

# YOUR GUIDE TO OUR EXPERTS

**MEDIA KIT**

*Election  
2019*

*Contact* Kerry Kilmartin | 604.822.8244 | [kilmartin@ubcpres.ca](mailto:kilmartin@ubcpres.ca)



**UBC**Press

## What's Trending in Canadian Politics?

explores the changing nature of political communication and democratic governance in a digital age.



*"Scholars are still coming to terms with the transformative effects the internet and social media are having on politics, public policy, social activism, and public discourse in Canada, in part due to a paucity of empirical research. This volume goes a long way in advancing our knowledge of the seismic shifts taking place in political communication."*

— FRED FLETCHER, PROFESSOR EMERITUS,  
DEPARTMENT OF POLITICS, YORK UNIVERSITY



## Mireille Lalancette

Dr. Mireille Lalancette is currently professor in political communication at the Université du Québec à Trois-Rivières. She has published about the construction of the mediated image of politicians, gender, and representation, and about the use and impact of social media by citizens, grassroots organizations, and Canadian political actors. Researcher for the groupe de recherche en communication politique (GRCP), she is the author of the *ABC de l'argumentation pour les professionnels de la santé ou toute autre personne qui souhaite convaincre* (PUQ, with Marie-Josée Drolet and Marie-Ève Caty). Her work has been published in Canadian and international research publications in both French and English.

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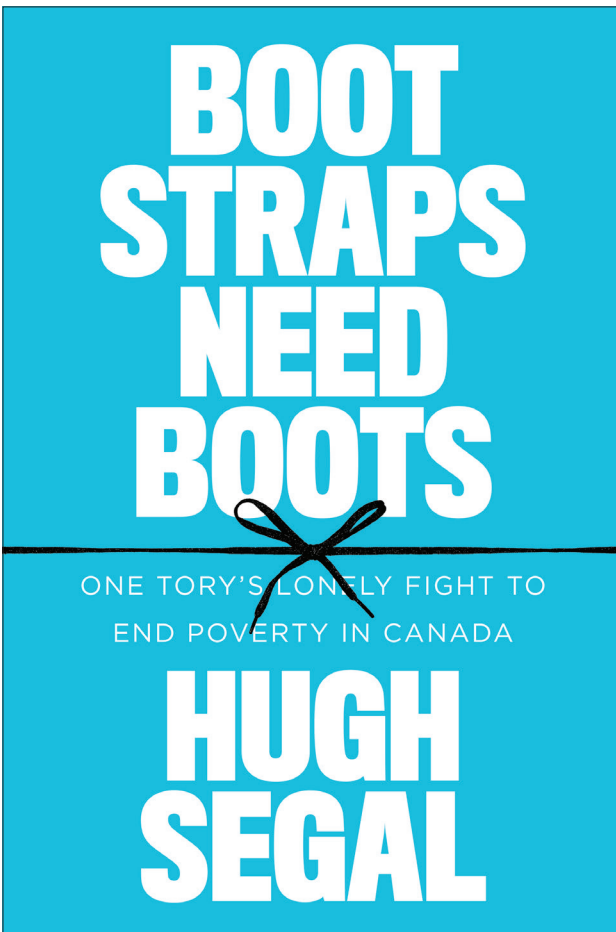
## Areas of Expertise

- political communication
- social media

### Contact

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In his deeply personal memoir, **Boot Straps Need Boots**, Hugh Segal reflects on how his experiences as a child shaped his life-long advocacy for the poor, including his continued push for a basic income for all Canadians.



*"After a lifetime in Progressive Conservative politics, Hugh Segal was known as a "Happy Warrior" because of his legendary optimism and the generosity of his vision for Canada and for the under-privileged in our society. I have known Hugh extremely well for over forty years and I can say without hesitation that I have never met a more principled, thoughtful, and effective practitioner of the political arts in this splendid country of ours."*

— THE RIGHT HONOURABLE BRIAN MULRONEY,  
18TH PRIME MINISTER OF CANADA



## Hugh Segal

Hugh Segal, OC, O Ont, is a remarkable Canadian whose multiple vocations have spanned politics, academia, business, and communications for more than four decades. A central figure in Conservative Party circles, he is a passionate advocate for a basic annual income for all Canadians. He is also the author of seven books on public policy and the nature of conservatism in Canada – the most recent being *Two Freedoms: Canada's Global Agenda*.

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## Areas of Expertise

- poverty and policy, including basic annual income
- transition planning: how oppositions prepare for governing in close elections
  - debate preparation
  - platform preparation

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## Communication, Strategy, and Politics

is a ground-breaking series from UBC Press that examines elite decision making and political communication in today's hyper-mediated and highly competitive environment.

*Series editors: Thierry Giasson and Alex Marland*



### Thierry Giasson

Thierry Giasson is professor of political science, Université Laval. He is the lead investigator of the Groupe de recherche en communication politique (GRCP) and a member of the Centre for the Study of Democratic Citizenship. His research focuses on new civic forms of political communication, on partisan uses of online technologies, as well as on the effects of political communication and marketing practices on electoral campaigns, political participation, and civic engagement in Québec and Canada.

