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UNIVERSITY

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CITIZENSHIP Canadian

EDUCATION

1997 *Ph.D. (Marketing)*, University of British Columbia
 1988 *Master of Business Administration (MBA)*, University of Manitoba
 1984 *Bachelor of Science (Psychology)*, University of Toronto

WORK EXPERIENCE

2007 *Acting Dean, Faculty of Business Administration*, University of Regina

2005- 2006 *Director of the Kenneth Levene Graduate School of Business & Associate Dean, Faculty of Business Administration*, University of Regina
 Responsibilities include managing the MBA , Executive MBA, and MHRM programs, including student recruitment, strategic planning, curriculum development, and program administration.

2006 Promoted to the rank of *Full Professor* at the University of Regina

2001- 2006 *Associate Professor*, University of Regina, Regina, Canada
 Responsibilities include teaching and research.

1997- 2001 *Associate Professor*, University of Winnipeg, Winnipeg, Canada
 Responsibilities included teaching and research.

1994-97 *Assistant Professor*, Concordia University, Montreal, Canada
 Responsibilities included teaching and research.

1990-94 *Research Assistant*, University of British Columbia, Vancouver, Canada
 Responsibilities included assisting with preparation of grant proposals, conducting data analysis, and drafting/editing research papers to assist Professors Gerald Gorn, Charles Weinberg, and Richard Pollay.

1989-90 *Account Director - Operations*, McKim Advertising Ltd., Winnipeg, Canada
 Responsibilities included supervising several Account Managers, preparation of new business proposals, strategic marketing planning, project co-ordination, public relations, direct mail campaigns, and general communications planning for a diverse group of organizations, specializing in social marketing.

1988,1990 *Senior Research Consultant*, Western Opinion Research Inc., Winnipeg
 Responsibilities included the management of research projects including research design and data collection, analysis and interpretation of results, client liaison and presentations, and report preparation.

1988 *Marketing Manager*, Vantasy Ltd., Winnipeg, Canada
 Responsibilities included development of a comprehensive marketing plan and preparation and co-ordination of marketing support programs and materials.

1984-87 *Media Director*, McKim Advertising Ltd., Winnipeg, Canada
 Responsibilities included preparation of advertising and media strategies for clients, coordination of marketing research projects, supervision of all media buying activities, and supervision of a staff of three persons.

1983-84 *Broadcast Media Supervisor*, Foster Advertising Ltd., Toronto, Canada
Responsibilities included negotiating for radio and television airtime purchases and training/supervising a staff of three persons.

CURRENT PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science (AMS)
American Academy of Advertising (AAA)
Society for Consumer Psychology (SCP)

HONOURS

2004 Awarded an Honorary Mention in the *Best Paper* competition at the Social Marketing Advances in Research and Theory (SMART) conference.
2001 Awarded the *Best Paper Award* at the American Marketing Association Summer Educator's Conference.
1999 Awarded the R.A. Muller President's Award from the Advertising Association of Winnipeg, for outstanding contribution to the advancement of the Association's objectives
1992-94 Social Sciences & Humanities Research Council of Canada (SSHRC) Graduate Fellowship
1992-94 E.D. MacPhee Graduate Fellowship
1990-92 Outreach Graduate Fellowship
1987-88 Dean's Honour Roll, University of Manitoba MBA programme
1986 Awarded the R.A. Muller President's Award from the Advertising Association of Winnipeg, for outstanding contribution to the advancement of the Association's objectives
1981 Professor Gordon G. Blake Scholarship in Economics, University of Winnipeg
1981 Board of Regents Scholarship, University of Winnipeg

RESEARCH GRANTS (Last 5 years)

