

**FACULTY OF HUMANITIES
CURRICULUM VITAE
2019**

(Created: January 20, 2002. Last revision: December 6, 2019)

1. NAME:

Alexandre Georges Édouard Joseph Sévigny



2. BUSINESS ADDRESS:

Togo Salmon Hall, Room 304
McMaster University
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Hamilton, ON L8S 4M2
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3. EDUCATIONAL BACKGROUND:

Ph.D., *Lexically-Driven Incremental Discourse Assembly*, University of Toronto,
Co-Supervisors: Drs. Parth Bhatt & Philippe Martin, 1995-2000.
Pensionnaire Étranger, École Normale Supérieure (45, rue d'Ulm), Paris, France. Supervisor:
Catherine Fuchs, 1997-1998.
M.A., *A Neurolinguistic Study of Two Cases of Conduction Aphasia*, University of Toronto,
Supervisor: Dr. Parth Bhatt, 1994-1995.
B.A. (*summa cum laude*), York University, Toronto, Canada, 1991-1994.

Professional Accreditations

Accredited in Public Relations (APR designation), Canadian Public Relations Society, 2012.
Member (MCIPR designation), Chartered Institute for Public Relations, United Kingdom, 2012.

4. CURRENT STATUS AT McMASTER:

On partial leave.

Director, McMaster-Syracuse Master of Communications Management Program, Faculty of
Humanities, McMaster University
Associate Professor, Dept of Communication Studies & Multimedia
Executive Director, COMM-Lab: McMaster Communication Metrics Laboratory

Editor-in-Chief, Journal of Professional Communication
Faculty Editor, McMaster Journal of Communication
Associate Member, Dept of Psychology, Neuroscience & Behaviour
Associate Member, Dept of French
Adjunct Faculty, McMaster Health Forum, Faculty of Health Science
Institute Member, McMaster Institute for Neuroscience Discovery and Study

5. PROFESSIONAL ORGANIZATIONS:

Current:

- Canadian Society for Brain, Behaviour & Cognitive Science
- Canadian Public Relations Society
- Chartered Institute for Public Relations (United Kingdom)
- Public Relations Society of America
- International Association of Business Communicators
- Modern Language Association

Lifetime:

- American Association for Artificial Intelligence
- Atlantic Provinces Linguistics Association
- Canadian Association for Applied Linguistics
- Canadian Communications Association
- Computational Linguistics Association
- Canadian Linguistics Association
- Canadian Society for Brain, Behaviour & Cognitive Science
- Canadian Public Relations Society
- Chartered Institute for Public Relations (United Kingdom)
- International Association of Business Communicators
- Linguistics Association of Canada and the United States
- Modern Language Association
- Society for the Study of Indigenous Languages of America
- Text Analysis Developers Alliance

6. EMPLOYMENT HISTORY:

a) Academic:

21/09/2016- Partial Leave
30/06/2019 Director, *Director*, McMaster-Syracuse Master of Communications Management
01/07/2015- Research Leave
31/06/2016
14/10/2011- *Director*, McMaster-Syracuse Master of Communications Management,
30/06/2015 Faculty of Humanities.

- 14/10/2014
 01/07/2012-30/06/2015 *Associate Member*, Dept of French, McMaster University.
 01/07/2006-30/06/2009 *Associate Professor*, Dept of Communication Studies & Multimedia McMaster University.
 01/07/2009- *Adjunct Member*, McMaster Health Forum, McMaster University.
 01/07/2006-30/06/2009 *Associate Professor*, Joint Appointment, Dept of French; Dept of Communication Studies & Multimedia, McMaster University.
 01/10/2006-01/10/2009 *Associate Member*, Dept of Linguistics & Languages, McMaster University.
 01/01/2006- *Associate Member*, Dept of Psychology, Neuroscience & Behaviour, McMaster University.
 01/07/2001-30/06/2006 *Assistant Professor*, Joint Appointment, Dept of French; Dept of Communication Studies & Multimedia, McMaster University.
 15/10/2000-30/06/2006 *Postdoctoral Fellow*, Social Sciences and Humanities Research Council (Computational Linguistics/Lexical Semantics), Dept of French Studies, York University, Toronto, Ontario.
 01/01/2001-30/12/2002 *Chateaubriand Postdoctoral Fellow*, Laboratoire LaTTiCe, École Normale Supérieure, 45 rue d'Ulm, Paris, France, Republic of France, Ministry of Education and Research (declined)

b) Consultations:

- 2018 Senior Advisor, Office of Hon. Filomena Tassi, MP, PC (Hamilton West-Ancaster-Dundas)
 Director of Analytics and Digital Strategy, Liberal Research Bureau, Parliament of Canada
 2017 Senior Advisor, Office of Hon. Filomena Tassi, MP, PC (Hamilton West-Ancaster-Dundas)
 Director of Research and Insights, Liberal Research Bureau, Parliament of Canada
 Acting Director of Communications, Liberal Research Bureau, Parliament of Canada
 2016 Senior Advisor, Office of Hon. Filomena Tassi, MP, PC (Hamilton West-Ancaster-Dundas)
 Director of Research and Insights, Liberal Research Bureau, Parliament of Canada
 2015 Senior Advisor, Office of Filomena Tassi, MP (Hamilton West-Ancaster-Dundas)
 Senior Advisor, Transition Team, Liberal Research Bureau, Parliament of Canada
 2014 Strategic Reputation Management, Osmington, Union Station Project
 2013 Public Consultation, City of Hamilton, Citizens Charter
 2013 Social Media Policy Development, London Hydro
 2013 Strategic Communications Consultant, Halton Region, Dept of Health
 2011-13 Executive Education Instructor, DeGroote School of Business
 2013 Strategic Communications Consultant, Cable Public Affairs Channel
 2012 Senior Communications Adviser, Ted McMeekin, MPP and Ontario Minister of Agriculture, Farming and Rural Affairs
 2011 Chair of Communications, Ted McMeekin Election Campaign 2011, Riding of

- 2008 Ancaster-Dundas-Flamborough-Westdale
Senior Advisor (Communications and Policy), Office of Gerard Kennedy, MP (Parkdale-High Park), Industry Critic (Dion Shadow Cabinet)/Infrastructure and Cities Critic (Ignatieff Shadow Critic)
- 2008 Co-Chair, Communications Committee; & Director of Communications, Federal Election Campaign of Gerard Kennedy, Riding of Parkdale-High Park (elected)
- 2006 Translation Consultant, Centre for Leadership and Learning, McMaster University
- 2004-05 Communications Consultant, Judy Marsales Constituency Office, Liberal Member of Provincial Parliament for Hamilton West.
- 2004 Translator for various health sciences professors.
- 2003 Communications Advisor, Campaign of Judy Marsales, Liberal Member of Provincial Parliament for Hamilton West. (elected)
- 2002 Translation of abstracts from English into French for faculty members of the McMaster School of Medicine.
- 2000-01 Co-Coordinator (with Professor Christiane Dumont, Department of French Studies, York University), *Concours de Français de l'Université York*. Managing a budget of over \$20,000 and overseeing a team of 30 professors, highschool teachers and graduate student volunteers. The contest hosted 110 élite highschool students in Core, Core Plus and Immersion/Extended categories. The winner in each category was awarded a full entrance scholarship to York University. To solicit funds, I spoke with and received donations from the Consuls General of France, Belgium and Switzerland as well as the Québec Government Office and various levels of government in Canada.

c) Other:

- 2011 Organizer, *Town Hall Meeting with Justin Trudeau*. October, 12, 2011.
- 2010 Organizer, *TOO RUDE? Is it time for more civility in Question Period and Canadian Politics?* A keynote address by Michael Chong and all-party respondent panel (featuring Michael Chong, MP, Carolyn Bennett, MP, David Christopherson, MP, Mary Koziol, president, McMaster Student Union, Dr Philip Savage, asst prof., McMaster University, Dr Alex Séigny, assoc. prof., McMaster University.
- 2009-10 Organizer, (with Tyler Banham and Sarah Milne), *A conversation with Michael Ignatieff at McMaster University*.
- 2008 Organizer, Communications for the public good. *A conversation with Gerard Kennedy at McMaster University*
- 2007 Organizer, Campaign communications: Strategy, Tactics and Ethics. *A conversation with Ted McMeekin at McMaster University*.
- 2003 Organizer, (with Anna Moro and Nick Bibis), *7th Bilingual Workshop in Theoretical Linguistics* at McMaster University.

7. SCHOLARLY AND PROFESSIONAL ACTIVITIES:

a) Editorial Boards:

- 2011- Editor-in-Chief, Journal of Professional Communication
- 2004- Faculty Advisor & Member of Editorial Board, McMaster Journal of

2004-05 Communication
Member, Editorial Board, *Linguistica Atlantica*

b) Grant and Personnel Committees:

2019 Member, SSHRC Large Partnerships Grant Evaluation Committee
2018 Member, SSHRC Large Partnerships Grant Evaluation Committee
2014-15 Member, Master's and PhD Evaluation Committee, Société et Culture, Fonds de
Recherche du Québec.
- Judge, Social Media Award Committee, CPRS National
- Judge, ACE Awards, CPRS Toronto
- Judge, Advertising Awards, Economic Development Council Ontario
2013-14 - Member, Master's and PhD Evaluation Committee, Société et Culture, Fonds de
Recherche du Québec.
- Judge, ACE Awards, CPRS Toronto
- Judge, Advertising Awards, Economic Development Council Ontario

c) Executive Positions:

2017-19 Director of Analytics and Digital Strategy, Liberal Research Bureau, Parliament of
Canada
2017 Acting Director of Communications, Liberal Research Bureau, Parliament of
Canada (January 9, 2017-October 20, 2017)
2015-17 Director, Research & Insights, Liberal Research Bureau, Parliament of Canada
2015-17 Member, Board, Communications and Public Relations Foundation
2015-17 Member, Advisory Board, Bachelor of Public Relations, Humber College
2015-16 Member, Academic Colloquium Committee, World Public Relations Forum
2015-16 Member, Task Force on Professional Development, Canadian Public Relations
Society
2015-18 Member, National Board, Canadian Public Relations Society
2014-16 Co-President, Canadian Public Relations Society Hamilton Chapter
2013-15 Delegate, Commission on Public Relations Education
2012-pres Member, National Education Council, Canadian Public Relations Society
2012-pres Member, Public Relations Knowledge Exam Subcommittee, National Education
Council, Canadian Public Relations Society
2010-pres Member, Board of Directors, Empowerment Squared (Hamilton, Ontario)
2013-14 Advisory Board Member, Web Analytics Program, Centre for Continuing
Education, McMaster University
2011-15 Member, Board of Directors (Professional Development Chair), Canadian Public
Relations Society – Hamilton Chapter.
2009-10 Member, Board of Directors, Drombaya Microfinance (Ottawa, Ontario)

d) Book Referee:

2013 *Professional Communications in the Public Sector*. Canadian Scholar's Press, 3
pages.
2012 *A War of Words: Military Scandal and Public Inquiry in Canada*. University of
British Columbia Press, 7 pages.
2010 *Building Interpersonal Communication Skills, 4th Canadian Ed.*, Pearson

- Publishing, Review: 4 pages.
- 2008 *Letters from Doig*, Oxford University Press. Review: 3 pages.
- 2007 *Canadian Media Studies*, Pearson Publishing. Review: 6 pages.
- 2006 *Communication: Principles for a Lifetime*, Pearson Publishing. Review: 4 pages.
- 2005 *Understanding Human Communication*, Oxford University Press. Review: 7 pages.
- 2004 *Mediascapes, 2nd Ed.*, Nelson Canada. 11 chapters and section introductions
Review: 16 pages.
- 2003 *Mediascapes, 2nd Edition*, Nelson Canada. Review: 14 pages.
- 2002 *Communicate!*, International Thompson Publishing, Review: 10 pages.
- 2002 *Mise au Point*, Nelson Canada. Review: 15 pages.
- 2001 *Voyages autour du Monde*, Nelson Canada. Review: 15 pages.
- 2001 *Mediascapes: The Changing Canadian Media Landscape*, Nelson Canada. Review
26 pages.

Journal Referee

- 2018 Referee, *Journal of Canadian Studies*
Referee, *Canadian Journal of Communication*
- 2016 Referee, *McMaster Journal of Communication*
- 2013 Referee, *McMaster Journal of Communication*
- 2013 Referee, *McMaster Journal of Communication*
- 2012 Referee, *Critical Discourse Analysis*
- 2010 Referee, *McMaster Journal of Communication*
Referee, *Journal of Neurolinguistics*
- 2009 Referee, *Text Technology*
Referee, *McMaster Journal of Communication*
- 2008 Referee, *Text Technology*
Referee, *McMaster Journal of Communication*
- 2007 Referee, *Text Technology*
Referee, *Linguistica Atlantica*
Referee, *McMaster Journal of Communication*
- 2006 Referee, *Canadian Journal of Applied Linguistics*
Referee, *Texas Linguistics Society Annual Meeting (with Published Proceedings)*
Referee, *McMaster Journal of Communication*
- 2005 Referee, *Linguistica Atlantica*
Referee, *McMaster Journal of Communication*
- 2004 Referee, *Balkanistica: Journal of the South Eastern European Studies Association.*
Referee, *Linguistica Atlantica*
Referee, *McMaster Journal of Communication*
- 2003 Referee, *Canadian Journal of Applied Linguistics*
Referee, *7th Bilingual Workshop in Theoretical Linguistics*
Referee, *Parasession on Electronic Dictionary Construction and Archiving*, Annual Meeting of the Society for Study of Indigenous Languages of America, Atlanta, Georgia, USA.
- 2002 Referee, *Canadian Journal of Applied Linguistics.*
- 2001 Referee, *Canadian Journal of Applied Linguistics.*
- 2000 Referee, Student Session, *Annual Meeting of the Association for Computational*

Linguistics, Seattle, Washington, USA.

Conference Referee

2018 Reviewer, #ElevatePR1
 Reviewer, #ElevatePR2
 Reviewer, #ElevatePR3
2016 Reviewer, Research Stream Abstracts, World Public Relations Forum

e) External Grant Reviews:

None.

8. AREAS OF INTEREST:

- **Public Relations and Communications Management:** media measurement, content analysis, political communications, fundraising campaigns, event planning, media relations, social media strategy, imaging and visioning for organizations.
- **Data Science and Artificial Intelligence:** natural language processing; predictive model creation and evaluation; development of metrics and analytics; programming in Python, R, Ruby. All of this applied to communications management research.
- **Pragmatics and Cognitive Studies:** formal linguistic theory, semantics, relevance theory, lexicography, computational lexical semantics, cognitive pragmatics, knowledge representation, experimental psycholinguistics, communication disorders, psycholinguistic reading modeling using eyetracking data.
- **Indigenous Studies:** electronic dictionary building, computer-assisted language learning, endangered language preservation, indigenous epistemology, research ethics.

Social Media Reality Check (Co-Author, Dave Scholz)

This book is a meditation on my practice as a communicator and how I approach social media as a strategic arena for communications practitioners. It also involves a serious consideration of how social media is changing how communications practitioners approach measurement. The book uses data compiled with Dave Scholz, Managing Partner, Léger.

The Digital Leader (Co-Author, Jane Antoniak)

Book on social media for organizational leaders based on empirical research: a survey of communications leaders in post-secondary institutions and fifteen in-depth interviews with university presidents/principals. 80,000 word Manuscript is half written.