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### Areas of Expertise

- political communication
  - political marketing
    - online politics
  - electoral strategy
    - voting
  - political parties

### Alex Marland

Alex Marland is professor of political science, Memorial University of Newfoundland. He researches the decision-making behind communications strategies and tactics in Canadian politics and government and publishes widely in this area. His main areas of research encompass political branding, communication, and marketing in Canada.

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### Areas of Expertise

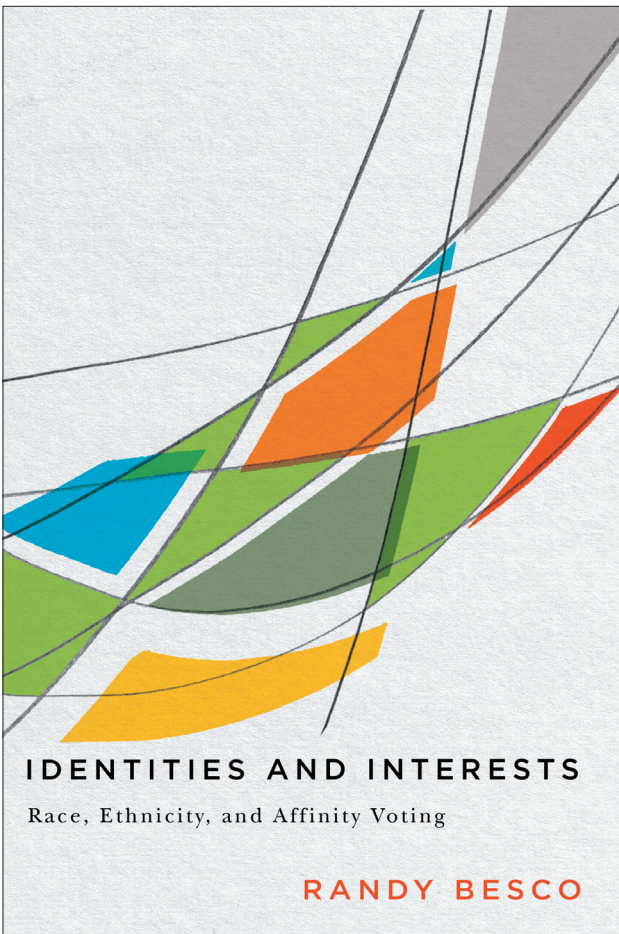
- party discipline
- political branding
- political marketing
- message control

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**Identities and Interests** examines the electoral behaviour of racialized Canadians: how they self-identify, why they support minority candidates, and what these patterns mean for Canadian politics.



*"Randy Besco provides the most thorough investigation, for any country, of when ethnic minorities vote for other minority candidates."*

STEPHEN FISHER, ASSOCIATE PROFESSOR IN POLITICAL SOCIOLOGY  
AND FELLOW OF TRINITY COLLEGE, OXFORD UNIVERSITY

*"This 'must-read' by Besco is a welcome addition to scholarship in the politics and race and ethnicity."*

JANE JUNN, PROFESSOR OF POLITICAL SCIENCE AND GENDER AND SEXUALITY  
STUDIES, UNIVERSITY OF SOUTHERN CALIFORNIA, AND EDITOR OF  
*New Race Politics in America: Understanding Minority and Immigrant Politics*



## Randy Besco

Randy Besco is an assistant professor of political science at the University of Toronto. He researches elections and diversity, including the voting behavior of immigrants, discrimination against minority candidatures, and public opinion on multiculturalism. His newest research project is on how political attacks on minorities affects their mobilization and political participation.

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## Areas of Expertise

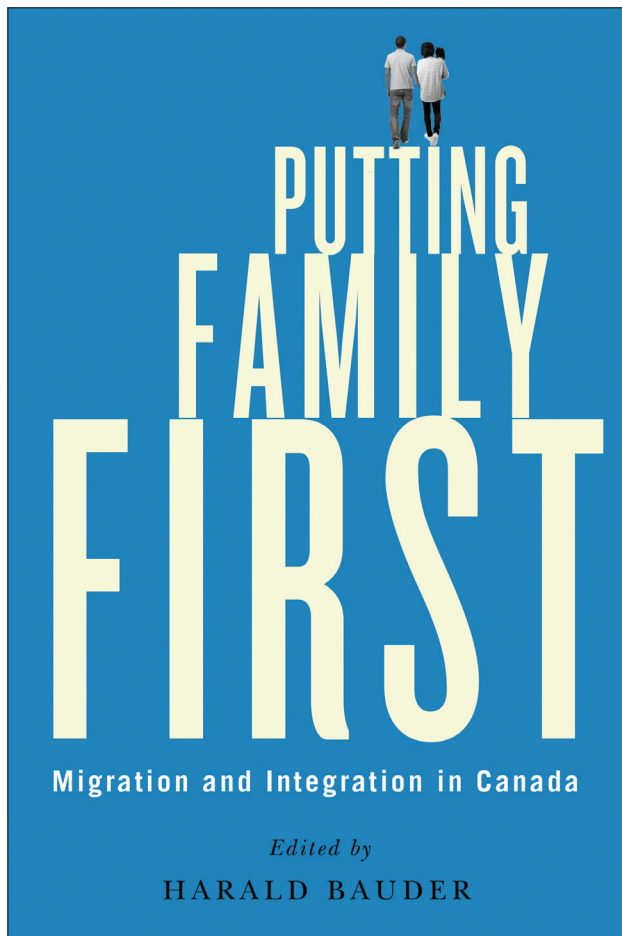
- elections and voting
- public opinion
- provincial and regional identities
- race and ethnicity
- immigration