2007-08 CTCRI Policy Research Grant, awarded funding as a co-investigator on a project entitled, "Documenting the elimination of tobacco promotions at point-of-sale." Principal Investigator: Joanna Cohen (University of Toronto), **\$79,840.00**.
2007-08 Ontario Problem Gambling Research Centre, awarded funding as a co-investigator on a project entitled "Gambling Marketing at Point-of-Sale Research Study." Principal Investigator: David Korn, University of Toronto; co-investigators are Joanna Cohen (University of Toronto) and Daniel Robinson (University of Western Ontario).
2006-07 Saskatchewan Health Research Foundation (SHRF) Strategic Priorities Grant, awarded **\$10,000** over one year as Co-Investigator for a project entitled, "Using Protection Motivation Theory to improve public health communications." Principal Investigator: Magdalena Cismaru. Co-Investigators: Heather Hadjistavropoulos (Psychology), Kim Dorsch (Kinesiology).
2006-07 I.C.E. (Interdisciplinary Capacity Enhancement) Seed Grant, awarded **\$5,000** over one year as Principal Investigator to develop a book entitled, *Where There's Smoke, There's Fire: The Tobacco Industry's Challenge of Canada's Tobacco Act*, with co-investigators Daniel Robinson (University of Western Ontario) and Timothy Dewhirst (University of Saskatchewan).
2005-06 WorkSafe BC Research Secretariat grant, "Using Social Marketing to Increase Occupational Health and Safety," awarded **\$98,750** over one year as Principal Investigator; co-investigators include Michael Basil, Debra Z. Basil, Sameer Deshpande, and James H. Mintz.
2005-08 SSHRC Standard Grant, "Consumer Behaviour and the Need for Social Identity," awarded **\$79,077** over 3 years as Principal (sole) Investigator.
2005-06 CTCRI (Canadian Tobacco Control Research Initiative) Policy Grant, "Newspaper and Magazine Advertising under the Tobacco Act," awarded **\$27,800** over one year.
2004-06 CTCRI (Canadian Tobacco Control Research Initiative) Policy Grant, "Tobacco Marketing at Point-of-Sale," awarded **\$128,450** over two years as a co-investigator. Principal investigator is Joanna Cohen (University of Toronto) and co-investigators are Daniel Robinson (University of Western Ontario), Shawn O'Connor, Francis Thompson, Stacy Landau, and Steven Savvaids.
2002-05 SSHRC-CTCRI (Canadian Tobacco Control Research Initiative) Strategic Grant, "A Model of the Perceived Social Acceptability of Smoking: Comparing Tobacco Industry Efforts with Tobacco Denormalization Policies," awarded **\$85,667** over three years.

- 2003-04 SSHRC-CTCRI (Canadian Tobacco Control Research Initiative) Strategic Grant, "Identifying Best Practices for 'Quit and Win' Programs," awarded **\$34,668** over one year.
- 2002-03 SSHRC-CTCRI (Canadian Tobacco Control Research Initiative) Strategic Grant, "A Content Analysis of the Characteristics of Mass Media Tobacco Industry Denormalization Messages," awarded **\$26,152** over one year.