9. HONOURS:

Teaching Award

2003-04 MSU Teaching Merit Award for New Faculty

Scholarships

- 1997-00 Doctoral Fellowship, Social Sciences and Humanities Research Council
- 1996-97 Doctoral Fellowship, Ontario Graduate Scholarship (declined)
- 1995-96 Doctoral Fellowship, Ontario Graduate Scholarship
- 1994-95 Master's Entrance Open Fellowship, University of Toronto
- 1991-94 4-Year Renewable Full Entrance Scholarship, York University, Toronto, Canada (renewed consecutively 4 times)

Academic Honours and Awards

- 1993-94 Ambassador of Switzerland Book Prize for Excellence in French Studies
- 1993-94 Consul General of France Book Prize for Excellence in French Studies
- 1991-92 Consul General of France Book Prize for Excellence in French Studies
- 1991-94 Dean's Honour Roll, York University, Toronto, Canada
- 1991 Consul General of France Book Prize for Excellence in French Studies

Other Awards and Honours

- 2017 Bruce Cockman Award, Canadian Public Relations Society – Hamilton Chapter
- 2015 Lectern Award, Canadian Public Relations Society (Shared with the CPRS Hamilton Board, of which I was president)
- 2015 CN Émery Leblanc Award – Canadian Public Relations Society
- 2014 Named to Top 40 Under 40, United Macedonian Diaspora.
- 2011 Ontario Liberal Party Province-Wide Riding Award for Best Political Advertising Campaign 2011 (Shared with Ted McMeekin ADFW Communications Committee, which I chaired)
- 2008 Named to Top 40 Under 40, Hamilton Spectator
- 2006-07 Petro Canada Young Innovator Award, McMaster University
- 1998-99 Scholar/Athlete of the Year - Fencing, York Fencing Club
- 1997-98 Exchange Fellowship, École Normale Supérieure, Paris, France
- 1997-98 Named to Graduate Research Exchange between the University of Toronto and the École Normale Supérieure
- 1995-96 Scholar/Athlete Achievement Award - Fencing, University of Toronto (T Colour Award)
- 1993-94 Scholar/Athlete of the Year - Fencing, York University

10. COURSES TAUGHT (last five years):

a) Undergraduate:

- 2018-19 Partial Leave – no undergraduate teaching
- 2017-18 Partial Leave – no undergraduate teaching
- 2016-17 Partial Leave – no undergraduate teaching
- 2015-16 Research leave
- 2014-15 CMST 1A03 Introduction to Communication
CMST 4X03 Communications for Campaigns and Elections
- 2013-14 CMST 1A03 Introduction to Communication
CMST 4A03 Independent Study in Communication

2012-13	CMST 1A03 Introduction to Communication CMST 4N03 News Analysis: Theory and Practice CMST 3SM3 Building Publics Using Social Media CMST 4A03 Independent Study in Communication
2011-12	CMST 1A03 Introduction to Communication CMST 4N03 News Analysis: Theory and Practice CMST 3SM3 Building Publics Using Social Media CMST 4A03 Independent Study in Communication
2010-11	CMST 1A03 Introduction to Communication CMST 4A03 Independent Study in Communication CMST 4N03 News Analysis: Theory and Practice FRENCH 2B03 French Language Practice II FRENCH 4H03 Topics in Linguistics: Semantics of French
2009-10	CMST 1A03 Introduction to Communication CMST 4A03 Independent Study in Communication CMST 4N03 News Analysis: Theory and Practice CMST 3QQ3 Special Topics: Communications for Campaigns and Elections FRENCH 4BB3 Advanced Translation
2008-09	CMST 4A03 Independent Study in Communication CMST 3B03 Applied Independent Study in Communication
2007-08	PSYCH 4Q06 Undergraduate Honours Thesis CMST 4A03 Independent Study in Communication CMST 4B03 Applied Independent Study in Communication CMST 4N03 Producing and Viewing the News (1 section in Fall, 1 in Winter) FREN 3H03 Syntax of French FREN 2H03 Introduction to General French Linguistics CMST 1A03 Introduction to Communication (1 section in Fall, 1 in Winter, 1 in Summer)
2006-07	LINGUIST 4A03 Independent Study CMST 4A03 Independent Study in Communication CMST 4B03 Applied Independent Study in Communication CMST 4N03 Producing and Viewing the News (Fall) FREN 3H03 Syntax and Semantics of French FREN 4H03 Pragmatics and Discourse Analysis CMST 1A03 Introduction to Communication (2 sections in Fall, 1 in Summer)
2005-06	LINGUIST 4A03 Independent Study. CMST 4B03 Applied Independent Study in Communication. CMST 4B03 Applied Independent Study in Communication. FREN 3H03 Linguistics II FREN 4BB3 Advanced Translation CMST 1A03 Introduction to Communication (2 sections in Fall, 1 in Summer)
2004-05	CMST 4A03 Independent Study in Communication CMST 4B03 Applied Independent Study in Communication CMST 3B03 Applied Independent Study in Communication CMST 3B03 Applied Independent Study in Communication FREN 4H03 Pragmatics & Discourse Analysis

- 2003-04 FREN 3H03 Linguistics II
CMST 1A03 Introduction to Communication (2 sections)
FREN 4H03 Theoretical Syntax of French
HUMAN 4W03 Applied Humanities
FREN 3H3 Linguistics II
CMST 4J03 Applied Independent Study in Communication.
FREN 4BB3 Advanced Translation
- 2002-03 CMST 1A03 Introduction to Communication (2 sections)
French 4T03 Independent Study
FREN 4H03 Semantics
FREN 4BB3 Advanced Translation
- 2001-02 CMST 1A03 Introduction to Communication (2 sections)
CMST 1A03 Introduction to Communication (2 sections)
FREN 3CC3 Intermediate Translation
FREN 4BB3 Advanced Translation

b) Graduate:

- 2018-19 Partial Leave
COM MGMT 744 Data Science and Analytics for Communications Management
COM MGMT 743 Independent Study
- 2017-18 Partial Leave
COM MGMT 744 Data Science and Analytics for Communications Management
- 2016-17 Partial Leave
COM MGMT 724 Marketing Management
- 2015-16 Research leave
- 2014-15 COMM MGMT 711 Organizational Public Relations
- 2013-14 COMM MGMT 743 Social Media & Mobility: Strategy and Management
CSMM 704 Media, Discourse & Reality
COMM MGMT 744 Independent Study
- 2012-13 COMM MGMT 743: Social Media & Mobility: Strategy and Management
- 2011-12 CSMM 704: Media, Discourse and Reality
COMM MGMT 739: Social Media Management
- 2010-11 CSMM 704: Media, Discourse and Communication
CSMM 709: Independent Study
- 2009-10 COMM MGMT 733: Communication Theory
FREN 730: Independent Study: Political Communication
FRENCH 713: Independent Reading Course
- 2008-09 COMM MGMT 733: Communication Theory
- 2007-08 PSYCH 715: Neuroscience of Language
FREN 730: Independent study: Translation Theory & Practice I.
FREN 730: Independent study: Translation Theory & Practice II.
- 2006-07 PSYCH 715: Neurocomputational Parsing Theory
FRENCH 709: Pragmatics & Discourse Analysis
FREN 730: Independent study: Translation Theory & Practice I.
FREN 730: Independent study: Translation Theory & Practice II.

- 2005-06 FREN 730: Independent study: Translation Theory & Practice I.
FREN 730: Independent study: Translation Theory & Practice II.
- 2004-05 FREN 723: Independent study: Translation Theory & Practice I.
FREN 723: Independent study: Translation Theory & Practice II.
FREN 709: Pragmatics & Discourse Analysis.
- 2003-04 FREN 723: Independent study: Theoretical Generative Syntax.

c) Postgraduate:

None.

d) Other:

None.

11. CONTRIBUTIONS TO TEACHING PRACTICE:

a) Pedagogic Innovation and/or Development of Technology-Enhanced Learning:

2009-2018: COMM-Lab: Communication Metrics Laboratory

I co-founded the COMM-Lab (of which I am Executive Director) with Dr. Philip Savage (who is Managing Director), assistant professor, Department of Communication Studies and Multimedia. The lab occupies a shared space in Wentworth House, Room 115, and exclusive rooms in Wenworth House, Rooms 115C and 115CA. I have been using the money from my 2006 Petro Canada Young Innovator Award to equip the lab, as well as grants from the Centre for Leadership in Learning, McMaster University Arts Research Board. We have also benefited from the generous support of Dr Suzanne Crosta, Dean of Humanities. COMM-Lab's private sector partner is Dr Andrew Laing, president, Cormex Research.

b) Leadership in Delivery of Educational Programs:

Oct. 11, 2011-June 31, 2019:McMaster-Syracuse Master of Communications Management

- Served as first Director of the McMaster-Syracuse Master of Communications Management Program after its transfer to the Faculty of Humanities.
- Grew MCM program to capacity (20+) in every year of my mandate
- Wrote MCM IQAP Self-Study
 - o Streamlined the educational experience for students and faculty, increasing students ratings of residency by 40% in one year
 - o Developed MyMCM, a special social media portal exclusively for MCM students, faculty and alumni
 - o Began to negotiate international agreements for the MCM, including France, Brazil and Italy.

2001-2006: Communication Studies Program

- Served as Undergraduate Counsellor for the Communication Studies Program from its inception until we had enough faculty to be able to staff the post without undue hardship on new colleagues' tenure cases

c) Course/Curriculum Development

2018-19

- Complete revamp of MCM Course – COM MGMT 742 Digital and Social Media: Strategy and Management
- Created new MCM course – COM MGMT 746 Government and Political Communication

2017-18

- Created new MCM course – COM MGMT 744 Data Science and Analytics for Communications Management

2011- Present: McMaster-Syracuse Master of Communications Management Program

- Became director of the program in 2011
- Led the expansion of the program from enrolment:
 - 17 in 2011-12
 - 30 in 2012-13
 - 42 in 2013-14
 - 43 in 2014-15
 - 42 in 2015-16
 - 42 in 2016-17
 - 42 in 2017-18
 - 42 in 2018-19
- Led the development of the following strategic policy documents:
 - Strategic Marketing Plan
 - MCM Non-Disclosure Agreement
 - Capstone Research Guide
 - Capstone Defence Guide
 - MCM Writing Guide
 - Online Learning Guidelines
- Led the development of all audio, video and print marketing materials to promote the MCM program
- Led the development of the secure MyMCM private social media community
- Leading the development of professional development and executive education programs in coordination with CPRS Hamilton, to generate an additional revenue stream.

2001-Present: Communication Studies Program

- Co-founded the Communication Studies Program with Dr. Graham Knight
- Served on the hiring committees of all members of Communication Studies Program, ensuring an interdisciplinary focus
- Developed internship program for Communication Studies Program, before passing it on to Dr. Philip Savage who developed it further
- Participated in a committee to form a partnership with the Multimedia Program to form a new department
- Participated in many curricular retreats to reformulate and renovate the curriculum of the

Communication Studies Program

2010-2011: Ph.D. in Communication and New Media Practice

- Co-led a curricular retreat (with Christina Baade) to plan the development of an innovative Ph.D. in Communication and New Media Practice which will be unique in Canada, blending the three areas of communication studies, professional communication and new media art.
- Co-Wrote the IQAP Proposal Brief for the Ph.D. program

2011-Present: Honours Bachelor of Professional Communication

- Led development, from scratch, of unique HBPC curriculum combining an Honours Bachelor's degree from McMaster and a two-year Diploma in Digital Communication from Mohawk College of Applied Arts and Technology.
- Led successful passing of the program through all levels internal to McMaster University, wrote successful IQAP proposal and submission to the Ministry of Training Colleges and Universities. McMaster University and Mohawk College decided to not go forward with the program for budgetary reasons.

d) Development/Evaluation of Educational Materials and Programs:

2016 Mount Saint Vincent University for MPHEC (Maritime Provinces Higher Education Commission Review of Four Academic Programs

- Bachelor of Public Relations
- Bachelor of Science in Science Communication
- Master of Public Relations
- Master of Arts in Communication Studies

2015 Evaluator of New Degree Nomenclature for PEQAB

- Adding "Honours" to nomenclature of Bachelor of Public Relations (Humber College)
- Adding "Honours" to nomenclature of Bachelor of Journalism (Humber College)
- Adding "Honours" to nomenclature of Bachelor of Public Relations Management (Centennial College)
- Adding "Honours" to nomenclature of Bachelor of Public Relations (Conestoga College)

2015 Conestoga College Bachelor of Public Relations

- Chair, PEQAB program proposal evaluation committee
- Co-Wrote report of evaluation (with Amy Thurlow)

2015 Humber College Postgraduate Certificate in Public Relations

- Chair, PEQAB program proposal evaluation committee
- Co-Wrote report of evaluation (with Tonie Chaltas)

2013 Humber College Bachelor of Digital Communication Program

- Chair, PEQAB program proposal evaluation committee

- Co-Wrote report of evaluation (with Greg Elmer)

2011-Present: Professional Communication Varia

- Served as Chair of the committee that negotiated the creation and implementation of the program
- Shepherded the program through all McMaster, COU and MTCU approvals
- Wrote “BPC IQAP Brief”
- Developed mapping of HBPC curriculum to HBPC Program Learning Outcomes and McMaster Degree Level Expectations for the Bachelor’s Degree
- Wrote “MCM Capstone Research Project Guidelines Document”
- Wrote “MCM Capstone Presentation and Defense Guidelines Document”
- Wrote “MCM Program Policies Document”
- Wrote “MCM Program Learning Outcomes Document”
- Led the development of
- Developed mapping of MCM curriculum to MCM Program Learning Outcomes and McMaster Degree Level Expectations for the Master’s Degree
- Led development of MyMCM social media portal for MCM

2010-2011: Bachelor of Commerce Program

- Member, IQAP Review Team that evaluated the B.Comm program

2010-2011 Communication Studies Program

- Wrote the IQAP Self-Study for the Communication Studies Program as well as all supporting appendices.
- Led two retreats to develop Program Learning Outcomes for the program
- Mapped Curriculum onto Program Learning Outcomes and McMaster Degree Level Expectations for the Bachelor’s Degree

2008-2009

- Co-wrote (with large team of equal co-writers) and personally shepherded the proposal through administrative levels (dept committees in Linguistics & Languages, Psychology, Neuroscience & Behaviour; faculty committees in Science and Humanities; SGS committee for Science; Graduate Council; was invited to Senate passing of program and mentioned by Bob McNutt for exceptional service) for the MSc/PhD in Cognitive Science of Language
- Aided in the recruitment of Dr. John Connolly (provided room/board for aggregate total of 1 month, participated in his orientation. I transferred the following of my responsibilities and initiatives concerning Linguistics and Cognitive Science at Mac:
 - MSc/PhD in CogSciLang – team-written with all participants and that I presented at every level of university governance until final Senate/Board approval;
 - Clinical placement program with speech and language pathology clinicians that I had initiated
 - Initial letter of intent for CFI that I had composed and co-wrote, in an intensive weekend session new internal proposal.
 - Visit of External of Evaluators, MSc/PhD in CogSciLang (in which I participated)

2007-2008

- Member, Ad Hoc Hiring Committee for a Professor of Cognitive Science of Language
- Co-Chair, Committee for a Joint (w. F. of Science) MSc/PhD Program in the Cognitive Science of Language
- Wrote OCGS Brief for MSc/PhD in the Cognitive Science of Language
- Representative of F. of Humanities, Collaborations for Health: Development through the Lifespan theme.

2006-2007

- Co-Chair, Committee for a Joint (with the Faculty of Science) MSc/PhD Program in Cognitive and Linguistic Sciences
- Member of the Retreat to Plan the New Liberal Arts Building.

e) **Other:**

None.

12. SUPERVISORSHIPS:

a) Masters

2020

- Primary Supervisor, MCM CP, Scott Anderson
 - o In Progress
- Primary Supervisor, MCM CP, Kristine D'Arbelles
 - o In Progress
- Primary Supervisor, MCM CP, Lisa Hepfner
 - o In Progress

2019

NOTE – Our MCM program had a number who were lagging, not having finished their master's capstone papers. I took on all of their supervisions in addition to my regular supervisions and got them all through.

