

Carole Fanning
Copywriter



Litigation Arts

Carole Fanning
Owner, Creative Director

carole@litigationarts.com
415-786-5832



carole fanning

sufficiently radical branding & copywriting

415.786.5832
www.radicalads.com
carole@radicalads.com

QUOKKA.COM

QUOKKA SPORTS, INC.



Quokkasports®

CAROLE FANNING

Writer/Copy Editor

525 Brannan Street
Ground Floor
San Francisco, CA 94107-1632
USA

415.369.4270 direct
415.908.3800 main
415.717.1430 mobile
415.908.1841 fax
carol.fanning@quokka.com

SAN FRANCISCO
NEW YORK
LONDON

A Communications Convergency



CAROLE FANNING
Senior Copywriter
carole.fanning@clearink.com

Developed content.
Design management.

The screenshot shows the top of a newsletter with the LookSmart logo and navigation links. The main content is under the heading "In this issue" and includes several links to articles. A promotional banner for a holiday special is also visible.

looksmart A Closer Look: Holiday 2003
Get listed | Log in | Search the web

In this issue

- [Introducing Sponsored Listings](#)
- [Smart LookSmart campaign strategies for the holidays](#)
- [Inside the new LookSmart Reseller Program](#)
- [Did you know?... About the new Advertiser Center reports](#)
- [Holiday e-commerce predictions](#)

Introducing Sponsored Listings

LookSmart recently launched its new pay-for-placement program, Sponsored Listings, which enables you to precisely target campaigns by selecting the keywords that are core to your business. Sponsored Listings delivers best-of-breed tools and functionality that allow you to easily and effectively manage your campaigns.

With Sponsored Listings, you can set your own price for clicks and gain more control over your listings placement in search results. Plus, you can manage LookListings campaigns and Sponsored Listings campaigns in one place - all with a single login. LookSmart is the first to provide this level of integration between paid inclusion and pay-for-placement programs. The control and targeting of Sponsored Listings, when combined with the broad reach of LookListings, provides a well-rounded solution for driving quality traffic to your site.

Simple to get started

If you're already running a LookListings campaign, you can leverage the relevancy keywords, titles and descriptions of your best-performing listings to build your Sponsored Listings campaign with the "convert to Sponsored Listings" tool (see insert below for details). Alternatively, you can create a Sponsored Listings campaign from scratch using common-sense keywords, or keywords from other successful pay-for-placement campaigns.

Already a LookSmart Advertiser?
It's simple to add a Sponsored Listings campaign

1. Log in to your LookListings account in the Advertiser Center.
2. Choose the Manage Accounts tab.
3. Click on "Get Started with Sponsored Listings using Conversion Tools"
4. Select the listing from a LookListings campaign as the base to create your



Direct mail:
SES (Search Engine Strategies)
trade show.

A direct mail card with a black background and white text. It features a martini glass icon in a circle. The text provides details for an event at the LookSmart Lounge.

**Searching for the perfect cocktail?
You'll be sure to find it at the
LookSmart Lounge.**

WHERE: San Jose DoubleTree Hotel, 2nd Floor Terrace
WHEN: Wednesday, August 20th, from 6pm - 8:30pm

Unwind, take a load off and spend time with many of the new friends you've made at the show.

Plus, be sure to meet with our editors and sign-up on the spot to become a LookSmart advertiser without paying a set-up fee.

looksmart

Apple Computer Articles

I researched and wrote several articles for the “Imagine” tabloid at MarchFirst. I also edited these online versions.



This is a screenshot of a web browser window. The browser's address bar and menu bar are visible at the top. The menu bar includes 'Store', 'iReview', 'iTools', 'iCards', 'QuickTime', 'Support', and 'M...'. The address bar shows 'News Hiring Hardware Software Made4Mac Education Creative Small Biz De...'. The main content area of the browser displays an article titled 'Tacoma School District — Tacoma, Washington' with a sub-headline 'Reading, Writing, and Desktop Movie'. Below the headline is the text 'Tacoma schools tune in to the future.' and a paragraph starting with 'In Tacoma, Washington, a widely networked school district is reinventing the way students research, create, and share their work.' To the right of the text is an image of a young boy looking at a computer monitor. Below the text and image is a large block of text describing the school district's use of technology. At the bottom of the browser window, there is a small paragraph of text.

Tacoma School District — Tacoma, Washington

Reading, Writing, and Desktop Movie

Tacoma schools tune in to the future.

In Tacoma, Washington, a widely networked school district is reinventing the way students research, create, and share their work.



Located at the south end of Puget Sound, Tacoma's 53 school sites are the training grounds for 32,000 students from diverse backgrounds. Technology has been integrated seamlessly in model classrooms throughout Tacoma, and it is so easy a fourth-grader can log on to the network, access remote folders, manage multiple submissions from fellow students, and assemble a science project on the fly. In a simulation of the world they will likely encounter once they graduate and enter the job market, students act as project managers and production teams on media projects that further core educational goals and build invaluable technology skills. Tools like Apple's new desktop video software Final Cut Pro are empowering Tacoma high school juniors and seniors to create public service announcements, documentaries, and digital video class assignments.