REFEREED JOURNAL PUBLICATIONS

1. Lavack, Anne M., Mrugank V. Thakor, and Ingrid Bottausci (2008, forthcoming), "Music-Brand Congruency in High- and Low-Cognition Radio Advertising," *International Journal of Advertising*.
2. Silvera, David H., Anne M. Lavack, and Fredric Kropp (2008, forthcoming), "Impulse Buying: The Role of Affect, Social Influence, and Subjective Well-Being," *Journal of Consumer Marketing*.
3. Cohen, Joanna E., Lynn C. Planinac, Kara Griffin, Daniel J. Robinson, Shawn C. O'Connor, Anne M. Lavack, Francis E. Thompson, and Joanne Di Nardo (2008, forthcoming), "Tobacco Promotions at Point-of-Sale: The Last Hurrah," *Canadian Journal of Public Health*.
- 4.
5. Lavack, Anne M., Sherry Magnuson, Debra Z. Basil, Sameer Deshpande, James H. Mintz, and Michael D. Basil (2008, forthcoming), "Enhancing Occupational Health and Safety in Young Workers: The Role of Social Marketing," *International Journal of Nonprofit and Voluntary Sector Marketing*, special issue on Social Marketing.
6. Cohen, Joanna E., Lynn C. Planinac, Kara Griffin, Daniel J. Robinson, Shawn C. O'Connor, Anne M. Lavack, Francis E. Thompson, and Joanne Di Nardo (2007), "Keeping the Point-of-Sale Environment at the Forefront," Letter to the Editor in *American Journal of Public Health*. (Letters to the Editor are refereed by editorial committee.)
7. Cismaru, Magdalena, and Anne M. Lavack (2007, forthcoming), "Social Marketing Campaigns Aimed at Preventing and Controlling Obesity: A Review and Recommendations," *International Review on Public and Nonprofit Marketing*, 4 (1/2).
8. Cismaru, Magdalena and Anne M. Lavack (2007), "Tobacco Warning Labels and the Protection Motivation Model: Implications for Canadian Public Policy," *Canadian Public Policy/Analyse de Politiques*, 33(4), 477-486.
9. Cismaru, Magdalena and Anne M. Lavack (2007), "Interaction Effects and Combinatorial Rules Governing Protection Motivation Theory Variables," *Marketing Theory*, 7(3), 249-70.
10. Lavack, Anne M. (2007), "Using Social Marketing to De-Stigmatize Addictions: A Review," *Addiction Research and Theory*, 15(5), 479-492.
11. Lavack, Anne M., Lisa Watson, and Julie Markwart (2007), "International Quit and Win: A Social Marketing Success Story," *Social Marketing Quarterly*, 13(1), 31-52.
12. Lavack, Anne M. and Gina Clark (2007), "Responding to the Global Tobacco Industry: Canada and the Framework Convention on Tobacco Control," *Canadian Public Administration*, 50(1), 100-118.
13. Cismaru, Magdalena and Anne M. Lavack (2006), "Marketing Communications and Protection Motivation Theory: Examining Consumer Decision-Making," *International Review on Public and Non Profit Marketing*, 3(2, December).
14. Charlebois, Sylvain, Anne M. Lavack, and Patrick Cooper (2006), "Survey Research with Cattle Producers in a Crisis Environment: Methodological Challenges and Recommendations," *Canadian Journal of Marketing Research*.
15. Lavack, Anne M. and Graham Toth (2006), "Tobacco Point-of-Purchase Promotion: Examining Tobacco Industry Documents," *Tobacco Control*, 15(5), 377-384.