- Primary Supervisor, MCM CP, Sarah Charuk
 - o *“Re-building trust and a more sustainable business through a balanced, consistent, transparent approach to communication”*
 - o Complete
- Primary Supervisor, MCM CP, Rodrigo Garcia Rojas Villegas
 - o *“Return on Investment of Social Media Ads for a Higher Education Institution”*
 - o Complete
- Primary Supervisor, MCM CP, Lesley Patel
 - o *“Where Does Communications Fit in the Ontario Public Sector?”*
 - o Complete
- Primary Supervisor, MCM CP, Ann Lehman-Allison
 - o *“The Twitter Behaviour of Independent Officers of the Legislature of Ontario – Reputation Risks and Opportunities”*

- Complete
- Primary Supervisor, MCM CP, Brady Wood
 - *“Position Plays: Toward a Unifying Definition and Theory of Strategy”*
 - Complete
- Primary Supervisor, MCM CP, Jessica Martin
 - *“Power, Influence and Public Policy - An Examination of Cannabis News Coverage In Canada”*
 - Complete
- Primary Supervisor, MCM CP, Kim Yielding
 - *“Servicescapes: Building Relationships with Parents of Children in the Publicly Funded K-12 Schools”*
 - Complete
- Primary Supervisor, MCM CP, Beth Marlin
 - *“Speaking Truth to Power: The Cost of Stifling the Voices of Communications Professionals”*
 - Complete
- Primary Supervisor, MCM CP, Paola Morrone
 - *“The MP Posted What? An Exploration of Political Social Media Posts and Their Public’s Reactions.”*
 - Complete
- Primary Supervisor, MCM CP, Martin Waxman
 - *“My BFF is a Chatbot: An Exploration of Artificial Relationships, Two-Way Communications, and Trust”*
 - Complete
- Primary Supervisor, MCM CP, Megan Brown
 - *“Examining Media Reaction to NHL Player Trade Announcements”*
 - Complete
- Primary Supervisor, MCM CP, Nii Sackeyfio
 - *“Race Relations in Police Communications”*
 - Complete

2018

- Primary Supervisor, MCM CP, Jane Antoniak
 - *“Canadian University Presidents/Principals as Social Media Communicators: A Virtual Open Door to the Ivory Tower”*
 - Complete
- Primary Supervisor, MCM CP, Meghan Kilty
 - *“Bridge and chasm: Reconciliation, strategic communication and relational repair with the First Peoples of Canada in the Anglican Church of Canada”*
 - Complete
- Primary Supervisor, MCM CP, Robert Esselment
 - *“The Waterloo Technology Cluster: Examining the Validity and Strength of its Place Brand”*
 - Complete
- Primary Supervisor, MCM CP, Felix Igwenagu

- *“Reaching a Fleeting Audience: Utilizing eSports as a relational communications platform”*
- Complete
- Primary Supervisor, MCM CP, Antonina Rizzo
 - *“From ‘Me Too’ to #MeToo: Uncovering the Power of Hashtags”*
 - Complete
- Primary Supervisor, MCM CP, Joy Zhou
 - *“How Public Relations Impact the Reputation of Car Brands: Using Mini Cooper as a Case Study”*
 - Complete
- Primary Supervisor, MCM CP, Aislinn Mosher
 - *“Attitudes Towards and Use of Twitter and Other Social Media by Canadian Physicians”*
 - Complete
- Primary Supervisor, MCM CP, Jessica Wooder
 - *“Health Communication Crisis Response”*
 - Complete

2016-17

- Primary Supervisor, MCM CP, Michelle Halsey
 - *“A Wealth of Potential: Canadian Investment Advisors and Social Media”*
 - Complete.
- Primary Supervisor, MCM CP, Josie Cassano-Rizzuti
 - *“How Arcelor-Mittal Approaches Diversity in Social Media Communication”*
 - Complete.
- Primary Supervisor, MCM CP, Meghan Venasse
 - *“Leveraging Internal Communications to Improve Reputation and Strategic Performance: A Case Study of Nipissing University.”*
 - Complete.

2015-2016

- Primary Supervisor, MCM CP, Sonja Camporese
 - *“The Value of Community Relations in Hospital Advancement”*
 - Complete.
- Primary Supervisor, CSNM MRP, Alexandra Rodgers
 - *“Personality, Politics and Communication: A Review of Psychometric Research in Politics and its Value for Communicators During Elections.”*
 - Complete.

2014-2015

- Primary Supervisor, MCM CP, Gabriel Roy
 - *“The Challenges of practicing PR in Québec for Anglophone companies”*
 - Complete.
- Primary Supervisor, MCM Thesis, Diana Weir

- *“Communications management strategy in the modern arts organization”*
- Complete.
- Primary Supervisor, MCM CP, Tala Chebib
 - *“The Creative Corporation: A study of organizational culture and its affects on external, client-focused marketing output”*
 - Complete.
- Primary Supervisor, MCM CP, Alison Symons
 - *“A Comparative Analysis of the Value of Content Marketing”*
 - Complete.
- Primary Supervisor, MCM CP, Gabriel Roy
 - *“How do Non-Québécois Companies Communicate in Québec?”*
 - Complete.
- Primary Supervisor, MCM CP, Dana Al-Sami
 - *“The Relationship Between Reputation Score and Share Price”*
 - Complete.
- Primary Supervisor, CSCT MRP, Wei Jiang
 - *“The Political Economy of Online Writing Communities”*
 - Complete.

2012-2013

- Primary Supervisor, CSNM MRP, Chelsea Johnson,
 - *“Indigenous Environmental Knowledge”*
 - Completed
- Primary Supervisor, MCM CP, Katharine Blanchard,
 - *“Relationship Management for Post-Secondary Education Institutions”*
 - Completed
- Primary Supervisor, MCM CP, Joseph Distel,
 - *“The Downside of Digital Media in Professional Communication”*
 - Completed
- Primary Supervisor, MCM CP, Frank Vassallo
 - *“Persuasion of Later Adopters of Electronic Resource Management Systems”*
 - Completed

2011-2012

- Primary Supervisor, MCM Capstone Project, Karen Humphreys-Blake
 - *“Best Practices in Employee Engagement Communications”*
 - Completed
- Primary Supervisor, CSMM Major Research Project, Donald Courchesne
 - *“Forward with solidarity: Crisis communication strategy during strike time for Canadian trade unions”*
 - Completed
- Primary Supervisor, Globalization Major Research Project, Mola Shahsaveri
 - *“Iranian Public Diplomacy and Representations of Apocalyptic Politics”*
 - Completed

- Primary Supervisor, Globalization Major Research Project, Mark Burgess
 - o “*‘Experience Simulating Innocence’: Globalization and the Foreign Reporter*”
 - o Completed

2010-2011

- Primary Supervisor, CSMM Major Research Project, Brenda Bi
 - o “*Advertising Content in Canadian Chinese-Language Media*”
 - o Completed
- Primary Supervisor, CSMM Major Research Project, Erin Baxter
 - o “*Nonprofit Public Relations Strategy: A Research-Based Approach*”
 - o Completed
- Primary Supervisor, CSMM Major Research Project, Daryl Spong
 - o “*Agenda Setting on DIGG.com: A Content Analysis and Data Visualisation*”
 - o Completed

2009-2010

- Primary Supervisor, CSMM Major Research Project, Cindy Xu Xin
 - o “*KFC in China – advertising and cultural promotionalism*”
 - o Completed
- Primary Supervisor, CSMM Major Research Project,
 - o “*Net Neutrality Legislation in Canada, Sweden and France*”
 - o Completed

2008-2009

- Primary Supervisor, MCM Capstone Project, Donald Smith
 - o “*Are we getting through? Content Analysis of Canada Revenue Agency Media Clippings*”
 - o Completed

2006-2007

- Primary Supervisor, M.A. Thesis, Irena Radisevic, French
 - o “*Cognitive Metaphor Study of the Effects of Translating Foucault, Said & Hooks.*”
 - o Completed
- Primary Supervisor, M.A. Thesis, Mariann Geist, Department of French.
 - o “*Etude critique de la traduction cinématographique.*”
 - o Completed

2005-2006

- Primary Supervisor, M.A. Thesis, Monica Karski, Department of French.
 - o “*Traduire un texte africain: impossible?*”
 - o Completed
- Primary Supervisor, M.A. Thesis, Jovanie Nikojeshakieh, Department of French.
 - o “*Etude cognitive et sociale de l’usage de l’internet au Burundi.*”
 - o Completed
- Primary Supervisor, M.A. Thesis, Vesna Adamoska-Misevska, Department of French.

- “*Les malentendus des balkans: l'exemple de la Macédoine.*”
- Completed

2004-2005

- Primary Supervisor, M.A. Project, Sara Pilip, Department of French.
 - “Une comparaison des mythes africains et amérindiens”
 - Incomplete
- Primary Supervisor, M.A. Project, Adina Dropol, Department of French.
 - “*Une traduction commentée de Katrina Katrin' une nouvelle de Mark Helprin.*”
 - Completed

2003-2004

- Primary Supervisor, M.A. Thesis, Meighen MacGregor, Department of French.
 - “*An investigation into reasons for declining FSL enrollments: a quantitative analysis.*”
 - Completed

Doctoral (Number completed):

None.

Post-Doctoral/Fellowship:

2016-2017 Chen, Wenjiang. Chinese National Postdoctoral Fellowship.

2010-2013 Maclaughlin, John. CLiR Postdoctoral Fellowship.

2009-2010 Sun, Dong. Chinese National Postdoctoral Fellowship.

Clinical/Professional:

None.

Supervisory Committees (1/2 completed):

Doctoral:

- 2014-pres Supervisory Committee Member, Ph.D. Thesis, Melody Song. Dept of Clinical Epidemiology and Biostatistics, “*Public Health Communication.*” In Progress.
- 2005-2010 Supervisory Committee Member, Ph.D. Thesis, Peter Jansen. Dept of Psychology, Neuroscience & Behaviour, “*Knowledge Representation of Semantic Information in Pathological Patients.*” Completed.
- 2002- Supervisory Committee Member, Ph.D. Thesis of Mr. Lars Wessman, Department of French (Linguistics Section), University of Toronto, “*Les temps verbaux du français: sémantique et pragmatique.*” On Hiatus.

Doctoral Special Area Examination Committees:

None.

Supervisor for Secondary Area Examination (SAE):

None.

Doctoral Internal Examiner:

- 2007 Secondary Reader, PhD Thesis of Matthew Collins, Department of Psychology, Neuroscience & Behaviour, June 26, 2007. “*Memorial Influences on the Fluency of Text Processing*”
 Secondary Reader, PhD Thesis of Judith Plantinga, Department of Psychology, Neuroscience & Behaviour, April 12, 2007. “*Infant Perception of Relative and Absolute Pitch*”
- 2006 Secondary Reader, PhD Thesis of Ken Penner, Department of Religious Studies, April 27, 2006. “*Verbal Semantics of Ancient Hebrew From the Qumran Scrolls.*”
 Secondary Reader, PhD Thesis of Zhiyu Gong, Department of Psychology, Neuroscience & Behaviour, April 18, 2006. “*The Development of Print Knowledge.*”
 Secondary Reader, PhD Thesis of Ranil Sonnadara, Department of Psychology, Neuroscience & Behaviour, February 10, 2006. “*Electrophysiological Indices of Auditory Spatial Processing in the Mature and Developing Auditory System.*”
- 2005 Secondary Reader, PhD Thesis of Kristine Hirschhorn, Department of Sociology, November 15, 2005. “*The Regulation and Professionalization of Herbal Medicine.*”
- 2004 Secondary Reader, PhD, Patrick Parnaby, Department of Sociology, September 19, 2004. “*Designs of Risk: Social Control, Crime Prevention Through Environmental Design and Prospects of Professionalization.*”
 Secondary Reader, PhD, William Martin, Department of English, April 5 2004. “*‘And I make it real by putting it into words’: Non-Freudian Masochism in the modern British Novel.*”
- 2002 Secondary Reader, PhD, Nicole Conrad, Department of Psychology, September 19, 2002. “*Letter Naming Deficits in Children’s Reading Tasks.*”
- 2001 - Secondary Reader, PhD, Sean Hier, Sociology, December 18, 2001. “*Risk, Panics & Moral Politics in Canada*”
 - Secondary Reader, PhD, Lorenzo DiTommaso, Religious Studies, October 22, 2001. “*The Qumran New Jerusalem Text: Contents and Contexts*”

Master’s:

- 2016-2017 Secondary Reader, Capstone Project, Deanna Levy, MCM Program
- 2015-2016 Chair, Capstone Project Defense, Taylor Kotar, MCM Program
- 2014-2015 Secondary Reader, Capstone Project, Clare Wooding, MCM Program
- 2013-2014 Secondary Reader, Capstone Project, Claudia Mior-Eckel, MCM Program
 Secondary Reader, Capstone Project, Daniel Zaiontz, MCM Program
 Secondary Reader, Capstone Project, Adine Fabiani, MCM Program
 Secondary Reader, Capstone Project, Nii Sackey Sackeyfio, MCM Program
 Secondary Reader, Capstone Project, Cheryl Evans, MCM Program
 Secondary Reader, Capstone Project, Phyllis Bennett, MCM Program
 Secondary Reader, Capstone Project, Christine Szustaczek, MCM Program
- 2012-2013 Secondary Reader, Capstone Project, Katharine Blanchard, MCM Program
 Secondary Reader, Capstone Project, Rosa Damonte, MCM Program
 Secondary Reader, Capstone Project, Susan Emigh, MCM Program
 Secondary Reader, Capstone Project, Jacquie Hoornweg, MCM Program

Secondary Reader, Capstone Project, Anne Marie Males, MCM Program
Secondary Reader, Capstone Project, Wendy Mclean, MCM Program
Secondary Reader, Capstone Project, Jennifer Thomlinson, MCM Program
Secondary Reader, Capstone Project, Amber Wallace, MCM Program

- 2011-2012 - Secondary Reader, M.A. Thesis, Monica Olesinska, Department of French
“*Difficultés de traduction dans Madame Bovary*”
- Secondary Reader, M.Sc. Thesis, Dorina Simeonov, Department of Epidemiology
and Biostatistics “*The Articulation of Public Values in Health Technology
Assessment: The Use of Deliberative Discourse*”
- Secondary Reader, M.A. Thesis, Janice Egan, Department of French, “*Les gens de
Dublin en traduction dans la trilogie de Barrytown de Roddy Doyle*”
- Secondary Reader, M.A. Thesis, Mallory Burton, Department of French,
“*L’hypothèse de Krashen et ses détracteurs*”
- 2007-2008 Secondary Reader, M.Sc Thesis, Johanna Lake, Department of Psychology,
Neuroscience & Behaviour, “*Listener vs. Speaker-Oriented Speech*”
- 2007 Secondary Reader, M.A. Thesis, Katie Dinh, Department of French, “*La littérature
vietnamienne.*”
- 2005 Secondary Reader, M.A. Thesis, Julie Gigliotti, Department of French. “*Le devenir
franco-ontarien dans l’oeuvre de Marguerite Anderson.*”
Secondary Reader, M.A. Thesis, Lori-Ann Moulton, Department of French.
“*Écritures minoritaires de l’exil: la nouvelle génération franco-ontarienne.*”
Secondary Reader, M.A. Thesis, Liudmila Karshukova, Department of French.
“*Trois théories d’enseignement des langues étrangères.*”
- 2004 Secondary Reader, M.A. Thesis, Gabriela Tanase, Department of French. “*De
Tristan à Villon: les ruses du masque et du discours.*”

f) Other:

13. LIFETIME RESEARCH FUNDING:

- 2015-2019 Lead Investigator, “Journal of Professional Communication,” SSHRC, Aid to
Scholarly Journals, \$42,800.
- 2014-2015 Lead Investigator, Niagara Health System, Sponsored Research Project, Research
Contract, \$30,000.
- 2012-2013 Co-Investigator (Terry Flynn, Lead), Communication Management and Public
Relations Foundation, Research Grant, \$23,000.
- 2011-2012 Lead Investigator, Hamilton Health Sciences, Small Sponsored Research Project,
A Content Analysis of Health-Related Coverage in Hamilton Media, \$3,000.
- 2011-2012 Lead Investigator, McMaster Office of Research Services, Research Development
Grant, *QPMAP: Question Period Monitoring and Analysis Project*, \$5,000.
- 2010-2011 Co-Investigator, *Centre for Leadership in Learning*, Large Grant, *Canadian
Question Period Observatory*, \$2,500.
- 2010- Lead Investigator, Cormex Research, In-Kind Contribution, *Question Period
Monitoring and Analysis Project*, \$30,000 (\$10,000 per year).

