



rabble.ca

NEWS FOR THE REST OF US

Canada's national non-profit media

AMPLIFY

your stories through rabble's
unique event coverage services

CAPTURE

the passion of your event while
reaching an engaged
national audience

rabble.ca/amplify

SERVICES AT A GLANCE

WE NOW OFFER

- **Podcast and audio recording**
- **Live-blogging/photo-blogging**
- **Social media storytelling**
- **Video recording and production**
- **Webcasting**
- **Social media-ready video production**
- **Professional photography**
- **Curated online discussions**
- **Press release production**
- **Advertising at a discount for service clients**

Contact us at amplify@rabble.ca for pricing guide and to discuss your event needs.

BOOK NOW: rabble.ca/amplify

STAND OUT AS YOU STAND FOR SOMETHING

WITH RABBLE.CA'S MULTIMEDIA EVENT COVERAGE SERVICES, rabble is excited to share a brand-new opportunity to amplify the work of organizations working for the good. Invite our media-savvy crew of journalists and professional multimedia storytellers to record and amplify the messages of your events and conferences -- and support media democracy and independent media at the same time. As a nonprofit organization, all revenues from rabble services are invested back into rabble.ca's mission to bring progressive, grassroots voices to the forefront.

HAVE A KEYNOTE THAT CAN'T BE MISSED? A rally you want to broadcast? A conference to highlight to the world? At rabble we are at your service! Our fully equipped team of videographers, podcasters, photographers, bloggers, writers and social media professionals can help you to amplify your goals. We offer fee-for-services, including live and near-time video recording, podcasting, live-blogging, street videos and social media storytelling, now available at competitive rates.

WE'LL TAKE CARE OF EVERYTHING! Our professionally trained team can take on all of your service needs, capturing the full moment of your event for those who cannot make it in person and create a record for the future, allowing you to focus all of your time and energy on organizing your event. Our dedicated team

will show up to take on all of your selected services.

WHY RABBLE.CA? Enlisting our services at rabble lets you reach the largest audience of progressive-minded Canadians across Canada, in every region, and in virtually every city, large and small. Our followers are among the most highly educated, influential and dedicated of audiences. They see themselves reflected in rabble and are committed to the causes that we report on!

We pride ourselves in being a space for new and emerging voices and team members who are both professionally trained and proficient in their work. Many of our interns, consultants and freelancers have gone on to careers in journalism, and other media professions. And of

course, many have stayed with us as audio-visual technicians, social media professionals and journalists, to allow us to grow our multimedia event services model to cover your event and suit your organization's needs today!

Let us help you to communicate your message and syndicate your event content, to a fully engaged audience of progressive Canadians. ■

SERVICES

Our expert event coverage services now include:

PODCAST & AUDIO RECORDING YOUR EVENT

Podcasts are the new “it” element in media, and rabble has been there since the beginning, launching Canada’s first progressive podcast network back in 2005.

OUR AUDIO PRODUCTION SERVICES INCLUDE OPTIONS FOR:

- Direct upload to SoundCloud and basic post-production editing of keynotes and panels
- Options for live and nearly live audio broadcasts
- Options for pre- and post-event audio content packaging -- talk to us about options for generating a short journalistic feature or a still photo/audio production (illustrated documentary)
- If you really want to go all out, we can even set up a live internet radio station for your event with round-the-clock coverage. And we can train your volunteers to be the on-site broadcasters.

PRICING: Contact us at amplify@rabble.ca



LIVE-BLOGGING/ PHOTO-BLOGGING

We provide live journalistic content, directly posted to your web platform, or to rabble's live-blogging service.

- Bring a journalist or a team of journalists on-site, making sure the conversations that matter are recorded and shared
- Live-blogging can include photo-blogging
- Consider incorporating SoundCloud audio clips and social media into your live-blog experience.

SOCIAL MEDIA STORYTELLING

Aim to have your event trend on Twitter. Share your stories through our social media syndication! Our communications professionals are fully trained in social media best practices. These services include:

- Live Twitter, Instagram, Facebook and Snapchat options
- Professional photos captured and uploaded, along with social media posts
- Create memes to expand your event reach



WEBCASTING

We offer live-video streaming, so that viewers can watch your event's proceedings all over the globe, from the comfort of their living rooms! Includes:

- Livestream options limited to single-camera events only
- We livestream to varied platforms, including Facebook, YouTube, or livestream.com
- Embed the stream in your website, or consider engaging our team to create an event-specific webpage
- Consider hiring our team to create 3-5 minute shorts from your video for social media promotion
- We will keep your live-video recording for up to one month after your event, should you decide to enlist our post-production services!

VIDEO RECORDING & CREATION

It's better than live with our video production services! We offer professional video recording services. Basic services for speaker or panel recording, or interviews, include:

- Advance site location scouting -- AV testing for sound and lighting
- Single-camera, two-person team for shooting
- Up to one-hour post-production included
- Complimentary upload to a channel of your choice (or to rabble's YouTube channel)
- For formal interviews with keynote speakers or others, our team will work with you to establish goals and focus
- Consider hiring our team to create 3-5 minute shorts from your video for social media promotion

FOR PRICING contact us at amplify@rabble.ca

PROFESSIONAL PHOTOGRAPHY

Our professional photographers will be able to capture the moment at your event!

