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PORTLAND WORKFORCE ALLIANCE

Career Day @ Second Story Interactive Studios

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| When: | Thursday, Feb. 12, 2015, from 9:30 am to noon (check-in starts at 9 am) |
| Where: | At the studios, 714 N. Fremont St, No. 200, Portland |
| Industry: | Media and communications |
| Careers: | Designer, engineer, filmmaker, researcher, architect, producer, developer, artist |
| Note: | Space is limited. Registration closes Friday, Feb. 6 |

What is Second Story, anyway? It's an interactive digital media company with studios in Portland, Atlanta, and New York. It was purchased in 2012 by SapientNitro, a global digital advertising agency, in 2012.

What makes Second Story special? Second Story is known for digital storytelling using a number of different formats. Its clients have included the National Baseball Hall of Fame, The Grammy Museum, the Library of Congress, the Ford Alumni Center at the University of Oregon, National Geographic, the National Archives and – lest we forget – the Vault of the Secret Formula exhibit at the World of Coca-Cola. The company has received over 400 awards and accolades in competitions and events.

What kind of projects have they worked on lately? Late last year, the company unveiled what it called the “largest screen in the world” in Times Square. It was described in The Oregonian as stretching nine stories high and broadcasting in 4K resolution with 25 million pixels. It is also enabled for interactive uses in the future.

Tell me more about Second Story: Gladly! Richard Read of The Oregonian wrote a long profile of the company several years ago as it was gaining prominence. Here is an excerpt:

“ Second Story, hardly known in its hometown, exerts national influence with Web sites for the likes of the National Geographic Society and PBS, with displays for the Museum of Modern Art, and with exhibits for the U.S. Holocaust Memorial Museum.

“Second Story fuses databases, artifacts, animation, Web technology, video, text and breathtaking graphics into stories that adapt to different learning styles and interests.

“The museum world is embroiled in a digital arms race, competing with other leisure activities to attract younger generations weaned on computerized gadgetry. Ever-more-high-tech exhibits abandon glass display cases or annotate them with interactive opportunities. Second Story, led by wife-husband team Julie Beeler and Brad Johnson, is a gun for hire. ...

“... Second Story's young creatives work in airy, comfortable quarters with clear-grain fir floors and a view south through tall windows to the Fremont Bridge. Bicycles stand beneath a staircase. A kitchen gives the studio the feel of an extended living room. ...”

Learn more: Check out the company's website at www.secondstory.com/