- 2010-2011 Principal Investigator, *Arts Research Board*, Standard Research Grant, *Canadian Question Period Observatory*, \$5,757.
- 2009-2010 Co-Investigator, *Centre for Leadership in Learning*, Small Grant, *Canadian Question Period Observatory*, \$1,000.
- 2006-2007 Principal Investigator, *VP Research 4A Status Award*, Mapping Migmaq Language and Mind, \$5,000.
- Unsuccessful Principal Investigator, *Canada Foundation for Innovation*, Research Infrastructure Grant, *A Flexible Transdisciplinary Linguistic Cognitive Science Laboratory*, \$594,623.
- Unsuccessful Co-Investigator, *Ontario Research Fund – Ontario Ministry of Research and Innovation*, Research Infrastructure Grant, *A Flexible Transdisciplinary Linguistic Cognitive Science Laboratory*, \$594,623.
- 2006 4A Status, Principal Investigator, *Social Science and Humanities Research Council of Canada*, Standard Research Grant, Mapping Migmaq Language and Mind, \$225,000.
- 2003-2006 Co-investigator, *Social Science and Humanities Research Council of Canada*, Standard Research Grant # 410-2003-111 (Dr. Danielle Cyr, York University, Principal Investigator), *Multimodal Micmac Digital Cultural Archive*. \$215,000.
- 2005-2006 Arts Research Board Standard Research Grant. \$4,230
- 2005-2006 Arts Research Board Travel Grant. \$420.
- 2003-2004 Arts Research Board Standard Research Grant. \$5,750.
- 2003-2004 Arts Research Board Conference Travel Grant. \$732.
- 2003-2004 Arts Research Board Conference Travel Grant. \$1,000.
- 2002-2003 Arts Research Board Conference Travel Grant. \$1,275.
- 2001-2002 Communication Studies Program Small Research Grant, \$500.
- 2000-2001 Postdoctoral Fellowship, *Social Sciences and Humanities Research Council* (First Nations Lexicography), Department of French Studies, York University, Toronto, Ontario. \$35,000.
- 2000-2001 *Chateaubriand Postdoctoral Fellowship*, Laboratoire LaTTiCe, École Normale Supérieure, 45 rue d'Ulm, Paris, France, Republic of France, Ministry of Education and Research (declined) \$50,000.
- 1996-1999 Doctoral Fellowship, *Social Sciences and Humanities Research Council*. \$17,500
- 1996-1997 Doctoral Fellowship, Ontario Graduate Scholarship (declined) \$12,000.
- 1995-1996 Doctoral Fellowship, Ontario Graduate Scholarship. \$12,000.

14. LIFETIME PUBLICATIONS:

Explanatory Note

During the years 2011-2019, I was director of the Master of Communications Management Program, offered in partnership by McMaster and Syracuse Universities. I oversaw the transfer of the program to its new home in the Faculty of Humanities at McMaster, then built a marketing and academic infrastructure within it, taking it from an average 7 students enrolled to over 20 per year. This took a toll on my research productivity during that time.

I also took partial unpaid leave from the university during the years 2016-2019 to serve as a consultant to the Parliament of Canada as Director of Research and Insights, Director of Analytics and Digital Strategy and Director of Communications a senior advisor to the Hon. Filomena Tassi, former Canadian Deputy Government Whip and Minister of Seniors.

I have been on research leave from July 1, 2019 until the present, during which time I have re-established my quantitative communications lab at McMaster University (MCM Lab). I have a book based on quantitative analysis of social media coming out next year and several journal articles planned.

a) Peer Reviewer

i) Books:

- Adler, R., G. Rodman & A. Sévigny. (2019). *Understanding Human Communication (Canadian edition), 4th edition*, Toronto: Oxford University Press, 543 pages.
- Adler, R., G. Rodman & A. Sévigny. (2015). *Understanding Human Communication (Canadian edition), 3rd edition*, Toronto: Oxford University Press, 592 pages.
- Adler, R., G. Rodman & A. Sévigny. (2011). *Understanding Human Communication (Canadian edition), 2nd edition*, Toronto: Oxford University Press, 592 pages.
- Adler, R., G. Rodman & A. Sévigny (2007). *Understanding Human Communication, Canadian Edition*, Toronto : Oxford University Press, 574 pages.
- Metallic, E., D. Cyr & A. Sévigny. (2006). *The Metallic Migmaq-English Reference Dictionary*. Québec City: Laval University Press, 392 pages.

Edited Special Issues of Journals

- Sévigny, A. (Editor-in-Chief), (2014). “Art-Science Hybrids,” *Journal of Professional Communication*, 3(2), 175 pages.
- Sévigny, A. (Editor-in-Chief), (2012). “Crisis Communications,” *Journal of Professional Communication*, 2(1), 180 pages.
- Sévigny, A. (Editor-in-Chief), (2011). “Inaugural Issue,” *Journal of Professional Communication*, 1(1), 245 pages.
- Flynn, T., A. Sévigny, H. Pullen & B. Cadence, (Eds.), (2010). “Selected Papers from the Master of Communications Management Inaugural Class,” Special issue, *McMaster Journal of Communication*, 6, 143 pages.
- Sévigny, A., A. Moro, & N. Bibis, (Eds.), (2007). “Explanatory Adequacy?” Special issue, *Linguistica Atlantica* 25, 182 pages.

Edited Issues of Journals

- Sévigny, A. (Editor-in-Chief), (2018), “General Issue,” *Journal of Professional Communication*, 5(2), 185 pages.
- Sévigny, A. (Editor-in-Chief), (2016), “General Issue,” *Journal of Professional Communication*, 5(1), 180 pages.
- Sévigny, A. (Editor-in-Chief), (2016), “General Issue,” *Journal of Professional Communication*, 4(2), 158 pages.
- Sévigny, A. (Editor-in-Chief), (2014), “General Issue,” *Journal of Professional Communication*, 4(1), 184 pages.

- Sévigny, A. (Editor-in-Chief), (2013). "General Issue," *Journal of Professional Communication*, 3(1), 221 pages.
- Sévigny, A. (Editor-in-Chief), (2013). "General Issue," *Journal of Professional Communication*, 2(2), 205 pages.
- Sévigny, A. & Rockwell, G. (Eds.), (2010). *TEXT Technology*, vol 18.
- Sévigny, A. & Rockwell, G. (Eds.), (2009). *TEXT Technology*, vol 17.
- Sévigny, A. & Rockwell, G. (Eds.), (2009). *TEXT Technology*, vol 16.
- Rockwell, G. & Sévigny, A., (Eds.), (2007). *TEXT Technology*, vol. 15.
- Rockwell, G. & Sévigny, A., (Eds.), (2006). *TEXT Technology*, vol. 14.

ii) Contributions to Books

- Savage, P. & Sévigny, A. (2014). "Canada's Audience Massage: Audience Research and TV Policy Development, 1980–2010". In J. Bourdon & C. Méadel (Eds.). *Television Audience Measurement Worldwide*. Paris: Presses de Mines, pgs. 69-87.
- Flynn, T. & A. Sévigny. (2012). "A Fool's Errand: Separating Critical and Administrative Communication Studies in Canada," In Greenberg, J. & C. Elliott (eds.), *Communication in Question*, Toronto: Nelson, pgs. 49-56.
- Sévigny, A. (2010). "Kamo, an attitudinal pragmatic marker of Macedonian." In Dedaic, M. & M. Miskovic-Lukovic, (eds.), *South-Slavic Discourse Particles*. Amsterdam: John Benjamins, pgs. 45-64.
- Sévigny, A. (2009). "Introduction." In Sévigny, A., (ed.), *Introduction to Communication*. Dubuque, Iowa: Kendall-Hunt.
- A. Sévigny & K. Humphreys. (2007). "Reconsidering the Future of the Field: Cognitive Science and Communication Studies in Canada." In Greenberg, J. & C. Elliott, (eds.), *Communications in Question*. Toronto: Thomson-Nelson.
- Sévigny, A. (2005). "Introduction." In Sévigny, A., (ed.), *Introduction to Communication*, Dubuque, OH : Kendall-Hunt.

iii) Journal Articles:

- Thurlow, A., Sévigny, A., Dottori, M. (2018). Global capabilities in public relations. *Public Relations Review*. 11(3).
- Kangee, R., S. Watter, A. Sévigny, K. Humphreys. (2010). "A case of foreign accent syndrome: acoustic analyses and an empirical test of accent perception" *Journal of Neurolinguistics* 23:580–98
- Sévigny, A. (2009). "Time as a persuasive pattern in an Obama speech excerpt." *LACUS Forum* 35:103-14.
- Cyr, D. & A. Sévigny, (2008). "Unifying the resources unifying resources for Mìgmaq literacy: partnership, process, planning." *Plurilingua*, 30:103-20.
- Naidoo, R., E. Warriner, W. Oskowicz, A. Sévigny & K. Humphreys. (2008). "A Case of foreign accent syndrome resulting in regional dialect." *Canadian Journal of Neurological Sciences*, 35:360-5.
- Sévigny, A. & K. Humphreys. (2007). "Linguistics and cognitive neuroscience: friends, foes or distant acquaintances." *LACUS Forum*, 33:210-12.
- Sévigny, A., A. Moro, & N. Bibis. (2007). "Introduction." *Linguistica Atlantica*, 25:1-7.
- Sévigny, A. (2007). "Discourse information grammar and explanatory adequacy." *Linguistica Atlantica*, 25 :143-62.

- Sévigny, A. (2006). "Time-linear grammar and linguistic explanation." *LACUS Forum* 32:369-81
- Sévigny, A. & D. Cyr. (2004). "Traduire pour transmettre: le cas des langues amérindienne." *Linguistica Antverpiensia N.S.*, 2 :167-83.
- Sévigny, A. (2004). "Coordination from an incremental, time-linear perspective." *LACUS Forum*, 30:425-39.
- Sévigny, A. (2003). "Towards a procedural, time-linear grammar for natural language understanding", *Canadian Journal of Applied Linguistics* 6(2):187-219.
- Sévigny, A. (2003). "Information flow in excerpts from two translations of Mme Bovary", *Linguistica Antverpiensia New Series* 1:241-56.
- Sévigny, A. (2002). "Discourse Information Grammar", *Linguistic Association of Korea Journal*, 10(4):65-91.

iv) Journal Abstracts:

None.

v) Other, including Proceedings of Meetings:

- Fawkes, J. Gregory, A., Falkheimer, J., Gutiérrez-García, E., Half, G., Rensburg, R., Sadi, G., Sévigny, A., Sison, M., Thurlow, A., Tsetura, K., Wolf, K. (2018). A global capability framework for the public relations and communication management profession. *Global Alliance for Public Relations and Communications Management*.
<https://www.globalalliancepr.org/capabilitiesframeworks/>
- Sévigny, A., Thurlow, A., Dottori, M. A capability framework for the public relations and communication management profession in Canada. *Global Alliance for Public Relations and Communications Management*.
<https://www.hud.ac.uk/media/assets/document/research/globalcapabilitiesinpublicrelationsandcommunicationmanagementgpcpr/country-frameworks.pdf>
- Sévigny, A. & J. McMullan. (2007). "A basic morphological parser for Discourse Information Grammar." *Papers from the Annual Meeting of the Atlantic Provinces Linguistics Association* 28, St. John's: Memorial University Press.
- Sévigny, A. (2004). "Analysis of a Pragmatic Macedonian Particle." In Joseph, B. & M. A. Johnson, (eds.), *Macedonian Studies. Papers From the Fifth International Macedonian-North American Conference*. Columbus, OH: The Ohio State University.
- Cyr, D. & Sévigny, A. (2003). "A critical linguistic analysis of the making of a Miqmaq-English dictionary." In S. Clark, (ed.), *Papers from the Annual Meeting of the Atlantic Provinces Linguistics Association* 26, St. John's: Memorial University Press.
- Sévigny, A. (2003). "Linkers as drivers of information in discourse processing." In S. Clark, (ed.), *Papers from the Annual Meeting of the Atlantic Provinces Linguistics Association* 26, St. John's: Memorial University Press.

b) Not Peer Reviewed:

i) Books:

- Sévigny, A. (2013). *Introduction to Communication, 3rd Edition*. Dubuque, OH: Kendall-Hunt, 300 pages.
- Sévigny, A. (2009). *Introduction to Communication, 2nd Ed.*, Dubuque, OH: Kendall-Hunt, 288

pages.

Sévigny, A., (Ed.), (2005). *Introduction to Communication*. Dubuque, OH : Kendall-Hunt, 238 pages.

ii) Contributions to Books:

None.

iii) Journal Articles:

Sévigny, A. 2018. "Data science and communications management," Editorial, *Journal of Professional Communication*, 5(2).

Sévigny, A. 2016. "Public relations or public relationships?" Editorial, *Journal of Professional Communication*, 5(1).

Sévigny, A. 2016. "Public relations in the interactive era", Editorial, *Journal of Professional Communication*, 4(2).

Sévigny, A. (2014). "Review of "Spin" by Clive Veroni." *Journal of Professional Communication*, 4(1):190-195.

Sévigny, A. (2014). "Public relations in the postmodern era." *Journal of Professional Communication*, 4(1): 3-9.

Sévigny, A. (2014). "Preface to the JPC special issue on Art/Science Hybrids." *Journal of Professional Communication*, 3(2):3-4.

Sévigny, A. (2013). "Metrics, modeling and the emerging transformation of public relations." *Journal of Professional Communication*, 3(1):3-12.

Sévigny, A. (2013). "Weaving together the threads of professional communication." *Journal of Professional Communication*, 2(2):3-7.

Sévigny, A. (2013). "Preface to the special JPC issue on crisis communication." *Journal of Professional Communication*, 2(1):3-4.

Sévigny, A. (2012). "Preface," *McMaster Journal of Communication*, 9:1-3.

Sévigny, A., T. Flynn. (2011). "A reflection on the evolution of the field of professional communication." *Journal of Professional Communication*, 1(1):3-14.

Sévigny, A. (2002). "Delighting in Multicultural Communications", *Canadian Issues* 3:1.

iv) Journal Abstracts:

None.

v) Other, including Proceedings of Meetings:

Working Papers

Fawkes, J. Gregory, A., Falkheimer, J., Gutiérrez-García, E., Halff, G., Rensburg, R., Sadi, G., Sévigny, A., Sison, M., Thurlow, A., Tsetura, K., Wolf, K. (2018). A global capability framework for the public relations and communication management profession. *Global Alliance for Public Relations and Communications Management*.
<https://www.globalalliancepr.org/capabilitiesframeworks/>

Sévigny, A., Thurlow, A., Dottori, M. A capability framework for the public relations and

communication management profession in Canada. *Global Alliance for Public Relations and Communications Management*.

