

**Sent:** August 19, 2003 6:31 PM  
**To:** karen@flourishmedia.com  
**Cc:** Geoffrey Wong; Ken Golemba  
**Subject:** Today's meeting  
Hi Karen,

It was a pleasure to chat with you today - and thanks again for the flowers. As I write I've just caught a whiff of their beautiful fragrance.

As per our discussion, I'd like your co. to develop an idea we've been noodling here at CBC to refresh the broadcast of archival programs by creating a virtual gaming component. Specifically, we'd like you to work with five half-hour programs to be selected from the CBC Vancouver archives and using them, develop a concept for an interactive game that requires the participants to watch the broadcasts for at least some of the clues. Ideally, the concept will involve the actual city of Vancouver in some way - although we need to be mindful of the fact that the broadcast signal extends far beyond Vancouver and we do not want those viewers to be excluded.

The proposal is to see if we can use this concept to celebrate our 50th anniversary which will mean the broadcasts begin in mid- November.

We're looking for an approach that is low-cost but effective here - and that, of course, will be one of the first theories to test. Can the game be created in an affordable and timely manner if the broadcast component is already provided?

The development phase should include:

- selection of the archival programs
- dev't of the gaming concept including a comprehensive treatment of the elements required to execute.
- budget
- production timeline

For the initial development, it would be preferable if you did not bring potential third parties such as the city economic dev't dep't into the mix as we'd like to assess the idea before raising any expectations. However, feel free to brainstorm as to how other partners might be involved.

Unfortunately, our business manager is away on annual leave at the moment so a contract will be a little delayed. Would you like to submit a development budget, and move forward that way - or simply have us state a figure? If it's the latter, some idea of the time involved to complete the development phase would be helpful.

I am cc'ing a couple of people on this note - Geoff Wong is manager of partnerships and although we're not involving any external organizations at this stage, he might well be involved in the future — also Ken Golemba Senior Manager Television Production Services who will bring our business manager up to speed when she returns.

Unfortunately our archivist Colin Preston is also away but we hope to be able to brief him early next week at the latest.

Although this is not a deluxe model virtual gaming proposal, I hope the opportunity allows your company to exercise some of your gaming expertise.

If you have questions based on the above, just let me know. Look forward to hearing from you.

Regards,  
Rae