Perhaps because of its diversity (Tacoma has been recognized three times as an "All-America City"), Tacoma School District was the first district in the United States to boast a federally backed magnet school. McCarver Elementary School was a total Macintosh implementation, with "fully networked buildings and lab wired classrooms, e-mail for students, sharing



Saddle Ranch Elementary
Highlands Ranch, Colorado



Atchison
Atchison,

Learnin



Logging on to wireless learning.

Across the country, schools are receiving Apple's message: Wireless computing is the way to go. For reasons of flexibility, mobility, and cost, schools are equipping their computer labs with AirPort-enabled iBooks.

Learning Without Limits at Saddle Ranch Elementary

In Highlands Ranch, a suburb 10 miles outside Denver, Colorado, new schools are being constructed at a rapid clip in the second-fastest-growing school district in the country. Saddle Ranch

heads with 3 small wireless entities. When solutions are in the front, 30 can afford



Vancouver Technical Secondary School
Vancouver, Canada

Two labs in one

In the building where the history of the printing industry in British Columbia began, students are making their own history using the newest technology from Apple.

The lab at Vancouver Technical School is used during the day to train high school students as they prepare to enter the increasingly high-tech printing industry. Then, on evenings and weekends, more than 500 adult education students pour into the lab to learn the latest graphic design software.

Luigi Bassani teaches high school students lithography and printing skills in the daytime, carrying on the tradition of the Vancouver Tech building, which is equipped with a fully functional digital print shop. Bassani's students are learning to work with clients by producing flyers such as the school basketball schedule, as well as promotional materials for nonprofits that can't afford market printing rates. Along the way, students develop skills in

network and they were ready to go. I installed all 15 Power Macintosh G3 computers and connected to the server in just a few hours. When I'm updating an application on the PCs, either I have to add the application to each machine or a new master image has to be created." The entire update process for a 15-computer PC lab can take Kwok one to two days. Compare that to a Mac OS X Server-based network, where changes to the System Folder and applications volume are made once, and all linked computers get the update automatically on the next restart. Kwok is pleased to report, "The update process usually takes one person less than one hour. Mac OS X Server has not had a single system error or crash—and zero downtime—since it was installed in August."

From a teacher's perspective, the Macintosh lab has been a dream come true. Bassani says that before the high school and adult education programs jointly purchased the Power Macintosh G3 computers and Mac OS X Server, his biggest problem was the need for a constantly changing operating environment. "Now, although more than 150 high school students—plus up to 500 evening and weekend adult education students—are using the lab constantly, it's as though each class or user group begins with a clean

network," Bassani says. Bassani says control over authorizing OS X Server allows him to give his students password control over the network and access to desktops, complete with folders, file in progress, folders, file setup, and all necessary OS X Server—authorization guarantee that the lab education and not for "Students can't just do the web anymore," he

For Bassani, the real benefit is the time he can now devote to teaching instead of troubleshooting. "The update process finally provide one-on-one and demonstrate software instead of just lecturing," he says. And when software conflicts arise and students change work sites? No problem. Mac OS X Server lets students connect to the network to access desktops and applications can keep working until

Doubling the return on investment with Mac OS X Server

Josie Lombardi provides studies courses for the School Board's Community Education Services. In designing the curricula that run four te



4' x 6' backlit signs at the Oakland Airport. I concepted visuals and copy, managed a designer and presented creative.



Developed visual and copy for print ad in The Rolling Stone, Spin and Blender.
Directed photo shoot, design process and PR professional.



Tired of being treated like a criminal for sharing music online?

You're in good company. Over 60 million other music fans use peer-to-peer programs like Kazaa and Morpheus to share their favorite tunes. Yet the record labels are bullying ISPs and hunting down college kids in an effort to shut down file sharing.

Isn't it time for a new approach? The Electronic Frontier Foundation thinks so. We believe the answer lies in a model that fairly compensates artists while supporting music lovers. Join EFF today so the music can play on.

**File-Sharing:
It's Music to our Ears**

**Stand up for your right to share the music you love!
Join EFF today at www.eff.org/share**

Wrote tag line “Defending Freedom in the Digital World” and other branding for a site makeover. Directed web developer and design team.



Electronic Frontier Foundation
Defending Freedom in the Digital World

ISSUES | CASES | ACTION CENTER | PRESS ROOM | ABOUT THE EFF

Apr 23, 2003

WHAT IS THE EFF?
EFF is a non-profit group of passionate people — lawyers, volunteers, and visionaries — working to protect your digital rights.
[Check us out >](#)

HOT TOPICS
Sizzling, current, direct from EFF experts to you.

- Anonymity
- Anti-Terrorism
- Censorship
- Consumer Rights
- Copyright Law
- Digital Rights Management
- Filtering
- Surveillance

[complete list of issues >](#)

OUR MISSION
With Digital Rights and Freedom for All...