16. Kropp, Fredric, Anne M. Lavack, and David H. Silvera (2005), "Values and Collective Self-Esteem as Predictors of Consumer Susceptibility to Interpersonal Influence among University Students," *International Marketing Review*, 22(1), 7-33.
17. Gabler, Joanna, Fredric Kropp, David H. Silvera, and Anne M. Lavack (2004), "The Role of Attitudes and Self-Efficacy in Predicting Condom Use and Purchase Intentions," *Health Marketing Quarterly*, 21(3), 63-78.
18. Lavack, Anne M. (2004), "Ads that Attack the Tobacco Industry: A Review and Recommendations," *Journal of Nonprofit and Public Sector Marketing*, 12(2), 51-72.
19. Kropp, Fredric, Anne M. Lavack, David H. Silvera, and Joanna R. Gabler (2004), "Alcohol Consumption among University Students: A Multi-Country Study of Attitudes, Values, Identity, and Consumer Influence," *Journal of Nonprofit and Public Sector Marketing*, 12(2), 1-28.
20. Lavack, Anne M. and Fredric Kropp (2003), "Smoking Among University Students in Canada and Korea: Linking Diffusion Theory with Consumer Susceptibility to Interpersonal Influence," *Health Marketing Quarterly*, 20(4), 3-25.
21. Thakor, Mrugank V. and Anne M. Lavack (2003), "Effect of Perceived Brand Origin Associations on Consumer Perceptions of Quality," *Journal of Product and Brand Management*, 12(6), 394-407.
22. Lavack, Anne M. and Fredric Kropp (2003), "A Cross-Cultural Comparison of Consumer Attitudes toward Cause-Related Marketing," *Social Marketing Quarterly*, 9(2), 3-16.
23. Lavack, Anne M. (2003), "An Inside View of Tobacco Sports Sponsorship: An Historical Perspective," *International Journal of Sports Marketing and Sponsorship*, 5(2), 33-56.
24. Katz, Sara K. and Anne M. Lavack (2002), "Tobacco Related Bar Promotions: Insights from Tobacco Industry Documents," *Tobacco Control*, 11(Suppl. 1), i92-i101.
25. Kim, Chung K., Anne M. Lavack, and Margo J. Smith (2001), "Consumer Evaluation of Vertical Brand Extensions and Core Brands," *Journal of Business Research*, 52(3), 211-222.
26. Kropp, Fredric, Anne M. Lavack, and Stephen J.S. Holden (1999), "Smokers and Beer Drinkers: Values and Consumer Susceptibility to Interpersonal Influence," *Journal of Consumer Marketing*, 16(6), 536-557.
27. Lavack, Anne M. (1999), "Message Content of Alcohol Moderation TV Commercials: Impact of Corporate versus Nonprofit Sponsorship," *Health Marketing Quarterly*, 16(4), 15-31.
28. Kropp, Fredric, Stephen J.S. Holden, and Anne M. Lavack (1999), "Cause-Related Marketing and Values in Australia," *Journal of Nonprofit and Voluntary Sector Marketing*, 4(1), 69-80.
29. Kropp, Fredric, Anne M. Lavack, Stephen J.S. Holden, and Vassilis Dalakas (1999), "Attitudes toward Beer and Tobacco Sports Sponsorships," *Sport Marketing Quarterly*, 8(3), 49-58.
30. Lavack, Anne M. (1999), "Denormalization of Tobacco in Canada," *Social Marketing Quarterly*, 5(3), 82-85.
31. Gorn, Gerald J., Anne M. Lavack, Craig R. Pollock, and Charles B. Weinberg (1996), "An Experiment in Designing Effective Warning Labels," *Health Marketing Quarterly*, 14(2), 43-61.
32. Kim, Chung K. and Anne M. Lavack (1996), "Vertical Brand Extensions: Current Research and Managerial Implications," *Journal of Product and Brand Management*, 5(6), 24-37.
33. Goldberg, Marvin E., Gerald J. Gorn, and Anne M. Lavack (1994), "Product Innovation and Teenage Alcohol Consumption: The Case of Wine Coolers," *Journal of Public Policy and Marketing*, 13(2), 218-227.

REFEREED CONFERENCE PROCEEDINGS

1. Foley, Janice and Anne M. Lavack (2001), "Relational Psychological Contracts and Displacement Outcomes," in Trevor C. Brown (ed.), *Administrative Sciences of Canada (ASAC) 2001 Conference Proceedings*, 22(9), 55-64.

2. Holden, Stephen J.S., Anne M. Lavack, Fredric Kropp, and Bongjin Cho (1999), "Smoking and Consumer Susceptibility to Interpersonal Influence: Comparing Korea and North America," in Madhu Viswanathan, Larry Compeau, and Manoj Hastak (editors), *Society for Consumer Psychology 1999 Winter Conference Proceedings*, 141-145.
3. Lavack, Anne M. (1999), "Consumer Psychology Lessons from the War on Tobacco," abstract published in Madhu Viswanathan, Larry Compeau, and Manoj Hastak (editors), *Society for Consumer Psychology 1999 Winter Conference Proceedings*, 117.
4. Lavack, Anne M. (1999), "Plugging Loopholes in Tobacco Legislation: What We've Learned," abstract published in Madhu Viswanathan, Larry Compeau, and Manoj Hastak (editors), *Society for Consumer Psychology 1999 Winter Conference Proceedings*, 119-121.
5. Lavack, Anne M. and Fredric Kropp (1997), "Impact of Values on Consumer Attitudes toward Cause-Related Marketing: A Cross-Cultural Perspective," in Scott Smith (editor), *Proceedings of the Sixth Symposium on Cross-Cultural Consumer and Business Studies*, 280-285.
6. Lavack, Anne M., Gerald J. Gorn, and Charles B. Weinberg (1997), "Using Social Marketing Ads to Attack Maladaptive Coping Responses," *Proceedings of the 3rd Annual Innovations in Social Marketing Conference*, Boston, May 18-19, 1997, pp. 83-86.
7. Dahl, Darren and Anne M. Lavack (1995), "Cause-Related Marketing: Impact of Size of Corporate Donation and Size of Cause-Related Promotion on Consumer Perceptions and Participation," in David W. Stewart and Naufel J. Vilcassim (editors), *1995 AMA Winter Educators' Conference: Marketing Theory and Applications*, 6, 476-481.
8. Lavack, Anne M. (1993), "Using Brand Image to Compete for the Youth Market: The Case of Export 'A' and Player's," *Administrative Sciences Association of Canada (ASAC) Conference Proceedings*, 14(3), 142-51.
9. Pollay, Richard W. and Anne M. Lavack (1993), "The Targeting of Youths by Cigarette Marketers: Archival Evidence on Trial," in Leigh McAllister and Michael L. Rothschild (eds.), *Advances in Consumer Research*, Vol. 20, Provo, UT: Association for Consumer Research, 266-71.

