clubs on the local folk scene, occasionally sharing the stage with Jerry Jeff Walker and David Bromberg. Eventually she paired with Gram Parsons, the country-rock pioneer, and touring with him until his death in 1973.



On her 1975 major label Debut, Pieces of the Sky, she introduced her Hot Band, which over the years has included such world-class players as

Albert Lee, Rodney Crowell and Hank DeVito. Subsequently, she has released a total of 24 albums (including a pair of greatest hits packages and a box set). Emmylou has achieved seven no. 1 and 27 top 10 hits, including, "If I Could Only Win Your Love," "Together Again," "Sweet Dreams," "Making Believe," "To Daddy," "Heartbreak Hill," and "Heaven Only Knows." She's earned 6 Grammys, 8 gold albums, and her 1987 Trio album with Linda Ronstadt and Dolly Parton is Platinum-plus.

With an enormous legacy, Emmylou is still firmly focused on the future, making great music that continues to touch people.

The CKCU Ottawa Folk Festival has been named one of the "Top 50 Ontario Festivals" for 2003 by Festival & Events Ontario.

friday, august 22

rock on

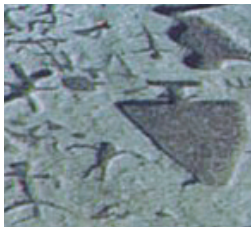
Every couple of months I turn around to find another copy of Kanawa magazine on my table. I know that Bob Albert, our Dollco rep, has dropped by to remind me that he's looking for business.

Like any good rep, he's done his homework. He came in a couple of years ago when I was excitedly telling everyone about a kayak that I'd just picked up. Bingo, thinks Bob, and each new issue of Kanawa magazine started showing up on my desk. Since Kanawa has appeared on my desk, my family has grown to a three-kayak-family with a degree in trigonometric car loading techniques.

The other day, like clockwork, the latest issue of Kanawa showed up on my desk. This time, to my amazement, in addition to the typical articles, there was a story on the three best, canoe accessible, rock painting sites in Canada.

I immediately dropped everything and turned to page 42. Since I was a kid, encountering pictographs, petroglyphs, and primitive art is like flipping a switch for me. I absolutely love them. I'll drive hundreds of miles to look at, photograph, and just be around them. They exude a religious quality that is only matched for me in the faces of gargoyles on early medieval churches. (Uh, you should probably know that my thesis was entitled "*Fairy Belief in Tudor England*", and, no, I've never played Dungeons and Dragons.) There's something about petroglyphs that reaches me unlike almost any other art form.

I've studied petroglyphs for years. I've drawn, redrawn, and worked on ways of



incorporating them into my art. Those that know me are probably thinking about now, "God, who got him on those damn rock things again!"

As a designer, I find the shapes and concepts captured in simple single lines extremely inspiring.

I've had the opportunity to design for some of the most influential Aboriginal groups in Canada. The greatest problem is when a pan-Aboriginal concept needs to be developed — one that recognizes that this continent is covered by a multitude of nations. Each as different from the other as an Italian is from a Swede.

To find a solution, I look to nature or recede into history to find a unifying solution. Petroglyphs and early Aboriginal art allows me to step back in time to find common concepts which can be recognized by all nations.

It amazes me to think that we in Ontario are surrounded by rock paintings. On those occasions when you are guided to one, you make an immediate connection with a person and culture perhaps a 1,000 years old.

For me, to see a hand outlined on a rock in red ochre, is a reminder that we all belong to the same species — all struggling to say, "I'm here!"



Oh, you want to know which sites the Kanawa article recommends? Bon Echo Park,



Cliff Lake on Lake Nipigon, and Hickson-Marabelli Lakes in Northern Saskatchewan. (My personal favourite is the Petroglyph Provincial Park near Peterborough.)

Recommended Reading:

Spirits on Stone: The Agawa Pictographs, by T. Conway and J. Conway, 1990.

Indian Rock Paintings of the Great Lakes, by S. Dewdney and K.E. Kidd, 1973.

Plains Indian Rock Art, by J.D. Keyser and M.A. Klassen, 2001.

canada trumps united states in broadband use



New research from comScore Media Metrix indicates that Canada has a higher percentage of broadband Internet users than the US.