If America's founding fathers had anticipated the digital frontier, there would be a clause in the Constitution protecting your rights online, as well. Instead, a modern group of freedom fighters was necessary to extend the original vision into the digital world. That's where the Electronic Frontier Foundation comes in. [read more >](#)

FEATURED NEWS

Recent EFF Analysis:
[Patriot II Analysis - Mar. 31, 2003](#)

Electronic Frontier Foundation Supports Unlicensed Spectrum
Asks FCC to Broaden Wireless Broadcast Realm
Related: [EFF comment on proposed FCC unlicensed spectrum regulation](#), [FCC notice of inquiry on unlicensed spectrum](#) (April 17, 2003)

Electronic Frontier Foundation Opposes Digital Lockdown
Some States Pass, Others Consider Copyright Legislation
Related: [EFF state-level "super-DMCA" initiatives archive](#), [EFF analysis of state "super-DMCA" bills](#), [EFF white paper on unintended consequences of the DMCA](#) (April 16, 2003)

WHAT'S NEW AT EFF

EFF Statements on Breaking News:
Reporters looking for information and quotes on current stories—don't forget to check out our [Breaking News](#) section.

Take action!
Visit the [EFF Action Center](#), with alerts on technology and civil liberties issues and pending legislation where your action can make a difference.

UPCOMING EVENTS

April 22
Fred von Lohmann at O'Reilly Emerging Technology Conference

April 22
Fred von Lohmann at Embedded Systems Conference

April 23
Cory Doctorow and Wendy Seltzer at O'Reilly Emerging Technology Conference

JOIN US and help defend your digital rights

[Chilling Effects](#)

Concepted and directed illustrator for tower ads that promoted articles I wrote about digital and online rights.

NEWMARK v. TURNER BROADCASTING SYSTEM



SKIP IT!

How do you feel about watching commercials?

Allegations that skipping commercials amounts to "theft" have spurred EFF into court to declare that Replay TV owners have the right to skip commercials and send shows to other devices.

[LEARN MORE](#)

GATOR UPDATE



CONTROL FREAKS UNITE!

Relax, we're still on your side.


When it comes to Gator spyware issues, we've got you covered. yes, EFF's Fred Von Lohmann is defending Gator.

WHY?

"The issue is about who controls a computer when you're online. Is it you, or the company whose site you're using?"

[LEARN MORE](#)

BIG BROTHER IS WATCHING YOU!



If the government has it's way, life may start imitating art sooner than you think.

The Orwellian landscape of "1984" might be coming to a living room near you if TIA - Total Information Awareness - becomes a reality.

[LEARN MORE](#)

EFF & Gator

EFF's senior staff attorney Fred von Lohmann is on your side. Really.


Gator has been sued by a number of website operators, including the WashingtonPost.com and United Parcel Service. According to them, when you open a new window that overlaps their website, you're violating copyright and trademark law. "If Gator loses, website owners would have far more control over your computer than is appropriate."

Fred's stance on Gator is consistent with EFF's aggressive digital rights policy: "Just because you may be browsing their web page in your web browser, doesn't mean that a website owner gets to control the rest of your PC. What windows are open on your computer, and what software you install, is your business, not theirs."

What is Gator?

Gator distributes software that causes "popup" ads to be displayed on your computer screen when you visit certain websites. The Gator software does not alter the website or change anything about the browser window in which it appears. It just opens a new window that overlaps the web page.

We, like most of you, find popup ads to be annoying. We are not endorsing Gator's software, or its business practices. If you'd like to remove Gator from your computer, click on the link below for instructions. Be aware that in order to completely remove the Gator software, you may have to uninstall the "free" software that it pays for.



Directed design team and wrote this General Electric feature:
http://quokkadev.com/assets/showpower/index_frame.html

40,000 Media Passes

17 Days

30 Venues

 **NBCOLYMPICS.COM**
GAMES OF THE XXVII OLYMPIAD: SYDNEY, AUSTRALIA

[[Home](#)]

The Power Behind the Venues //

More than two billion dollars was spent preparing Sydney for the 2000 Games. With 30 venues in all, these state-of-the-art arenas reflect years of planning. See what's involved in the logistical planning to supply energy for some of the [top Olympic venues](#).


 **GE Power Systems**

PHOTO: OLYMPIC CO-ORDINATION AUTHORITY

Intel Pentium III Flash feature.
Managed designer, concepted visuals,
wrote copy, presented creative.




Can't do it in life? Do it on the web.


intel Web OutfitterSM
Service




the Intel Web Outfitter Service[®]
takes your Pentium III[®] Processor
to new heights



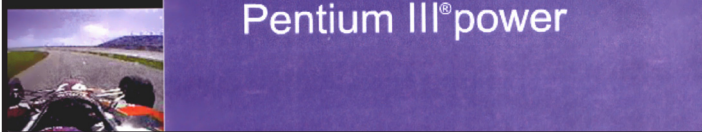
Fast-lane downloads of the latest
internet plug-ins and tools



High-octane broadband
that syncs CPU intensive multimedia cohesively



Mainline the intensity
of Quokka Sports Immersion[™]
and take advantage of
Pentium III[®] power



the exclusive club for
Pentium III[®] owners

Can't do it in life? Do it on the web.

intel Web OutfitterSM
Service