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**Putting Family First** challenges the conventional view of settlement and integration as an individual process driven largely by the labour market, placing the family at the centre of the successful immigrant experience.



*“Every immigrant family has its own stories, good and bad. It is my great hope that what this book brings to light will assist every member of every new family welcomed into the fabric of our extraordinary society so that the good outweighs the bad – for every immigrant, for every family, and for every Canadian.”*

—FROM THE FOREWORD BY OLIVIA CHOW



## Harald Bauder

Harald Bauder is a professor of geography and the director of the Graduate Program in Immigration and Settlement Studies at Ryerson University. His area of expertise include Canadian immigration policy and debate, immigration-Indigenous relations, and sanctuary and solidarity cities in Canada and beyond. He regularly publishes not only in academic outlets but also the popular media on contemporary issues related to migration and integration.

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## Areas of Expertise

- Canadian immigration and policy
- immigrant-Indigenous relations
  - cities and integration

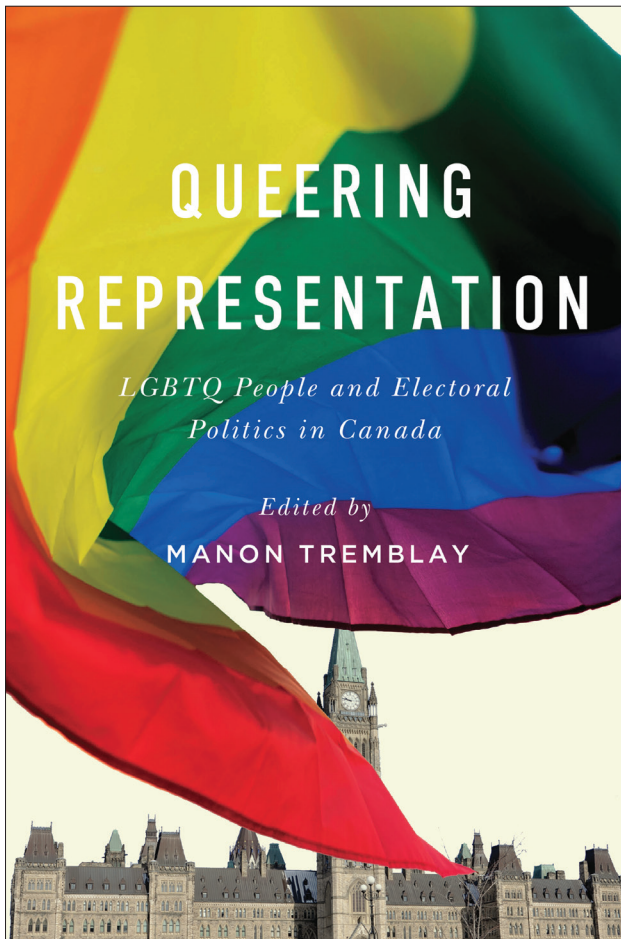
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**Queering Representation** explores what happens when LGBTQ people move out of the closet and into the political arena.



“Whereas much LGBT activism involves protests and articulating demands, this edited collection provides an informative and analytical look at another type of LGBT organizing: one aimed at securing a “place at the table” by electing LGBT people to public office.”

— NEIL THOMLINSON, ASSOCIATE PROFESSOR OF PUBLIC ADMINISTRATION AND GOVERNANCE, RYERSON UNIVERSITY



## Manon Tremblay

Manon Tremblay is a professor in the School of Political Studies at the University of Ottawa. Her research interests are gender/women in politics, and LGBTQ politics and social activism. Her current research looks at LGBTQ people elected in Canadian politics. Her most recent writing includes: *100 Questions about Women and Politics* (McGill-Queen's University Press, 2018), *The Ashgate Research Companion to Lesbian and Gay Activism* (co-edited with D. Paternotte, Ashgate, 2015); and *Genre et professionnalisation de la politique municipale* (co-authored with A. Mévellec, PUQ, 2016).

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## Areas of Expertise

- feminist movement
- gender and politics
- LGBTQ politics

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