According to the company's latest study, more than half of Canadian Internet users have high-speed broadband connections.

As of January 2003, broadband users represented fully 53.6 percent of the Canadian online population, compared to just 33.8 percent of the US online population.

The study also reveals that Canadian broadband users consume more online content than their American counterparts. Collectively, Canadian broadband Internet users account for 63 percent of all time spent online in Canada, whereas their US

counterparts account for 54 percent of Internet usage time in America.

As of January 2003, Canadian Broadband Internet users spent 55 percent more time online than dial-up users and viewed almost twice as many Web pages over the course of the month.

The study indicates that Canadian Broadband users are also more likely to engage in activities involving streaming content and online shopping, while dial-up users are expectedly more likely to spend their time online with activities that are less impacted by speed.

Lifted unceremoniously from comScore Media Metrix.

what is branding? a short definition.

It's not just a new logo

Traditionally brands have been associated with products that would be purchased at the consumer level — food, clothing, automobiles, etc.

Increasingly people have come to realize that the idea of a brand can be applied to companies, services and all types of corporate enterprise.

An organization must deliver a clear idea of what it stands for and why it exists. The message must be delivered in a way that people can understand and consistently relate to. This is **BRANDING**.

Branding must develop the idea that the organization is relevant to the employees and credible to it's customers.



The branding process begins from within an organization. It is the shared vision, values and beliefs of all employees. Only then can these ideas be successfully exported to the client base.

Branding should also aid in meeting the objectives of any strategic plan. The brand is a shorthand to enable an organization to match it's

ideas and actions to it's mission and corporate strategy.

All organizations are constantly communicating — the difference in an organization that is conscious of their brand, is that their communication process is managed.

the 40 proof peeve



It's enough to drive you to drink. Every now and then we get into a discussion in the studio about "the way things used to be". Of course, we mention waxers, film, galleys, letraset,

and marker renderings, etc. However, my personal pet peeve is the lost knowledge of editing symbols. In the last fifteen years, I've become somewhat of a master at interpretation. Artboards come back with post-it notes, taped instructions, and rambling manifestos all in an effort to convey the client's changes to the production artist.

In the old days, we used a red pen and an industry-wide accepted system of editing and proofing marks. Ah, those were the days — a small symbol conveying so much godlike power.

The other day, I was making edits to a scientific journal. Each page had at least 60 changes. What would normally send an artist around the bend, was like reading symphony sheet music to me. I had somehow been united with a professional editor! Each mark clearly indicated a change with no room for misinterpretation. Gone was ambiguity.

Just for interest sake, here's the list of proofreader's marks that you might find useful.

Proofreaders' Marks

These standard proofreader marks should be used when correcting and editing documents.

- ⌫ Delete (take out)
- ☐ Close up
- ☒ Delete and close up
- stet Leave as is (when matter has been crossed out by mistake)
- caps Change to capital letters
- sc Change to small capitals
- LC Change to Lowercase
- itals Change to italic type
- bf Change to bold type
- bf itals Change to bold italic type
- Rom Change to roman type
- wf (Wrong font) Replace with correct font
- ↕ Invert sup type
- = Correct alignment; straighten
- × Broken letter
- √ Insert (or substitute) superior figure or sign
- ∧ Insert (or substitute) inferior figure or sign
- = or /=/ Insert (or substitute) hyphen
- ⋈ Insert (or substitute) em-dash
- ⋈ Insert (or substitute) en-dash
- ∩ Insert (or substitute) comma
- ⊙ Insert (or substitute) period
- ⋯ Insert (or substitute) leader dots
- # Insert space
- { } Insert parentheses
- [] Insert brackets
- () Reduce space between lines or paragraphs
- tr Transpose items these
- ☐ Center
- ← Move to the left
- Move to the right
- ⌮ Move up



A four page newsletter? Is that it? Lazy bastards are probably going to ask for public submissions next! Oh, my God — they are! I bet you John wrote this. He's always giving clients homework.

we want you!

From the desk of the backbeat editor:

We cordially invite any interested party to submit articles (uh, Stephen, let's keep it to one Sparks article per issue). We've decided that we need an eclectic blend of viewpoints on industry, the arts, and almost anything that we get.