<https://www.hud.ac.uk/media/assets/document/research/globalcapabilitiesinpublicrelationsandcommunicationmanagementgcpr/country-frameworks.pdf>

Research Creation

- Sévigny, A., Auerbach-Ziogas, I., Thalmann, B. (2018). Federal Cabinet Social Media Analytics Database and Analytics Dashboard, Multimedia Website, <https://infolib.ca/leaderboards>, Liberal Research Bureau, Parliament of Canada.
- Sévigny, A., Sévigny, C., Auerbach-Ziogas, I. (2018). Interactive Top Facebook Posts Database and Dashboard for the Federal Liberal Caucus, <https://infolib.ca/analytics>
- Sévigny, A., Laing, A. Sévigny, C. (2018). NewsPort 2.0: A Media and Social Media Analytics Portal for the Liberal Government of Canada, <https://lrb.newsport.ca>, Liberal Research Bureau, Parliament of Canada.
- Sévigny, A., Auerbach-Ziogas, I. (2018). An image parser. Liberal Research Bureau, Parliament of Canada.
- Sévigny, A., Auerbach-Ziogas, I. (2018). A hansard parser software program. Liberal Research Bureau, Parliament of Canada.
- Sévigny, A., Auerbach-Ziogas, I, Sévigny, C, Thalmann, B. (2017). *Interactive National Social Media Analytics Database and Analytics Dashboard for the Liberal Government of Canada*, Multimedia Website, <https://infolib.ca/leaderboards>, Liberal Research Bureau, Parliament of Canada.
- Sévigny, A., Laing, A. Sévigny, C. (2017). *NewsPort: A Media Analytics Portal for the Liberal Government of Canada*, <https://lrb.newsport.ca>, Liberal Research Bureau, Parliament of Canada.

Blog

Sévigny, A. *alexsevigny.ca*, October 4, 2009 to present

Sévigny, A. "A letter of advice to students from a professor", *TalentEgg.ca*, September 15, 2009. [video, 5 mins]

TEDx Talks

Sévigny, A. "Communicating mindfully for success", *TEDx.com*, *TEDx McMaster University*, March 8, 2015. [video, 20:56 mins]. <https://www.youtube.com/watch?v=VeZDE0VpS-o>

Sévigny, A. "The new age of communication", *TEDx.com*, *TEDx Niagara College*, May 6, 2013. [video, 18:37 mins]. <https://www.youtube.com/watch?v=MG6Jltt8ONM>

Twitter

<http://twitter.com/alexsevigny>

Facebook

<http://facebook.com/alexsevigny>

Op-Ed

Sévigny, A. “Wikileaks: News of the mainstream media’s death are greatly exaggerated”, *The Globe and Mail*, March 17, 2011.

Sévigny, A. “Tory attack ads deny our history” *The Globe and Mail*, June 3, 2009.

Newspaper Articles

Sevigny, A. “Grading the Leaders Week 1,” *Hamilton Spectator*, September 13, 2008.

Sevigny, A. “Grading the Leaders Week 2,” *Hamilton Spectator*, September 20, 2008.

Sevigny, A. “Grading the Leaders Week 3,” *Hamilton Spectator*, September 27, 2008.

Sevigny, A. “Grading the Leaders Week 4,” *Hamilton Spectator*, October 4, 2008.

Sevigny, A. “Grading the Leaders Week 5,” *Hamilton Spectator*, October 11, 2008.

c) Accepted for Publication (in final form):

Books:

None.

Articles/Book Chapters:

d) Submitted for Publication:

None.

e) Unpublished Documents:

i) Technical Report Series:

Sévigny, A., Laing, A. *Weekly Media Analysis – National Liberal Caucus*, Liberal Research Bureau, Parliament of Canada, **Produced 50 weekly reports during 2018**, 2 pages each.

Sévigny, A., Laing, A. *Weekly Social Media Report – National Liberal Caucus*, Liberal Research Bureau, Parliament of Canada, **Produced 50 weekly reports during 2018**, 2 pages each.

Sévigny, A., Lamonica, T. *Social Media Analysis of the National Government Weeks of Action*, Liberal Research Bureau, Parliament of Canada, **Produced 50 weekly reports during 2018**, 2 pages each.

Sévigny, A. Lamonica, T. *Weekly Social and Traditional Media Data Report*, Prime Minister’s Office, Parliament of Canada, **Produced 5 weekly reports during 2018**, 1 page each.

Sévigny, A., Lamonica, T. (2017). *Sentiment and Topic Analysis of Coverage of Liberal Government in Multicultural Media*, Liberal Research Bureau, Parliament of Canada, 2 pages.

Sévigny, A., Fitzpatrick, D. (2017). *Analysis of Federal Liberal Government Advertising*

- Results*, Liberal Research Bureau, Parliament of Canada, 12 pages.
- Sévigny, A., Fitzpatrick, D. (2017). *Analysis of Uptake and Reaction to Liberal Government Message of the Day Products*, Liberal Research Bureau, Parliament of Canada, 12 pages.
- Sévigny, A., Laing, A. *Weekly Media Analysis – National Liberal Caucus*, Liberal Research Bureau, Parliament of Canada, **Produced 50 weekly reports during 2017**, 2 pages each.
- Sévigny, A., Laing, (2017). *A. Media Analysis of the Minister of Climate Change and the Environment*, Liberal Research Bureau, Parliament of Canada, 2 pages.
- Sévigny, A., Laing, A. *Media Analysis of the National Government Week of Action*, Liberal Research Bureau, Parliament of Canada, 12 pages.
- Sévigny, A. & Wood, B. (2015). *Union Station Cultural Advisory Committee White Paper*, 16 pages.
- Sévigny, A. & Carter, A. (2014). *Internal Communications Audit of the Niagara Health System*, 37 pages
- Sévigny, A. (2013). *London Hydro Social Media Policy*. 8 pages.
- Sévigny, A. (2013). *London Hydro Netiquette Guidelines*. 2 pages.
- Sévigny, A. (2013). *London Hydro Briefing Note on Social Media*. 3 pages.
- Sévigny, A. (2013). *London Hydro Social Media Usage Checklist*. 1 page.
- Sévigny, A. (2012). *CPAC's Social Media Future*. 5 pages.
- Sévigny, A. (2009). *An Inquiry into Teaching and Learning Practices in the Faculty of Humanities (McMaster University)*. 35 pages.
- Sévigny, A. & D. Abdulhadi.** (2008). *Visioning and Strategic Planning Report: Sons of Italy (Hamilton)*. 12 pages.

ii) Other:

Books in Progress:

Sévigny, A. & D. Estok. (Forthcoming). *Understanding Public Relations in Canada*. Toronto: Oxford University Press. 504 pages. Manuscript due: September, 2012. Publication date: September, 2014.

Sévigny, A. & Scholz, D. (Forthcoming). *Social Media Reality Check for Canadian Organizations*. Submitted to publisher.

Antoniak, J. & Sévigny, A. (Forthcoming). *The Digital Leader*. Manuscript being written.

15. PRESENTATIONS AT MEETINGS:

a) Invited:

Peer Reviewed:

2018

2017

Sévigny, A. "Analytics Program for the National Liberal Caucus", *National Liberal Summer Development Day*, Parliament of Canada, June 14, 2017.

Sévigny, A. & Scholz, D. "Social Media Culture in Canada", *Communication Insights*, Simcoe County District School Board, Barrie, Ontario, May 15, 2017.

Sévigny, A. "Social Media in the Medical Profession", *Toronto Academic Health Science Network Communicators Day*, Toronto Western Hospital, June 9, 2017.

2016

Sévigny, A. & Scholz, D. 2016. Social Media Reality Check for Canadian Government Agencies. National Meeting of the Canadian Institute of Public Health Inspectors of Canada, Fallsview Delta Hotel, Niagara Falls, Ontario, October 3, 2016.

Sévigny, A. & Laing, A. "Opportunities for Computational Science in Public Relations and Communications Management," *Colloquium Series of the Department of Mathematics and Statistics*, McMaster University, Hamilton, Ontario, January 21, 2016.

Sévigny, A. & Scholz, D. "McMaster-Léger Social Media Reality Check 3.0," *Eureka.cc*, Webinar, Ontario, January 12, 2016.

Sévigny, A. Social Media Strategy and Analytics. National Liberal Assistants Day, House of Commons, Parliament of Canada, May 30, 2016.

Sévigny, A. & Delacourt, J. Unified Communication Strategy, National Liberal Constituents Day, December, 14, 2016.

Sévigny, A. & Scholz, D. "McMaster-Léger Social Media Reality Check 3.0," *Canadian Public Relations Society (Toronto Chapter)*, Ottawa, Ontario, March 2, 2016.

Sévigny, A. & Laing, A. "Opportunities for Computational Science in Public Relations and Communications Management," *Colloquium Series of the Department of Mathematics and Statistics*, McMaster University, Hamilton, Ontario, January 21, 2016.

Sévigny, A. & Scholz, D. "McMaster-Léger Social Media Reality Check 3.0," *Eureka.cc*, Webinar, Ontario, January 12, 2016.

2015

Sévigny, A. "How the Canadian Government has managed communications on the issue of the Syrian refugees", *Panel on "The Syrian Conflict & International Violence"*, Department of Political Science, McMaster University, November 27, 2015.

Sévigny, A. & Scholz, D. "McMaster-Léger Social Media Reality Check 3.0," *Canadian Public Relations Society (Ottawa Chapter)*, Ottawa, Ontario, September 30, 2015.

Sévigny, A. & Scholz, D. "McMaster-Léger Social Media Reality Check 3.0," *Canadian Public Relations Society (Hamilton Chapter)*, Hamilton, Ontario, March 26, 2015.

Sévigny, A., Scholz, D., Covens, L, Challinor, A. "McMaster-Léger Social Media Reality Check 3.0," *Communications Insights*, Barrie, Ontario, May 15, 2015.

2014

Sévigny, A. "How social media is changing internal communications management." *Argyle*

- Communications Annual Retreat*, Taboo Golf Resort, Muskoka County, November 21, 2014.
- Sévigny, A. "The changing world of public relations strategy and measurement." *FP Informart Annual Retreat*, Postmedia Building, September 23, 2014.
- Sévigny, A. "Building an effective social media strategy in a highly regulated environment." *London Hydro Communications Meeting*, London Hydro, May 20, 2014.
- Sévigny, A. "Beyond the Logo: Living Your Brand," Simcoe Communicators Conference, May 15, 2014.

2013

- Sévigny, A. "Social Media and Mobility: Strategy and Management, Part 2," President Ivanov's School for Young Leaders, Hotel Granit, Ohrid, Macedonia, August 21, 2013.
- Sévigny, A. "Social Media and Mobility: Strategy and Management, Part 1," President Ivanov's School for Young Leaders, Hotel Granit, Ohrid, Macedonia, August 20, 2013.
- Sévigny, A. "Building a citizen engagement strategy for Hamilton in the emerging online world," City of Hamilton Public Forum, Bennetto Community Centre, June 23, 2013.
- Sévigny, A. & Scholz, D. "An evolution of Professional Communication," *Eureka.cc and Canadian Public Relations Society (Ottawa Chapter)*, Webinar, May 15, 2013.
- Sévigny, A. & D. Manley.** "Personality and strategic decision making for professional communicators," Canadian Public Relations Society, Hamilton Chapter, May 2, 2013.
- Sévigny, A. "Digital communications and the future of public health," General Meeting, Public Health Department, Halton Region, April 10, 2013.
- Sévigny, A. "Managing digital communications in the public health sector." Management Team Meeting, Public Health Department, Halton Region, April 2, 2013.
- Sévigny, A. & T. Flynn. "PR strategy in a new world of interactive media," Corporate Communications Team Learning Day, March 26, 2013.
- Sévigny, A. "Building a strategic digital communication plan for Halton Region," Senior Management Team Meeting, March 20, 2013.
- Sévigny, A. "Social media strategy session," Strategic Management Certificate Program, Executive Education, DeGroote School of Business, McMaster University, March 12, 2013.
- Sévigny, A. "The converging and changing world of social journalism, public relations and community building," presenter, *Cable Public Affairs Channel General Meeting*, January 25, 2013.

2012

- Sévigny, A. "Using Evidence in Policy Formation," commenter, "Knowledge Translation and Evidence in Health Policy Making," McMaster Health Forum, November 20, 2012.
- Sévigny, A. "Evidence-Based Politics," panelist, "At the Intersection of Science and Politics," McMaster Young Liberals Forum, November 13, 2012.
- Sévigny, A. "Social Media in Libraries," panelist, Burlington Public Library Staff Development Day, October 29, 2012.
- Sévigny, A. "Social Media Bootcamp for Executives," presenter, full-day workshop, DeGroote School of Business, October 19, 2012.
- Sévigny, A. "Film, Architecture and Social Justice: We are living in two worlds," lecturer and master of ceremonies, Art Gallery of Hamilton Film and Architecture Round Table, Art Gallery of Hamilton Film Festival, September 26, 2012.
- Sévigny, A. & Milko, E. "Building the New Age of Participation," co-presenter, McMaster

- Health Forum, September 25, 2012.
- Sévigny, A. "Reputation and Risk in Social Media," guest lecture, Issues and Crisis Management, Heather Pullen, instructor, Centre for Continuing Education, McMaster University, June 19, 2012.
- Sévigny, A. "Communications 2.0: How social media is changing your job," keynote speech, IABC Golden Horseshoe AGM, Hamilton Yacht Club, June 18, 2012.
- Sévigny, A. "Social Media Bootcamp for Executives: Getting Started, Strategy and Tactics." Ron Joyce Centre, March 21, 2012.
- Trzeciak, J. & Sévigny, A. "Transforming Traditional Organizations." *10th Annual Hong Kong University Library Leadership Institute*, March 17, 2012.
- Trzeciak, J. & Sévigny, A. "Developing Blended Library Services." *10th Annual Hong Kong University Library Leadership Institute*, March 17, 2012.
- Trzeciak, J. & Sévigny, A. "Going Online With Library Instruction." *10th Annual Hong Kong University Library Leadership Institute*, March 17, 2012.
- Trzeciak, J. & Sévigny, A. "Developing New Media Services." *10th Annual Hong Kong University Library Leadership Institute*, March 17, 2012.
- Trzeciak, J. & Sévigny, A. "New Models of Collaborative Research Support." *10th Annual Hong Kong University Library Leadership Institute*, March 17, 2012.
- Sévigny, A. "A workshop on how social media is changing political communications." *CFHSS Workshop for Political Staff*, Parliament of Canada, March 9, 2012.
- Sévigny, A. "Questioning Question Period. Q&A on Content Analysis of QP" *Big Thinking Pub Night*, Ottawa, March 8, 2012.
- Sévigny, A. "Questioning Question Period. A look at issues coverage during QP." *Library of Parliament*, Parliament of Canada, March 8, 2012.
- Sévigny, A. "Who's driving the story? Question period, social media, and changing political communications" *Big Thinking Lecture*, Canadian Federation of the Humanities and Social Sciences, Centre Bloc, Parliament of Canada, March 8, 2012.
- Sévigny, A. "Public Trust in Business," Panel Moderator, Canadian Public Relations Society Hamilton Branch Mentorship Panel, February 23, 2012.
- Sévigny, A. "Social Media Expert Panel," Panel Moderator, Canadian Public Relations Society Hamilton Branch Professional Development Panel, January 18, 2012.

2011

- Sévigny, A. "Key Metrics to Measuring Social Media Success," *Ontario Hospital Association Social Media Conference*, Sutton Place Hotel, December 8, 2011.
- Sévigny, A. "Social Media for Interpersonal Communication," *McMaster Health Forum Communications Workshop*, McMaster Health Forum, McMaster University, November 24, 2011.
- Sévigny, A. "Social Media Career Options," *Social Media and Job Search Conference*, McMaster Innovation Park, McMaster University, November 11, 2011.
- Sévigny, A. "Making Sense of Social Media for Teachers and Students," *St. Michael's College School Parents Association Lecture*, St. Michael's College School, Toronto, Ontario, September 29, 2011.
- Sévigny, A. "Political Attack Adverts: Toxic Muckraking or an Essential Part of Democracy?" *Hamilton Rotary Club Luncheon Speech*, The Pavillion, Art Gallery of Hamilton, Thursday, September 15, 2011.