REFEREED CONFERENCE PRESENTATIONS & POSTER SESSIONS

1. Lavack, Anne M. (2007), "The Future of Tobacco Control: Tobacco Marketing and Tobacco Industry Practices," presentation at the 5th *National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
2. Smith, Brad and Anne M. Lavack (2007), "Snus in Canada: An Issue for Debate," presentation at the 5th *National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
3. Lynn Planinac, Joanna Cohen, Cara Griffin, Daniel Robinson, Anne M. Lavack, Shawn O'Conner, Francis Thompson, and Joanne Di Nardo (2007), "Factors associated with level of tobacco promotions at point-of-sale in Ontario," presentation at the 5th *National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
4. Lavack, Anne M. (2007), "Tobacco Point-of-Purchase Promotion: Examining Tobacco Industry Documents," presentation at the 5th *National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
5. Lavack, Anne M. (2007), "What the Tobacco Industry Thinks about Plain Packaging," presentation at the 5th *National Conference on Tobacco or Health*, Edmonton, October 1-3, 2007. (Abstract refereed.)
6. Basil, Debra Z., Michael D. Basil, Sameer Deshpande, Anne M. Lavack, James H. Mintz, & Sherry Magnuson (2007), "Using the Parallel Process Model to Assess Social Marketing Communications to Young Male Workers," presentation at the *National Social Marketing Conference*, London, England, September 24-25, 2007. (Abstract refereed.)
7. Cismaru, Magdalena and Anne M. Lavack (2007), "Tobacco Warning Labels and the Protection Motivation

