

## Contributors/Editors

Katharine Blanchard

**K**atharine Blanchard has over ten years of public relations experience, especially in the non-profit sector. She graduated from the University of Maryland with a B.A. in Latin American Studies, and a specialization in Business and Marketing. Her experience includes work with non-profits all over the U.S., including as a bilingual community spokesperson promoting medical care in San Diego, CA. Recently, she was the Director of Communications and Development for a Philadelphia-based educational non-profit where she managed all marketing, communications and development reaching over 200,000 people a year, in U.S., Canada, Mexico and the Bahamas. Currently she is finishing a Master in Communications Management (MCM) at McMaster University.

Joe Distel

**J**oe Distel is currently the Director of Communications for the Hamilton Philharmonic Orchestra and is nearing completion of McMaster University's Master of Communications Management (MCM) degree program. Like many communications professionals, Joe worked as a newspaper journalist in the early years of his career, first in the U.S. and then in several communities in southern Ontario. Answering a call in the non-profit sector, he spent nearly a decade with Kin Canada (formerly Kinsmen & Kinette Clubs of Canada) before eventually moving on to corporate communications and then independent consultancy work. To his family and friends, however, Joe is simply "the writer."

Rebecca Edgar, MCM

**R**ebecca Edgar (@RebeccaEdgar) is a public relations consultant and an instructor at Niagara College and McMaster University. She recently completed a Master of Communications Management (MCM) degree at McMaster and presented capstone research, “Have we hit rock bottom? Trust and Reputation Study: The Niagara Health System,” at the International Public Relations Research Conference in Miami, Florida.

Susan M. Emigh

**S**usan M. Emigh is a student of the Master of Communications Management (MCM) program in the Faculty of Humanities, McMaster University. She is also the director, public relations for the Faculty of Health Sciences at McMaster University where she has been responsible for internal and external communications for the past nine years. Previously, she spent 25 years as a newspaper journalist and market researcher.

Karen Humphreys Blake, MCM, APR

**K**aren Humphreys Blake, APR, is a public relations and communications consultant with more than 25 years of experience in public relations and communications management. She has experience in a range of sectors and has held senior leadership positions in government, health care, social housing, hydro development and education. She has also gained considerable expertise in the volunteer sector, association management and fundraising through work with arts, heritage, community service and charitable organizations. Karen holds a B.A. (Hon.) Journalism from The University of Western Ontario. She began her career as a general reporter and spent several years as a business reporter. She has also pursued ongoing education in

fundraising and development and management. Karen recently completed the Master of Communications Management (MCM) program.

Ann Marie Males

**A**nne Marie Males has more than 20 years experience in public relations, government relations and corporate communications, working primarily in health and education. Her educational background includes an Bachelor of Applied Arts (Journalism) from Ryerson, a Bachelor of Administrative Studies from York University and she is currently completing a Master of Communication Management (MCM) from McMaster. As the Vice President of Patient Experience at The Scarborough Hospital her focus is bringing the patient voice into the healthcare experience. She is a skilled presenter and trainer, as well as a prolific freelance writer whose work has appeared in most of Canada's largest dailies including *The Toronto Star*, *The Globe and Mail* and the *National Post*. She is currently the restaurant critic for The Toronto Sun and is working on her second novel.

Wendy McLean-Cobban, CMP, ABC

**W**endy McLean-Cobban, CMP, ABC, (@wmcleancobban) has over 14 years of experience as a communications, marketing and events professional working in both the financial and not-for-profit sectors. Currently she is the Manager of National Practice Area Communications at the Canadian Institute of Chartered Accountants (CICA) and is working on her Master of Communications Management (MCM) at McMaster University. She also holds both the Accredited Business Communicator (ABC) and Certified Meeting Professional (MPI) accreditations.

Sylvie Plante

**A**fter six years as a public relations practitioner in the non-profit sector and small and medium businesses, Sylvie Plante now envisions an academic career. Currently completing her Master of Communications Management (MCM) degree at McMaster University, Sylvie publishes in both French and English. She is passionate about intercultural communications, reputation management, ethics as well as strategic public relations. She holds a B.A. (Hon.) in Public Communications with a specialization in Public Relations from Université Laval.

*Sylvie Plante possède six années d'expérience comme praticienne en relations publiques notamment au sein d'organismes sans but lucratifs et de PME (Petites et Moyennes Entreprises). Elle complète présentement sa Maîtrise en gestion des communications (MCM) à l'Université McMaster et entrevoit une carrière en recherche et en enseignement. Parfaitement bilingue, elle se passionne pour les communications interculturelles, la gestion de la réputation, l'éthique ainsi que les relations publiques comme fonction stratégique. Elle détient également un baccalauréat en communications publiques, spécialisé en relations publiques de l'Université Laval.*

Nii Sackey Sackeyfio

**N**ii Sackey Sackeyfio (@NiiSackeyfio) has carved out a niche in communications over the past six years through through his involvement in numerous public relations and community engagement roles including the MaRS Discover District, the Vagina Monologues and the Royal Tour 2010. Currently, working at the Canadian College of Naturopathic Medicine in online communications, Nii is also completing his Master of in Communications Management (MCM) from the McMaster University. He is also a McMaster alumnus with a B.A. communications and political science. You can also find more of his writing in the AfriCulture Magazine where he is regularly featured.

Alex Sévigny, PhD, APR, MCIPR

Alex Sévigny (@AlexSevigny) is Executive Director of the Master of Communications Management and Honours Bachelor of Professional Communication programs, and an associate professor of communication studies and communication management at McMaster University. He co-founded the communication studies program in 2001. He is co-founder and executive director of the COMM-LAB: McMaster Communication Metrics Lab. He is also the co-founder and editor-in-chief of the Journal of Professional Communication, and the co-founder of The McMaster Journal of Communication, of which he has been faculty editor for ten years.

Amber Wallace

**A**mber Wallace is a communications professional with more than 16 years experience serving organizations on both the corporate and agency sides. She is the Director of Communications and External Relations for Queen's School of Business. Amber is currently completing the final semester of her Master of Communications Management (MCM) program at McMaster University.

Jennifer Thomlinson

**A**n avid news watcher and political aficionado, Jennifer Thomlinson (@JennThomlinson) is the Manager of Communications at CPAC, the Cable Public Affairs Channel, in Ottawa, Canada. She has five years of progressive communications experience with the national broadcaster and more than two years of experience in government communications and public affairs both at the federal and international levels. Jennifer holds a B.A., Honours in Communications from the University of Ottawa and is in the final semester of the Master of Communications Management (MCM) program at McMaster University.