- Photos uploaded to Flickr or Dropbox
- Consider combining with our social media or live-blogging services

CURATED ONLINE DISCUSSIONS

Through our livestream platform, and using Facebook Live, Twitter or Snapchat, we are able to provide live comment moderation during your event and facilitated interactive discussion for the folks at home.

PRESS RELEASE PRODUCTION

Let us help you to generate audience attention in the lead-up to your event!

Our professional copywriters can provide precise press release production for your use.

ADVERTISING

Advertise on our site at a discounted rate! Includes:

- One week of half-page (300x600pixels) ad rotation, appearing on the right side of rabble's site. \$20 Per CPM [for 1000 impressions].
- Also includes Facebook/ Twitter promotion and inclusion in weekly newsletter. Please see our ad kit for more information and regular advertising rates and packages.



SOCIAL MEDIA-READY SHORT VIDEO PRODUCTION

Let our team assist you with the branding of your event, by producing "streetier" videos, recorded by our technicians at your event. We can produce 1-3 minute videos, such as interviews with event participants, fundraising appeals, roundtable discussions, or promotional summaries of the day's proceedings.

BASIC EVENT SERVICES INCLUDE:

- One videographer on-site using smartphone or wifi-enabled camera
- One-hour post-production
- Upload to chosen platform
- Consider combining with social media coverage for event

TRAINING

Our audio-visual technicians, social media professionals, and journalists can teach you to tell your own story, in many of our multimedia event coverage platforms. Stay informed on the opportunities page on our website, to keep up to date on a training session coming to a town near you, or email events@rabble.ca

FOR PRICING contact us at amplify@rabble.ca

PACKAGES

Want to enlist our full range of services?

We have sample event coverage packages available to suit your needs today!

PACKAGE 1: WEEKEND EVENT

Full-day rates (small conference, convention or AGM coverage) -- Basic team includes one dedicated videographer OR podcaster, plus technician to capture keynote speakers or panels (including three-hour post-production and upload), live blogger to cover up to six event hours per day, one social media storyteller, one social media video producer -- a.k.a. -- "streeter," professional photographer to capture moments on stage and off, plus advertising package.

VIDEO PACKAGE: \$3538/day · **PODCAST PACKAGE:** \$2914/day

PACKAGE 2: AMPLIFY YOUR INCREDIBLE KEYNOTE SPEAKER

Single-event coverage of keynote event -- minimum four hours (including scouting and set-up). Includes dedicated videographer OR podcaster, plus technician to capture keynote speakers or panels, social media storyteller.

VIDEO PACKAGE: \$1164/half day · **PODCAST PACKAGE:** \$657/half day

PACKAGE 3: LIVESTREAM & SOCIAL MEDIA

Full-day rate (small conference, convention or AGM coverage) -- Basic team includes one dedicated videographer, plus on-site technician and remote producer for capturing keynote speakers or panels (including pre-event internet, AV and light set-up), plus two-person social media storytelling team, and advertising package.

Single event (minimum four-hour charge for a two-hour event) -- Basic team includes one dedicated videographer, plus on-site technician and remote producer for capture of keynote speakers or panels (including pre-event internet, AV and light set-up), plus two-person social media storytelling team, and advertising package.

FULL DAY: \$2966

FOR PRICING contact us at amplify@rabble.ca

WHAT ARE OUR CLIENTS SAYING?

“When we launched The Leap Manifesto in September 2015, it made front-page news across the country. That afternoon’s press conference included a live reading of the text by artists, activists and political figures, and we knew people would want to tune in to see it. We asked rabble to step in on short notice to help with the livestream – and they handled it beautifully. The shooting looked great and the streaming was flawless – we couldn’t have been happier with their work, and it felt great to work with a progressive partner that shared our values. ”

- KATIE MCKENNA, THE LEAP

“rabble.ca’s event team held a key role in the annual Women’s Forum that we hosted over the past few years. The live-blog, a robust social media support and the nearly-live posting of audio recordings from the various speakers that attended the Forum allowed feminists from across the country to participate and follow our gatherings remotely, and helped make these events trend in Canada on Twitter.”

- NIKI ASHTON, MP CHURCHILL-KEEWATINOOK ASKI

“rabble.ca provided invaluable support for our “Young, Canadian, Muslim” federal election debate. By livestreaming the Toronto event to viewing parties across the country, we were able to reach young voters from diverse communities right across Canada. It was a crucial opportunity to help educate, inform, and energize young voters. ”

**- AMIRA ELGHAWABY, FORMER COMMUNICATIONS
DIRECTOR, NATIONAL COUNCIL OF CANADIAN
MUSLIMS**



DON'T SEE A PACKAGE FOR YOU?

Please reach out to us and we can assist you in creating a package that suits the needs of your organization.

For bookings contact [**amplify@rabble.ca**](mailto:amplify@rabble.ca)

We seek to build a sustainable funding stream for rabble.ca by creating in-house journalistic teams to provide fee-for-services, including live video, podcasting, blogging, and social media storytelling, in real-time!

With that in mind, we aim to enlist our services to better fund our mission to **Report! Train! And Amplify!**

Unless otherwise arranged, client is responsible for internet set-up, plus travel costs (usually from Vancouver or Toronto), lodging, and per diem of technicians.

Share your event with the world through rabble's expert services, while helping us to sustain our mission!

This project is possible, with funding made available through the Government of Canada, via the business stream of the Canada Periodical Grant.