- Model,” presentation at the *Society for Consumer Psychology Research Conference*, San Francisco, August 17-20, 2007. (Full paper refereed)
8. Lavack, Anne M., Patrick Cooper, Fredric Kropp, David H. Silvera (2007), “Cause-Related Marketing: Relationship with Collective Self-Esteem and Impulse Buying,” presentation at the World Marketing Congress, Academy of Marketing Science, Verona, Italy, July 11-14, 2007. (Full paper refereed)
 9. Lavack, Anne M., Lisa Watson, and Patrick Cooper (2007), “Tobacco Advertising in Canadian Magazines, 1950-1988: A Content Analysis,” presentation at *Administrative Sciences Association of Canada Conference*, Ottawa, Ontario, June 2-5, 2007. (Full paper refereed)
 10. Planinac, Lynn, Joanna Cohen, Daniel Robinson, Anne Lavack, Shawn O’Connor, Francis Thompson, and Joanne Di Nardo (2007), “Comparisons of Point-of-Sale Tobacco Promotions at Two Time Points Prior to Restrictions of Tobacco Retail Displays,” poster session at the *Society for Research on Nicotine and Tobacco 13th Annual Meeting*, February 21-24, 2007, Austin, Texas. (Abstract refereed)
 11. Lavack, Anne M. (2006), “Magazine Advertising under Canada’s *Tobacco Act*,” presentation at the *Ontario Tobacco Control Conference*, Niagara Falls, Ont., December 4-6, 2006. (Abstract refereed)
 12. Lavack, Anne M. (2006), “Code-Named ‘Projects’ in Canadian Tobacco Industry Documents,” presentation at the *Ontario Tobacco Control Conference*, Niagara Falls, Ont., December 4-6, 2006. (Abstract refereed)
 13. Di Nardo, Joanne, Joanna Cohen, Kara Griffin, Daniel Robinson, Anne M. Lavack, Shawn O’Connor, and Francis Thompson (2006), “A Study of Tobacco Marketing at Point-of-Sale,” presentation at the *Ontario Tobacco Control Conference*, Niagara Falls, Ont., December 4-6, 2006. (Abstract refereed)
 14. Lavack, Anne M., Sherry Magnuson, Debra Basil, Sameer Deshpande, James H. Mintz, and Michael Basil (2006), “Using Social Marketing to Improve Workplace Safety: A Qualitative Analysis,” presentation at the Social Marketing Advances in Research & Theory (SMART) Conference, Banff, AB, October 19-21, 2006.
 15. Lavack, Anne M. (2006), “Magazine Advertising under Canada’s *Tobacco Act*,” poster session at the *13th World Conference on Tobacco or Health*, Washington, DC, July 12-15, 2006. (Abstract refereed)
 16. Cohen, Joanna, Kara Griffin, Daniel Robinson, Anne M. Lavack, Shawn O’Connor, Francis Thompson, and Joanne Di Nardo (2006), “Tobacco Marketing at Point-of-Sale: The Last Hoorah,” poster session at the *13th World Conference on Tobacco or Health*, Washington, DC, July 12-15, 2006. (Abstract refereed)
 17. Silvera, David H., Anne M. Lavack, and Fredric Kropp (2006), “The Role of Subjective Well-being, Positive and Negative Affect, and Consumer Susceptibility to Interpersonal Influence in Predicting Impulse Buying Tendencies,” presented at the Association for Consumer Research (ACR) Asia-Pacific Conference, Sydney Australia, June 15-17, 2006. (Full paper refereed)
 18. Lavack, Anne M. and Lisa Watson (2006), “Consumer Values: Correlates and Current Uses,” special session presentation at the Association for Consumer Research (ACR) Asia-Pacific Conference, Sydney Australia, June 15-17, 2006. (Abstract refereed)
 19. Lavack, Anne M., Jill Raddysh, Kelsey Beach, Gina Clark, and Peter Moroz (2006), “Using Company Documents to Understand Corporate Social Responsibility in the Tobacco Industry,” presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Banff, Alberta, June 4-6, 2006. (Full paper refereed)
 20. Cohen, Joanna, Kara Griffin, Daniel Robinson, Anne M. Lavack, Shawn O’Connor, Francis Thompson, and Joanne Di Nardo (2006), “Point-of-Sale Tobacco Marketing Prior to the Elimination of Tobacco Retail Displays,” poster session at the *Society for Research on Nicotine and Tobacco conference*, February 15-18, 2006, Orlando, FL. (Abstract refereed)
 21. Lavack, Anne M. and Gina Clark (2005), “Tobacco Control Policy in a Borderless World,” presented at the *Institute of Public Administration (IPAC) Annual Conference*, Regina, August 29-31, 2005.