- Sévigny, A. "Protecting Your Social Empire." *Mac on the Road Alumni Lecture Series*, St. Laurent Room, Lord Elgin Hotel, Tuesday, July 26, 2011.
- Sévigny, A. "Social Media Strategy and Measurement for Libraries." *Toronto Public Library System-Wide Learning Day*, Wednesday, May 17, 2011.
- Sévigny, A. "Social Media Bootcamp for Executives." *8-hour DeGroot School of Business Executive Education Seminar*, Monday, May 11, 2011.
- Sévigny, A. "Some Thoughts on Launching a Career in PR After you Leave McMaster." *FRESH: Annual Conference of the Communications and Multimedia Students*, Lyons Media Centre, McMaster University, Wednesday, April 6, 2011.
- Sévigny, A. "Building and Measuring Publics in Social Media." *Golden Horseshoe Chapter of the International Association of Business Communicators*, Wednesday, March 30, 2011.
- Sévigny, A. & T. Flynn. "Social Media for CEOs." 3-hour Workshop, *Ernst & Young CEO Conference*. Tuesday, March 29, 2011.
- Sévigny, A. "Making Sense of Social Media: A Transformative Opportunity for Canadians and Canadian Business." *Mac on the Road Alumni Lecture Series*, Baker Room, Delta Chelsea Hotel, Wednesday, March 23, 2011.
- Sévigny, A. "Social Media and its Effects on the Middle East Protests." Invited Panelist, *Global Citizenship Conference*, McMaster University, March 5, 2011, 2pm.
- Sévigny, A. "Harnessing the Power of Social Media." *Shannon School of Business*, Cape Breton University. Thursday, March 3, 2011, 7pm.
- Sévigny, A. "How Social Media is Changing Ourselves and Our Society." *Department of Communication*, University College of Cape Breton. Thursday, March 3, 2011, 1pm.
- Sévigny, A. "A Preview of MCM 733: Building Publics Using Social Media" *Master of Communication Management Winter Residency*, McMaster University, Wednesday, February 23, 2011.
- Sévigny, A. "Wikileaks: Has government communication changed forever?" *CSMM 706 Technologies of Communication*, MA in Communication & New Media, Dept of Communication Studies & Multimedia, McMaster University, Hamilton, Ontario, Thursday, February 10, 2011.
- Sévigny, A. "Social Media in the Context of Power Utilities." *PowerStream Corporation*, Vaughan, Ontario, Thursday, February 3, 2011.
- Sévigny, A. "Social Media: Building Publics and Measuring Relationships." *Issue & Crisis Communication Planning*, Instr. Heath Pullen, Centre for Continuing Education, McMaster University, Monday, January 31, 2011.
- Sévigny, A. "Social Media: An opportunity for Christian evangelism or a pitfall?" *Ernscliffe College Invited Speaker Series*, Ernscliffe College, University of Toronto, Toronto, Ontario, Friday, January 21, 2011.
- Sévigny, A. "Wikileaks and Government Communication: the transformative power of social media," *Canadian International Congress*, Hamilton, Ontario, Wednesday, January 12, 2011.

2010

- Sévigny, A. "The political communication and linguistic research process." *McMaster CSMM Pro-Seminar Series*, McMaster University, Hamilton, Ontario, Friday, November 26, 2010.
- Sévigny, A.** & Mima Dedaic. "South Slavic Discourse Particles" Georgetown University, Department of Communication, Cultural & Technology, Washington, DC, Monday, November 15, 2010.

Sévigny, A. "Understanding Social Media: A personal and professional perspective." *Mac on the Road Alumni Lecture Series*, BMO Room, Living Arts Centre, Mississauga, Monday November 8, 2010.

Sévigny, A. "Making Sense of the Media." *Mac on the Road Alumni Lecture Series*, Holiday Inn, Oakville, Monday, November 1, 2010.

Sévigny, A. "How to Promote Yourself to Publics Outside the Academy as a Grad Student Using Social Media." 3-hour Workshop, *Revise*, Cossart Exchange, Friday, October 22, 2010.

Sévigny, A. "There's a World of Possibility for Grad Students Outside the Academy." Keynote Address, *Revise*, Cossart Exchange, Friday, October 22, 2010.

Sévigny, A. "Question Period Monitoring and Analysis Project." *McMaster CSMM Pro-Seminar Series*, McMaster University, Hamilton, Ontario, Friday, October 18, 2010.

Sévigny, A. Moderator, "Too Rude: Is it time for more civility in Parliament?" Panel Moderator, McMaster University, October 12, 2010.

2008

Sévigny, A. "Professional Communication with Québécois Media: A Practical Challenge", *McMaster Languages Showcase*, McMaster University, Hamilton, Ontario, Wednesday, February 15, 2008.

2007

Sévigny, A. & K. Humphreys. "Linguistics & Neuroscience: Hard Science?," *Linguistic Cognitive Science Brown Bag Lecture Series*, McMaster University, Hamilton, Ontario, Friday, January 23, 2007.

Sévigny, A. "Capital Campaign Messaging for the Institute for the Cognitive Science of Language" *Meeting of the McMaster Capital Campaign Team 2007*, Convocation Hall, McMaster University, Wednesday, January 17, 2007.

2006

Sévigny, A. "Linguistics and Cognitive Science: Building a M.Sc. and a PHD for speech and language pathologists." Hamilton Regional Speech-Language Pathology and Audiology Committee, Ancaster, Ontario, Thursday, October 24, 2006.

Sévigny, A. "Discourse Information Grammar: A Time-Linear Lexicalist Approach.", *Linguistic Cognitive Science Brown Bag Lecture Series*, McMaster University, Hamilton, Ontario, Friday, Sept 22, 2006.

Sévigny, A. "Challenges for Computational Linguistics & Endangered Language Documentation." *Linguistic Tools Summit*, Michigan State University, Friday, June 24, 2006.

Sévigny, A. "Building clinician-professor research: Linguistic Cognitive Science." *Early Words Regional System Day*, Hamilton, Ontario, Thursday May 4, 2006.

2005

Sévigny, A. & K. Humphreys. "Presenting the Institute for the Cognitive Science of Language: Getting Clinicians and Community Members Involved in Research." Invited Lecture, Hamilton Region Speech and Language Association of Clinicians, Burlington Learning Centre, September 28, 2005.

Sévigny, A. & K. Humphreys. "Linguistic Cognitive Science: A Testing Ground for Speech and

Language Pathology Theory?” Invited Lecture, Grand Speech and Language Pathology Rounds, Burlington Learning Centre, April 28, 2005.

Sévigny, A. “Cognitive Linguistics: A Marriage Between Linguistics & Neuroscience?” Invited Lecture, Neuroscience Rounds, Hamilton General Hospital, January 28, 2005.

2004

Sévigny, A. “Statistics and the Canadian Census.” Guest Lecture. CMST 2a03: Quantitative Methods. Course Director: Dr. Larissa Faulkner, November 13, 2004.

2003

Sévigny, A. “Ideology & Race in the Canadian Census.” Guest Lecture. CMST 2a03: Quantitative Methods. Course Director: Dr. Larissa Faulkner, November 14, 2003.

2001

Sévigny, A. “Towards a Theory of Linear Incremental Discourse Analysis.” Invited Guest Lecture, Department of Modern Languages and Linguistics, McMaster University, December 2001.

Sévigny, A. “Building Up Rhetorical Relations: An Incremental Analysis of a French Text”, Invited paper read at a special session *Le sujet dans le langage: construction et identité*. Of the *Annual Conference of the Canadian Association of Applied Linguistics*, Université Laval, Québec, Canada, May 2001.

2000

Sévigny, A. “Incremental Analysis of Mi’kmaq: Cross-linguistic Problematics.”, Invited Guest Lecture, Faculty of Arts and Science, Université du Québec à Rimouski, December 2000.

Sévigny, A. “Utiliser les connecteurs comme marqueurs discursifs dans la segmentation du discours.” *Section d’études en linguistique française*, University of Toronto, February, 2000.

1999

Sévigny, A. “Towards a Lexically-Based System of Discourse Building.” *Section d’études en linguistique française*, University of Toronto, November, 1999.

ii) Not Peer Reviewed:

None.

b) Contributed:

i) Peer Reviewed

Sévigny, A., Chohan, P., Price, A., Mak, G. “Empirical insights on communications management practice: An MCM panel”, #ElevatePR, Annual Research Day of the Canadian Public Relations Society (Hamilton), McMaster Innovation Park, December 5, 2017.

Thurlow, A., Sévigny, A. “Canadian PR practitioner insights on the practice: A quantitative study”, *Annual Meeting of the Canadian Public Relations Society, May 29, 2017*.

Sévigny, A., Scholz, D., Covens, L, Challinor, A. “McMaster-Léger Social Media Reality Check

- 3.0,” *International Association of Business Communicators World Conference*, June 9, 2015.
- Dottori, M., O’Reilly, N., Sevigny, A. (2015). “The Playing Field of Sport Public Relations: Current Orientation, Theoretical Underpinnings, and Prevalent Methods.” *North American Society for Sport Management (NASSM) 2015 Conference*, Ottawa, Ontario, June 2 - 6, 2015.
- Sévigny, A., Scholz, D., Covens, L, Challinor, A. “McMaster-Léger Social Media Reality Check 3.0,” *Canadian Public Relations Society National Conference*, June 2, 2015.
- Sévigny, A. “Emerging Trends in Health Care Reputation Management.” *Health Achieve Conference*, Toronto Convention Centre, November 5, 2014.
- Sévigny, A., Scholz, D., Covens, L, Challinor, A. “McMaster-Léger Social Media Reality Check 3.0,” *Social Media and Society Conference*, Ryerson University, September 27, 2014.
- Shahsavari, M. & A. Sévigny. (2013). *Iranian Public Diplomacy and Representations of Apocalyptic Politics*. 5th Annual MEICON-BC Conference, The Middle East and Islamic Consortium of B.C, University of Victoria, March 23, 2013.
- Sévigny, A. & D. Koots. “Who’s Leading Who? Granger Causality and the Agenda Setting Function of Question Period” *Canadian Communication Association*, Wilfrid Laurier University, June, 2012.
- Sévigny, A., S. Hartford, & P. Savage. “QPMAP: Toward a Theory of Question Period as an Agenda Setting Tool” *Canadian Communication Association*, Wilfrid Laurier University, June, 2012.
- Savage, P., A. Sévigny & A. Laing. “QPMAP: Question Period Monitoring and Analysis Project. Preliminary Results” *Canadian Communication Association*, Concordia University, June, 2011.
- Sévigny, A., “Class Struggle in the 2010 Toronto Mayoral Election: Moral Panic on Twitter and Technopanic About Twitter.” *Georgetown University Round Table on Discourse 2.0*, Georgetown University, Washinton D.C., Saturday, March 12, 2011.
- Sévigny, A., P. Savage & P. Bullock. “QPMAP: Question Period Monitoring and Analysis Project. Breaking Methodological Ground” *Linguistics Association of Canada and the United States*, McMaster University, August, 2010.
- Sévigny, A. & P. Savage. “QPMAP: Question Period Monitoring and Analysis Project. Preliminary Results” *Canadian Communication Association*, Concordia University, May, 2010.
- Sévigny, A. “Metaphors in five Obama speeches” *Linguistics Association of Canada and the United States*, Claremont Graduate University, California, August, 2009.
- Sévigny, A. & K. Humphreys. “A Quantitative Content Analysis of Cyber Abuse on Salon.com” *Linguistics Association of Canada and the United States XXXIII*, Eastern Kentucky University, Kentucky, USA, August, 2007.
- Sévigny, A. & S. Svenson “Using Geographic Information Systems to Organize Linguistic and Cultural Data.” *29th Annual Meeting of the Atlantic Provinces Linguistics Assciation*, St. Mary’s University, Halifax, Canada, November, 2006.
- Sévigny, A. “Time-Linear Analysis and Garden Path Phenomena.” *29th Annual Meeting of the Atlantic Provinces Linguistics Assciation*, University of Moncton, New Brunswick, Canada, November, 2005.
- Sévigny, A. & K. Humphreys. “Finding the Mind in the Text: Computational Cognitive Science and Literary Text Analysis.” *Summit for Computing in the Humanities*. University of Virginia, Virginia, USA, September, 2005.
- Sévigny, A. & J. McMullan. “Time-Linear Grammar and Linguistic Explanation.” *Linguistics*

- Association of Canada and the United States XXXII*, Dartmouth College, New Hampshire, USA, August, 2005.
- Sévigny, A. "Can Empiricism and Social Meaning Meet?" Poster presentation, *9th Meeting of the International Pragmatics Association*, Riva del Garda, Italy, July, 2005.
- Sévigny, A.** & J. McMullan. "A morphological parser for Discourse Information Grammar." *28th Annual Meeting of the Atlantic Provinces Linguistics Association*, University of Maine - Orono, Maine, USA, November, 2004.
- Sévigny, A.**, V. Ignieski, & S. Pilip. "Understanding the ethics of partnership." *28th Annual Meeting of the Atlantic Provinces Linguistics Association*, University of Maine - Orono, Maine, USA, November, 2004.
- Sévigny, A. "Linguistics and Translation Studies: A time-linear study of two translations of Mme Bovary." *27th Annual Meeting of the Atlantic Provinces Linguistics Association*, University of Prince Edward Island, PEI, Canada, November, 2003.
- Sévigny, A.** & L. Wessman. "Linguistics and political theory, discourses of race, ethnicity and culture in the 2001 Canadian Census Questionnaire." *27th Annual Meeting of the Atlantic Provinces Linguistics Association*, University of Prince Edward Island, PEI, Canada, November, 2003.
- Cyr, D., **A. Sévigny**, A. Metallic & D. Mitchell. "The Mîgmaq Multimedia Comparative Corpus Project." *35th Annual Algonquian Conference*, University of Western Ontario, London, Ontario, October, 2003.
- Sévigny, A. "Information flow in two excerpts of translations of Mme Bovary." Poster presentation, *8th Meeting of the International Pragmatics Association*, Toronto, Canada, May 2003.
- Stroinska, M., V. Cecchetto & **A. Sévigny**. "Immigrant identity: the second generation." *8th Meeting of the International Pragmatics Association*, Toronto, Canada, May 2003.
- Sévigny, A. "Relevance-theoretic analysis of the Macedonian word *kamo*." *Fourth North American-Macedonian Conference*, Toledo, Ohio, May 2003.
- Cyr, D. & **A. Sévigny**. "Electronic Encyclopedic Dictionary of Contemporary Micmac: A Case Study." Invited panel presentation, "Parasession on Electronic Dictionary Construction and Archiving." (D. Cyr & A. Sévigny, organizers), *Annual Meeting of the Society for the Study of Indigenous Languages of America*, Atlanta, January, 2003.
- Sévigny, A. "Discourse linkers as drivers of information." *Annual Meeting of the Atlantic Provinces Linguistics Association*, November, 2002.
- Sévigny, A. "A Critical Linguistic Analysis of Dictionary Electronic Dictionary Construction." *Annual Meeting of the Atlantic Provinces Linguistics Association*, November 2002.
- Sévigny, A. "Une analyse formelle d'un adverbe du macédonien." *Annual Conference of the Canadian Linguistics Association*, University of Toronto, May 2002.
- Sévigny, A. "Towards a Metalanguage for Translation Errors." *Annual Conference of the Canadian Association of Applied Linguistics*, University of Toronto, Toronto, Canada, May 2002.
- Sévigny, A.** & C. Dumont. "Designing, Implementing and Evaluating a Competitive Exam in French Language and Culture." *Annual Conference of the Canadian Association of Applied Linguistics*, Université Laval, Québec, Canada, May 2001.
- Sévigny, A.** & L. Wessman. "Verbal Gymnastics: A Formal Linguistic Solution for FSL Teachers." *Annual Conference of the Canadian Association of Applied Linguistics*, Université Laval, Québec, Canada, May 2001.