22. Lavack, Anne M., Fredric Kropp, and David H. Silvera (2005), "Refining a Scale to Measure Need for Social Identity," presented at the *12th Biennial World Marketing Congress*, Muenster Germany, July 6-9, 2005.
23. Lavack, Anne M. (2005), "Print Advertising under the *Tobacco Act*," presented at the *4th National Conference on Tobacco or Health*, Ottawa, June 19-22, 2005. (Abstract refereed)
24. Lavack, Anne M. (2005), "Tobacco Point-of-Purchase Promotion: What Tobacco Industry Documents Say," presented at the *4th National Conference on Tobacco or Health*, Ottawa, June 19-22, 2005. (Abstract refereed)
25. Lavack, Anne M. (2005), "The Future of Tobacco Marketing," presented at the *4th National Conference on Tobacco or Health*, Ottawa, June 19-22, 2005. (Abstract refereed)
26. Lavack, Anne M. (2005), "Tobacco Industry under Attack: Negative Attitudes and Negative Ads," presented at the Marketing and Public Policy Conference, Washington, DC, May 19-21, 2005. (Abstract refereed)
27. Kropp, Fredric, Anne M. Lavack, and David H. Silvera (2004), "Examining the Relationship Between Consumer Values and Positive and Negative Affect," presented at the *Association for Consumer Research* annual conference, Portland, Oregon, October 7-9, 2004.
28. Lavack, Anne M. and Bronwen Thompson (2004), "A Content Analysis of Tobacco Industry Denormalization Ads," presented at the *Social Marketing Advances in Research and Theory (SMART)* conference, Kananaskis, Alberta, Sept. 16-18, 2004. (Recipient of Honourary Mention in the Best Paper competition).
29. Lavack, Anne M. (2004), "Tobacco Industry's Role in Maintaining the Social Acceptability of Smoking," presented at the *Ontario Tobacco Control Conference*, Toronto, May 5-7, 2004.
30. Lavack, Anne M. (2004), "Best Practices for Quit & Win Contests," presented at the *Ontario Tobacco Control Conference*, Toronto, May 5-7, 2004.
31. Lavack, Anne M. (2003), "Ads that Attack the Tobacco Industry: Strategies and Effectiveness," presented at the *12th World Conference on Smoking or Health* in Helsinki, Finland, August 3-8, 2003.
32. Lavack, Anne M. (2003), "Tobacco Logos in Video Games," poster session at the *12th World Conference on Smoking or Health* in Helsinki, Finland, August 3-8, 2003.
33. Lavack, Anne M. (2003), "Philosophical Aspects of Tobacco Denormalization," poster session at the *12th World Conference on Smoking or Health* in Helsinki, Finland, August 3-8, 2003.
34. Lavack, Anne M., Fredric Kropp, David H. Silvera, and Joanna R. Gabler (2003), "Developing a Scale to Measure Need for Social Identity," presented at the *Academy of Marketing Science World Congress* in Perth, Australia, June 11-14, 2003.
35. Silvera, David, Joanna R. Gabler, Anne M. Lavack, and Fredric Kropp (2003), "The Role of Values, Collective Self-Esteem and Consumer Susceptibility to Interpersonal Influence in Predicting Attitudes Toward Drinking in Norwegians," presented at the *ACR Europe 2003 Conference* in Dublin, Ireland, June 4-7, 2003.
36. Lavack, Anne M. and Sara K. Katz (2002), "Tobacco Bar Promotions: More Insights from Tobacco Industry Documents," presented at the *3rd National Conference on Smoking or Health*, Ottawa, December 1-4, 2002.
37. Lavack, Anne M. (2002), "A Holiday Gift: Best Practices (for Tobacco Industry Denormalization Ads)," presented at the *3rd National Conference on Smoking or Health*, Ottawa, December 1-4, 2002.
38. Lavack, Anne M. and Fredric Kropp (2002), "Consumer Values and Attitudes Toward Cause-Related Marketing: A Cross-Cultural Comparison," presented at the *Association for Consumer Research Annual Conference*, Atlanta, Georgia, October 17-20, 2002.
39. Kropp, Fredric, Anne M. Lavack, David H. Silvera, and Bongjin Cho (2002), "Consumer Susceptibility to Interpersonal Influence and Identity: An Examination of the Underlying Relationships in Korea," presented at the *Association for Consumer Research (ACR) Asia-Pacific Conference*, Beijing, May 16-18, 2002.