- Sévigny, A. & Ph. Martin. "L'intégration des marqueurs prosodiques dans l'analyse incrémentale et automatique du discours." *Annual Conference of the Canadian Linguistics Association*, University of Alberta, May, 2000.
- Sévigny, A., S. Sévigny & D. Z. Brillinger. "A Formal Tool for the Evaluation of Difficulty Level of Reading Comprehension Tests for French as a Second Language." *Annual Conference of the Canadian Association for Applied Linguistics* University of Alberta, May, 2000.
- Sévigny, A. & L. Wessman. "Using Qualia Structures to Organize French as a Second Language Vocabulary Exercises: An Experiment." *Annual Conference of the Canadian Applied Linguistics Association*, University of Alberta, May, 2000.
- Sévigny, A. & D. Scheffel-Dunand. 2000. "Reflection / Editing / Action / Interaction in the Zola-Vizetelly Correspondence. *Actes du colloque international sur Les études françaises valorisées par les nouvelles technologies d'information et de communication*, University of Toronto, May 12-13, 2000. Electronic Publication available at: <http://www.chass.utoronto.ca/french/foire2000/colloque/>
- Sévigny, A. "Discourse Information Grammar and Explanatory Adequacy." *Bilingual Workshop on Levels of Representation in Theoretical Linguistics*, Queen's University, December, 1999.
- Sévigny, A. "Toward a Lexically-based Modular and Formal Theory of Discourse Analysis." *Bilingual Workshop on Levels of Representation in Theoretical Linguistics*, Queen's University, December, 1999.
- Sévigny, A. & Ph. Martin. "A Modular Multi-Level Theory of Discourse Analysis: Integrating Prosody into Discourse Representation." *Bilingual Workshop on Levels of Representation in Theoretical Linguistics*, Queen's University, December, 1999.
- Sévigny, A. "Using Formal Lexical-Semantic Analysis in the Description of Conduction Aphasic Errors", *Bilingual Workshop on Features in Theoretical Linguistics*, University of Western Ontario, December, 1998.
- Sévigny, A. "Vers un modèle énonciatif des erreurs sémantiques de l'aphasique de conduction." *Jeux Colloque des étudiant(e)s du Département d'études françaises*, University of Toronto, May 11, 1996.
- Sévigny, A. "L'Accès lexical et l'énonciation." *Congrès international des études françaises*, Toulouse, France, June 14, 1996.

ii) Not Peer Reviewed

None.

16. PATENTS, INVENTIONS AND COPYRIGHTS:

None.

17. ADMINISTRATIVE RESPONSIBILITIES:

Department:

2016-17

On partial leave.

- Chair, McMaster-Syracuse Master of Communications Management Program Committee
- Member, Chair's Advisory Committee

2015-16

On research leave.

- Member, McMaster-Syracuse Master of Communications Management Program Committee

2014-15

- Member, CSMM Graduate Scholarship Committee
- Member, CSMM Tenure and Promotion Committee
- Chair, MCM Graduate Program Committee
- Faculty Editor, McMaster Journal of Communication
- Editor-in-Chief, Journal of Professional Communication
- Represented/Will Represent the MCM Program at the:
 - o Health Achieve, Toronto, November 3-5, 2014
 - o Toronto Academic Hospital Science Network Communicators Day, St. Michael's Hospital, Toronto, May, 2014.
 - o CPRS National Conference, Montréal, May 31-June 2, 2015
 - o Canadian Council for the Advancement of Education Annual Conference, Montréal, June 10-12, 2015.
 - o IABC World Conference, Toronto, June 14-17, 2015

2013-2014

- Member, CSMM Graduate Scholarship Committee
- Member, CSMM Tenure and Promotion Committee
- Chair, MCM Graduate Program Committee
- Chair, HBPC Steering Committee
- Faculty Editor, McMaster Journal of Communication
- Editor-in-Chief, Journal of Professional Communication
- Represented the MCM Program at the:
 - o IABC Canada West Regional Conference, Victoria, October 19-22, 2013
 - o Canadian Institute Women's Leadership Forum, Calgary, November 17-19, 2013
 - o Canadian Institute Brand Optimization Conference, Toronto, Feb. 24-26, 2014
 - o Canadian Institute Public Relations and External Communications for the Energy Sector Conference, April 14-16, 2014.
 - o Toronto Academic Hospital Science Network Communicators Day, St. Michael's Hospital, Toronto, May 11, 2014.
 - o Simcoe Communicators Conference, May 15, 2014.
 - o CPRS National Conference, Banff, May 25-27, 2014
 - o Canadian Council for the Advancement of Education Annual Conference, Edmonton, June 4-6, 2014.
 - o IABC World Conference, Toronto, June 8-11, 2014

2012-2013

- Member, CSMM Graduate Scholarship Committee
- Member, CSMM Tenure and Promotion Committee
- Chair, MCM Graduate Program Committee

- Chair, HBPC Steering Committee
- Faculty Editor, McMaster Journal of Communication
- Represented the HBPC and CSMM at the:
 - o *McMaster Open House*
 - o *Ontario Universities Fair*
 - o *Humanities Majors Fair*
- Represented MCM at the following conferences:
 - o IABC Canada East Regional Conference, Ottawa, October 31-November 4, 2013
 - o Canadian Institute Public Relations and External Communications for the Energy Sector Conference, April 9-10, 2013.
 - o Queen's Policy Forum, Queen's School of Policy Studies, April 26, 2013.
 - o Toronto Academic Hospital Science Network Communicators Day, St. Michael's Hospital, Toronto, May 31, 2013.
 - o MRIA National Conference, Niagara Falls, June 2-4, 2013.
 - o CPRS National Conference, Banff, June 9-11, 2013
 - o IABC World Conference, New York City, June 22-26, 2013

2011-2012

- Co-Chair (with Christina Baade), PhD in CNMP, IQAP Proposal Brief Committee
- Chair, CMST IQAP Self-Study Committee
- Acting Chair, CSMM, weeks of Aug. 1-19, 2011.
- Member, Graduate Studies Committee, CSMM
- Created Facebook Group & updated LinkedIn Group for MCM
- Member, Tenure and Promotion Committee, CSMM
- Participated in graduate information sessions for CSMM Level III, IV and MA students
- Represented CSMM at the:
 - o *McMaster Open House*
 - o *Ontario Universities Fair*
 - o *Humanities Majors Fair*
- Represented the MCM program at the following conferences:
 - o Queen's Policy Forum, Queen's School of Policy Studies, April 27, 2012.
 - o Toronto Academic Hospital Science Network Communicators Day, St. Michael's Hospital, Toronto, May 11, 2012.
 - o Ontario Health Association Annual Conference, Toronto, May 11, 2012.
 - o CPRS National Conference, Victoria, June 9-12, 2012
 - o Canadian Council for the Advancement of Education Annual Conference, Edmonton, June 2-4, 2012.
 - o IABC World Conference, Chicago, June 23-27, 2012

2010-2011

- Acting Chair, CSMM, week of July 5-9, 2010.
- Member, Graduate Studies Committee, CSMM
- Created Facebook group for the *Master of Arts in Communication and New Media*. (<http://www.facebook.com/alexsevigny#!/group.php?gid=203394586352&ref=ts>)
- Member, Hiring Committee, CSMM

- Member, Tenure and Promotion Committee, CSMM
- Member, Graduate Awards Committee
- Organized graduate scholarship information sessions for CSMM Level III, IV and MA students
- Represented CSMM at the:
 - o *McMaster Open House*
 - o *Humanities Majors Fair*
 - o *McMaster Majors Fair*
 - o *McMaster Grad Studies Fair*
 - o *Ontario Universities Fair*
- Consultant, PhD Planning Committee, French

2009-2010

- Member, Graduate Studies Committee, CSMM
- Member, Hiring Committee, CSMM
- Member, Tenure and Promotion Committee, CSMM
- Member, Graduate Awards Committee
- Organized grad school information sessions for CSMM Level III and IV students
- Represented the CSMM at the:
 - o *McMaster Open House.*
 - o *Humanities Majors Fair*
 - o *McMaster Majors Fair*
 - o *McMaster Grad Studies Fair*
- Co-Chair (with Stephanie Posthumus and Paula Banks), McMaster French Contest 2009.
- Consultant, PhD Planning Committee, French
- Consultant, Website Committee, French

2008-2009

- Member, Hiring committee, Tenure-stream sound design professor in Multimedia
- Member, Hiring committee, Tenure-Stream professor in Communication
- Member, Hiring committee, CLA in Communication
- Co-Chair (with Stephanie Posthumus), McMaster French Contest 2008.
 - o Organized student committee (Megan Clark, Natalie Elliott, Isabelle Moore)
 - o MC'd contest day
 - o Organized and MC'd Celebration of Winners, Charlie's Restaurant, Hamilton, Ontario (80 participants, fully catered).
 - o Organized and Hosted (at own expense and did all cooking), BBQ Celebration for Organizers and Volunteers, at Sevigny residence, 59 Morwick Dr., Ancaster. (15 participants).

2007-2008

- Acting Chair, CSMM, Month of August 2007
- Tenure and Promotion Committee, CSMM
- Appointments Committee CSMM
- Represented the DFR & the CSMM at the:
 - o *McMaster Open House.*
 - o *Humanities Majors Fair*

- *Ontario Universities Fair*
- *McMaster Majors Fair*
- Creator, Medals Awards, DFR & CSMM

2006-2007

- Undergraduate Counsellor for the CMST Program
- Acting Chair, DFR, Month of August 2006
- Tenure and Promotion Committee, CSMM
- Hiring Committee, CSMM
- Representative of the DFR, *Annual Meeting of Canadian French Department Chairs*, held at the Congress of the Humanities and Social Sciences, York University.
- Creator, Capital Campaign Document, Institute for the Cognitive Science of Language. 25 page document.
- Represented the FR & the CSMM at the:
 - *McMaster Open House*
 - *Humanities Majors Fair*
 - *Ontario Universities Fair*
- Creator, Medals Awards, DFR & CSMM

2005-2006

- Undergraduate Counsellor for the CMST Program
- Curriculum Committee, Dept of Communication Studies and Multimedia
- Represented the Dept of French & the Dept of Communication Studies & Multimedia at the:
 - *McMaster Open House.*
 - *Humanities Majors Fair*
 - *Ontario Universities Fair*

2004-2005

- Undergraduate Counsellor for the CMST Program
- Committee of Instruction, Communication Studies Program
- Hiring committee for CLAs, Sessionals & TAs, Communication Studies Program
- Committee for the Selection of Teaching Assistants in France, Dept. of French
- Organized & hosted *First Annual French Honours Luncheon.*
- Organized, designed, purchased & distributed Gold/Silver/Bronze Medal for Academic Achievement in Communication Studies.
- Organized, designed, purchased & distributed Gold/Silver/Bronze Medal for Academic Achievement in French.
- Social Committee, Communication Studies Program
- Represented the French Department & Communication Studies Program at the:
 - *McMaster Open House.*
 - *Humanities Majors Fair*
 - *Ontario Universities Fair*

2004-Present

- Faculty Editor, *McMaster Journal of Communication*,

- 2013, Faculty Editor, David Schokking, Editor-in-Chief
- 2012, Faculty Editor, Katharine Blanchard, Wendy McLean-Cobban and Amber Wallace, Co-Editors.
- 2011, Faculty Editor, Kelly Bacon, Editor-in-Chief.
- 2010, Faculty Co-Editor, (with David Ogborn), Christine Larabie, Editor-in-Chief.
- 2009, Faculty Editor, Brittany Cadence and Heather Pullen, Co-Editors.
- 2008, Faculty Editor, Morgan Harper, Editor-in-Chief.
- 2007, Faculty Editor, Sonja Weaver, Editor-in-Chief.
- 2006, Faculty Editor, Matthew Clark, Editor-in-Chief.
- 2005, Faculty Editor, Juliet Wallace, Editor-in-Chief.
- 2004, Founding Faculty Editor, Sadia Azmat, Founding Editor-in-Chief.

2004-2008

- Founder and Principal Organizer, *McMaster French Contest*.
- The contest included written, listening and oral components with the aim of crowning the French Language Champions for the Greater Hamilton Region for both Core and Extended Immersion in three grade categories 7/8, 9/10, 11/12. The Concours is organized and sponsored by Department of French Studies of McMaster University. The top three contest winners in each category receive generous monetary awards as well as plaques. All participants receive a certificate and a t-shirt commemorating the event. The awards are presented at a special Gala Awards Celebration hosted by McMaster University during the week following the contest. The Celebration features French literary and media personalities reading their work.

2003-2004

- Committee for the Selection of Teaching Assistants in France
- Undergraduate Studies Committee, Department of French
- Represented the French Department at the:
 - *McMaster Open House*.
 - *Humanities Majors Fair*
- Hiring committee for CLAs, Sessionals & TAs, Communication Studies Program
- Committee of Instruction, Communication Studies Program
- Undergraduate Counsellor for the CMST Program
- Hiring committee for French/CMST Position
- Hiring committee for English/CMST Position
- Hiring committee for CanWest Global Chair in Communication Studies
- Curriculum Committee for Communication Studies
 - Participated in draughting of revised CMST curriculum 2004-2005
 - Presented Revised Communication Studies Curriculum to the Faculty of Humanities Curriculum Committee
 - Presented Revised Communication Studies Curriculum to the Faculty of Social Sciences Curriculum Committee
- Represented the Communication Studies Program at the:
 - *Ontario Universities Fair*
 - *McMaster Open House*.

- *Social Sciences Programs Fair*
- *Humanities Majors Fair*
- *Information Day for Prospective Multimedia Students* (gave presentation)
- *Information Night for Communication Studies Majors* (addressed assembled crowd & sold positive points of the Program)
- Organized “Communication In Action 2003” guest speaker series.
 - Invited 8 speakers from the private sector, government and Academe.
- Helped organize the *Communication Studies Students Society*, advised students on how to start an active, democratic student organization.
- I negotiated a deal with TVOntario whereby I designed a television series of interviews with famous scholars for them. This T.V. series involved Alan Gregg interviewing celebrities from Academe, the arts and politics. The T.V. series was designed to follow the curriculum of my course and incorporate a multimedia component into the course. The students had to watch the Program and then use the information from the interviews in their work.

2002-2003

- Committee for the Selection of Teaching Assistants in France, Department of French
- Undergraduate Studies Committee, Department of French
- Committee of Instruction, Communication Studies Program
- Committee for the Selection of a New Director, Communication Studies Program
- Undergraduate Counsellor for the Program, Communication Studies Program
- Represented the Communication Studies Program at the:
 - *Ontario Universities Fair*
 - *McMaster Open House*.
 - *Social Sciences Programs Fair*
 - *Humanities Majors Fair*
 - *Information Day for Prospective Multimedia Students* (gave presentation)
 - *Information Night for Communication Studies Majors* (addressed assembled crowd & sold positive points of the Program)
- CMST Hiring Sub-committee for Music/CMST Position, Communication Studies Program
- CMST Hiring Sub-committee for Political Science/CMST Position, Communication Studies Program
- CMST Hiring Sub-committee for Philosophy/CMST Position, Communication Studies Program
- Full committee for Second Music/CMST Position, Communication Studies Program
- Full hiring Committee for Sociology/CMST Position, Communication Studies Program
- Helped organize the *Communication Studies Students Society*, advised students on how to start an active, democratic student organization, Communication Studies Program
- Member, Committee for the Selection of Teaching Assistants Exchange Candidates, Department of French, McMaster University.
- Member, Joint Hiring Committee, Communication Studies Program/Department of Sociology.
- Undergraduate Counselor, Communication Studies Program, McMaster University.

2001-2002: McMaster University

- Member, Committee for the evaluation of candidates for 5 hirings (Communication Studies/Political Science, Communication Studies/Sociology, Communication Studies/Philosophy, Communication Studies/Music). Reviewed 17 dossiers and interviewed 10 candidates.
- Member, Director Search Committee, Communication Studies Program, McMaster University.
- Member, Committee of Instruction, Communication Studies Program, McMaster University
- Undergraduate Counsellor, Communication Studies Program, McMaster University
- Member, Committee for the Selection of a New Director for the Communication

2000-2001: York University

- Recruitment Committee, Department of French Studies, York University.
 - o Contacted and visited several feeder schools in the Greater Toronto Area.
 - o Addressed OAC students for 45 minutes per class and distributed promotional material.
 - o Made a Powerpoint presentation on my laptop promoting the Department of French to groups of grade 9 students. The main focus will be to impress upon them the importance of continuing French Studies throughout their studies.
- Interviewed candidates with Professors Monique Adriaen and Christiane Dumont for the position of “Work-Study Student: Computer Programr/Website maintainer - Department of French Studies, York University.”
- Varsity Athletics Hall of Fame Committee, Department of Physical Education, York University.
- Organized invited speaker series in Linguistics for the Department of French Studies, York University.

2000-2001: University of Toronto

- Invited Speaker/Panelist in Research Methods Graduate Seminar, University of Toronto
 - o Presented talk: “How to Pick Your Thesis Director and Thesis Committee.”
- Organized and led visit of Professor Gyongyu Shin of Chonnam National University, Korea who gave a Guest Lecture under the auspices of Centre for French Linguistics Invited Speaker Series.
- Presented the St. Michael's College Multimedia Learning Centre to 50 highschool students visiting from the Lycée français. Presented Computer Assisted Language Learning (CALL) environment and francophone Internet resources.
- Invited Speaker/Panelist in Research Methods Graduate Seminar, University of Toronto.
 - o Presented talk: “Successful Thesis Preparation and Writing in French Linguistics.”

1999-2000

- Invited Speaker at First Academic Orientation Session of the French Students Union, University of Toronto.
 - o Presented talk: “Graduate Study in French Linguistics.”
- Coordinator (for Dr. Anne-Marie Brousseau), Afternoon Session, French Table at

University of Toronto Day.

- Invited Speaker. Graduate Student Orientation Day.
 - o Presented talk: "How to Acclimatize Yourself to Life as Both as a Grad Student and a Torontonion at Large!"

1998-1999

- Co-Coordinator (with Nick Bibis). CELF (Centre d'études en linguistique française), Department of French, University of Toronto. Invited Speaker Series. Helped organize 14 sessions. Created website and maintained it for Invited Speaker Series.
- Invited Panelist. SSHRC/OGS Orientation Session. Department of French, University of Toronto.

1997-1998

- Invited Panelist. SSHRC/OGS Orientation Session. Department of French, University of Toronto.
- Conducted Internet and World Wide Web Orientation Session for Linguists.
 - o Presented Talk: "Using the Internet as the Basis for and Dissemination of Your Research."
- Compiled Booklet: "How to Quickly Complete the Necessary Documentation for Working at the ENS", Department of French, University of Toronto, 20 pages.
- Compiled Booklet: "The Student's Guide to the University of Toronto / École Normale Supérieure Research Exchange", Department of French, University of Toronto, 15 pages.
- Invited Speaker. Academic Session on Graduate Studies. Department of French, University of Toronto.
 - o Presented talk: "Graduate Study in French Linguistics."

1996-1997

- President, Graduate French Students Association, University of Toronto.

1992-1994

- President, French Students Association, York University

Faculty:

2015-16

On research leave

2014-2015

- Director, McMaster-Syracuse Master of Communications Management
- Member, Essay Prize Committee

2013-2014

- Director, McMaster-Syracuse Master of Communications Management
- Member, Essay Prize Committee

2012-2013

- Ad Hoc Committee for the Selection of the Director of the Sherman Centre for Digital Humanities
- Member, Faculty of Humanities Curriculum Committee
- Director, McMaster-Syracuse Master of Communications Management
- Director, McMaster-Mohawk Bachelor of Professional Communication

2011-2012

- Representative of the Faculty of Humanities to the DeGroot School of Business
- Member, Faculty of Humanities Curriculum Committee
- Lead, Bachelor of Professional Communication IQAP Brief
- Lead, Communication Studies IQAP Review, 47 pgs.
- Co-Lead, Communication and New Media Practice IQAP Brief, 81 pgs.

2010-2011

- Representative of the Faculty of Humanities to the DeGroot School of Business
- Member, Faculty of Humanities Curriculum Committee

2009-2010

- Humanities Faculty Representative, *Dongguan Initiative Curriculum Planning Committee*
- Representative of the Faculty of Humanities to the DeGroot School of Business

2008-2009

- Co-wrote (with large team of equal co-writers) and personally shepherded the proposal through administrative levels (dept committees in Linguistics & Languages, Psychology, Neuroscience & Behaviour; faculty committees in Science and Humanities; SGS committee for Science; Graduate Council; was invited to Senate passing of program and mentioned by Bob McNutt for exceptional service) for the MSc/PhD in Cognitive Science of Language
- Aided in the recruitment of Dr. John Connolly (provided room/board for aggregate total of 1 month, participated in his orientation. I transferred the following of my responsibilities and initiatives concerning Linguistics and Cognitive Science at Mac:
 - o MSc/PhD in CogSciLang – team-written with all participants and that I presented at every level of university governance until final Senate/Board approval;
 - o Clinical placement program with speech and language pathology clinicians that I had initiated
 - o Initial letter of intent for CFI that I had composed and co-wrote, in an intensive weekend session new internal proposal.
 - o Visit of External of Evaluators, MSc/PhD in CogSciLang (in which I participated)

2007-2008

- Member, Ad Hoc Hiring Committee for a Professor of Cognitive Science of Language
- Co-Chair, Committee for a Joint (w. F. of Science) MSc/PhD Program in the Cognitive Science of Language

- Wrote OCGS Brief for MSc/PhD in the Cognitive Science of Language
- Representative of F. of Humanities, Collaborations for Health: Development through the Lifespan theme.

2006-2007

- Co-Chair, Committee for a Joint (with the Faculty of Science) MSc/PhD Program in Cognitive and Linguistic Sciences
- Member of the Retreat to Plan the New Liberal Arts Building.

2005-2006

- Member, Hiring Committee for the first Chair of the new Department of Communication Studies and Multimedia at McMaster University
- Representative, Fac. of Humanities, Planning meeting for the McMaster Innovation Park
- Representative, Fac. of Humanities, Planning meetings for the McMaster@Burlington Campus
- Representative of Faculty of Humanities, Collaborations for Health: Development through the Lifespan theme.

2004-2005

- Member, Hiring Committee for the first Chair of the new Department of Communication Studies and Multimedia at McMaster University
- Chair, Curriculum Committee for the new Joint (with the Faculty of Science) Program in Linguistic Cognitive Science
- Chair, Committee for the Redefinition of the Linguistics Program
- Member, Curriculum Committee for the M.A. in Digital Society.
- Member, Hiring Committee for a Director of Indigenous Studies at McMaster University.

2003-2004

- Ad hoc committee on the future of the Communication Studies Program

2003-2005

- Representative of the Faculty of Humanities to the Faculty of Social Sciences.

2002-2003

- Representative, Faculty of Humanities and Communication Studies Program, McMaster Open House, October 27th, 2002.
- Representative, Faculty of Humanities, Ontario Universities Fair, Metro Toronto Convention Centre, Toronto, Ontario, September 27st, 2002.

2001-2002

- Representative, Faculty of Humanities and Communication Studies Program, McMaster Open House, October 27th, 2001.
- Representative, Faculty of Humanities, Ontario Universities Fair, Metro Toronto Convention Centre, Toronto, Ontario, September 21st, 2001.

University:

2015-2016

On research leave.

2014-2015

- Member, *McMaster Health Forum Steering Committee* (John Lavis, Chair)
- Member, Advisory Board, Web Analytics Program, Centre for Continuing Education, McMaster University.
- Internal IQAP Reviewer, Computational Science and Engineering, Faculty of Engineering, McMaster University.

2013-2014

- Member, *McMaster Health Forum Steering Committee* (John Lavis, Chair)
- Member, Advisory Board, Web Analytics Program, Centre for Continuing Education, McMaster University.

2012-2013

- Member, *McMaster Health Forum Steering Committee* (John Lavis, Chair)

2011-2012

- Member, *McMaster Health Forum Steering Committee* (John Lavis, Chair)

2011-2012

- Internal IQAP Reviewer, Bachelor of Commerce Program, DeGroote School of Business
- Member, *McMaster Health Forum Steering Committee* (John Lavis, Chair)
- Member, *Librarian's Levels and Promotions Committee*

2010-2011

- Chair, *Committee to Form a McMaster Canadian Video News Archive*
- Member, *TOTAL, Provost's Task Force on Teaching and Learning.*
- Member, *Committee to Review Research Centres and Institutes*
 - o Reported to the VP Research and International Relations
- Member, *McMaster Health Forums Planning Committee* (John Lavis, Chair)
- Member, *Librarian's Levels and Promotions Committee*

2009-2010

- Chair, *Committee to Form a McMaster Canadian Video News Archive*
- Member, *TOTAL, Provost's Task Force on Teaching and Learning.*
- Member, *Provost's Delegation to visit Dongguan University of Technology* (August, 2009)
- Member, *Committee to Review Research Centres and Institutes*
- Reported to the VP Research and International Relations
- Member, *McMaster Health Forums Planning Committee* (John Lavis, Chair)

- Member, *Hiring Committee for a Digital Media Librarian*.
- Member, *Librarian's Levels and Promotions Committee*
- Participant, Capital Campaign
- Attended meetings with OPR
- Attended donor events (invited by Lorna Somers)
- Member, *McMaster University Faculty Association Executive Committee*

2008-2009

- Member, TOTAL, Provost's Task Force on Teaching and Learning.
 - o Wrote 50-page Humanities SWOT on Teaching and Learning in the Humanities
- Member, McMaster Health Forums Planning Committee (John Lavis, Chair)
- Member, Hiring Committee, Digital Media Librarian.
- Participant, Capital Campaign
 - o Attended meeting with OPR
 - o Attended donor lunch (invited by Lorna Somers)
 - o Gave presentation to alumni on research

2007-2008

- Member, Provost's Task Force on Teaching.
- Member, Associate Vice President (Research)'s Steering Committee for Undergraduate Research
- Member, Awards Committee, Office of the Registrar
- Elected Member, Budget Sub-Committee of the University Planning Committee, a joint committee of the University Senate and the Board of Governors
- Elected Member, University Planning Committee, a joint committee of the University Senate and the Board of Governors
- Representative of the Faculty of Humanities, Capital Campaign.

2006-2007

- Appointed Member, Budget Sub-Committee of the University Planning Committee, a joint committee of the University Senate and the Board of Governors
- Elected Member, University Planning Committee, a joint committee of the University Senate and the Board of Governors
- Representative of the Faculty of Humanities, Capital Campaign.
- Member, Awards Committee, Office of the Registrar

2005-2006

- Appointed Member, Budget Sub-Committee of the University Planning Committee, a joint committee of the University Senate and the Board of Governors

2005-2007

- Elected Member, University Planning Committee, a joint committee of the University Senate and the Board of Governors

2004-2005

- Member, Vice Presidential Committee for the formation of a Department of Communication & Multimedia.

18. OTHER RESPONSIBILITIES:

MUNICIPAL POLITICS

Matthew Green (Hamilton, Ward 3, Elected)

- Provided strategic advice on campaign planning and political communications

Aidan Johnson (Hamilton, Ward 1, Elected)

- Provided strategic advice on campaign planning and political communications

FEDERAL AND PROVINCIAL LIBERAL POLITICS

Liberal Research Bureau, Parliament of Canada

- Director, Research and Insights

Transition Team, Federal Liberal Government

- Helped to establish and organize the Liberal Research Bureau (December, 2015)

Filomena Tassi

- Senior Advisor, Office of Filomena Tassi, MP (2015-present).
- Communications Chair, Electoral Campaign of Filomena Tassi, Hamilton West-Ancaster-Dundas (elected). September-October, 2015.

Ted McMeekin

- Senior Communications Advisor, Constituency of Ted McMeekin, MPP & Ontario Minister of Community and Social Services / Minister of Municipal Affairs and Housing (2014-present).
- Communications Chair, Electoral Campaign of Ted McMeekin, Ancaster-Dundas-Flamborough-Westdale (elected). May, 2014.

Gerard Kennedy

- Senior Advisor for Policy, Communications and French Translation, Ontario Liberal Party Leadership Campaign of Gerard Kennedy, 2012-2013.

Ted McMeekin

- Senior Communications Advisor, Constituency of Ted McMeekin, MPP & Ontario Minister of Agriculture, Farming and Rural Affairs (2011-present).
- Communications Chair, Electoral Campaign of Ted McMeekin, Ancaster-Dundas-Flamborough-Westdale (elected). Sep/Oct, 2011.

Provincial Liberal Riding Association – Ancaster-Dundas-Flamborough-Westdale

- Vice-President (Communications), 2011-present

Federal Liberal Riding Association – Ancaster-Dundas-Flamborough-Westdale

- Vice President (Communications), Federal Liberal Riding Association of Ancaster-Dundas-Flamborough Westdale (2007-2009)

Gerard Kennedy

- Co-Chair and Director of Communications, Electoral Campaign of Gerard Kennedy, Parkdale-High Park (elected). Sep/Oct, 2008.
- Interim Chief-of-Staff and Senior Communications and Policy Advisor, Gerard Kennedy, Industry Critic (Dion Shadow Cabinet)/Infrastructure and Cities Critic (Ignatieff Shadow Cabinet) Oct 15 – Dec 15, 2008.
- Communications Advisor (French Communications), Federal Liberal Leadership Campaign, 2006.

Judy Marsales

- Director of Communications, provincial election campaign for Riding of West Hamilton (elected)
- on-going communications consulting and intern coordination during her mandate.
- He advised her on debate prep, media relations, speech writing, public speaking, letter writing, event planning, issues management, etc.

Community Groups:

- Sons of Italy (Hamilton). Organized strategic imaging and visioning session and produced report.

MEDIA APPEARANCES

2001

[1] Bongers, Agnes. “Naughty or Nice? The annual Christmas letter is either scorned or praised.” *The Hamilton Spectator*, page D15, Family Section, December 15, 2001.

2003

[2] Ball, Michelle. “Teaching Award winners inspire passion for discovery”, *McMaster Daily News*, March 13, 2003.

2005

[3] “Relief group holds Sri Lanka symposium”, *CHCH TV News at 6*, March 13, 2005.

[4] “Hamilton groups sends aid to Sri Lanka”, *CHML Radio News*, March 14, 2005.

[5] Buist, Steve. “Relief group keeps hitting roadblocks” *The Hamilton Spectator*, page A5, Local Section, March 14, 2005.

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FENCING

Fencing Competition

2004	Ranked 3 rd /127 in Men’s Sabre in Province of Ontario Championship.
2002	Finished 4 th at Ontario Provincial Championships, Toronto, Canada.
1997-1998	Fenced on Division III Team of Racing Club de France at National Championships of France
1997-2000	Captain, Sabre Team, York University Fencing Club, Toronto, Canada
1995	Fenced at Sabre World Cup Tournament, NYAC, New York City
1994-1996	Captain, Varsity Blues Sabre Team, University of Toronto
1992-1994	Captain, Varsity Yeomen Sabre Team, York University

Fencing Teaching/Coaching

2010-2011	Assistant Coach, McMaster Varsity Fencing Team, Hamilton, Ontario.
2005-present	Honourary Coach, Dragon Fencing Academy, Richmond Hill, Ontario.
2004-2007	Assistant Coach, Westdale Fencing Club, Hamilton, Ontario.
2003-2004	Received NCCP Level 2 Sabre Coach certification.
2002-2003	Coached York University Varsity Sabre Team to 3 rd -place at Ontario

University Athletic Finals.
2000-2004 Head Coach, York University Varsity Fencing Club
1999-2000 Coached Cadet and Junior Provincial Champions in Sabre
Coached silver & bronze medal winners in Sabre Cadet & Junior Provincial
Championships
1998-2000 Coordinator, Junior & Cadet Elite Programs, Sabre, York Univ. Varsity
Fencing Club, Toronto
1996-2000 NCCP Level 1 Sabre Coach, York University Varsity Fencing Club, Toronto

Fencing Service (Refereeing and Administration)

2007-present Referee, St. Andrew's College Saints Invitational Fencing Tournament
1998-2004 Chief Executive Officer, York University Fencing Club, York University,
Toronto, Canada.
1992-1994 President, York University Fencing Club, York University, Toronto, Canada