40. Lavack, Anne M. and Jan Cote (2002), "Promotional Novelty: An Unintended Effect of Tobacco Ad Restrictions," presented at the *Ontario Tobacco Control Conference*, Toronto, March 21-23, 2002.
41. Lavack, Anne M., Mrugank V. Thakor, and Ingrid Bottausci (2001), "Music-Brand Congruency in Radio Advertising," presented at *American Marketing Association Summer Conference*, August 2001, Washington, DC. (Recipient of *Best Paper Award* at the conference.)
42. Lavack, Anne M., Mrugank V. Thakor, and Ingrid Bottausci (2001), "Music-Brand Congruency in High- and Low-Cognition Advertising," poster session at *Society for Consumer Psychology (SCP) Winter Conference*, February 2001, Phoenix, AZ.
43. Kropp, Fredric, Joanna Gabler, Robin Pentecost, Anne M. Lavack, and Gregory M. Rose (2000), "School Identity, Values, and Institutional Support in Three Countries," presented at *Society for Consumer Psychology (SCP) Winter Conference*, February 2000.
44. Kropp, Fredric, Anne M. Lavack, Stephen J.S. Holden, and Vassilis Dalakas (1999), "Attitudes Toward Sports Sponsorships for Beer and Tobacco," presented at the *North American Society for the Sociology of Sport (NASSS) Conference*, Cleveland, November 4-6, 1999.
45. Lavack, Anne M. (1999), "Tobacco Denormalization in Canada," poster session at the *Innovations in Social Marketing Conference*, Montreal, July 18-20, 1999.
46. Lavack, Anne M. (1999), "Cigarette Marketing in the 1970s & 1980s: Taking Aim at the Canadian Youth Market," presented at the *Administrative Sciences Association of Canada Conference*, Business History track, Saint John, NB, June 14, 1999.
47. Lavack, Anne M. (1998), "Tips, Tricks, and Traps in Teaching Advertising," presented at the *American Marketing Association Conference*, Austin, TX, February 22-24, 1998.
48. Lavack, Anne M. (1995), "Fear Appeals in Anti-Smoking TV Commercials 1980-1994," presented at the *Administrative Sciences Association of Canada (ASAC) Conference* in Windsor, Ontario on June 6, 1995.
49. Lavack, Anne M. (1994), "Examining the Gap Between Environmental Concern and Pro-Environmental Behavior," presented at *Administrative Sciences Association of Canada (ASAC) Conference*, Halifax, Canada, June 25-28, 1994.
50. Weinberg, Charles B., Gerald J. Gorn, Craig R. Pollack, and Anne M. Lavack (1994), "Getting Close to the Customer: An Experiment in Designing Effective Warning Labels," poster session at *Research Society on Alcoholism Annual Scientific Meeting*, Honolulu, June 1994.

BOOK CHAPTERS

1. Lavack, Anne M. (2002), "Disadvantaged? Not I!," in Elena Hannah, Linda Paul, and Swani Vethamany-Globus (editors), *Women in the Canadian Academic Tundra: Challenging the Chill*, McGill-Queen's University Press, p. 124-128.

DOCTORAL DISSERTATION

Lavack, Anne M. (1997), *Fear Appeals in Social Marketing Advertising*, University of British Columbia. Dissertation supervisors: Gerald J. Gorn and Charles B. Weinberg

COMMISSIONED REPORTS

1. Lavack, Anne M. (2006), *Synthesis Report on the Roundtable on De-stigmatizing Addictions*, prepared for the Addictions Foundation of Manitoba.
2. Lavack, Anne M. (2005), *Raising Public Awareness about Addictions: Creating Momentum for Action*, prepared for the Addictions Foundation of Manitoba / Canadian Executive Council on Addictions.
3. Lavack, Anne M. (2004), *Reducing Youth Access to Tobacco: A Strategy to Address Young Adults as Social Sources of Supply*, prepared for Health Canada -Saskatchewan/Manitoba regional office.

4. Lavack, Anne M. (2002), *Report on the Partners in Tobacco Enforcement Conference on Inter-Provincial Tobacco Smuggling*, prepared for Health Canada (Manitoba/Saskatchewan Region), 47 pp.
5. Thompson, Kathleen and Anne M. Lavack (2002), *Evaluation of Community-Based Tobacco Retailer Education and Enforcement Models Established in Moose Jaw and Regina*, prepared for Health Canada (Manitoba/Saskatchewan Region), 80 pp.
6. Lavack, Anne M. (2001), *Canadian Anti-Tobacco Campaigns: The Past 10 Years*, prepared for Health Canada, 20 pp.
7. Lavack, Anne M. (2001), *Tobacco Industry Denormalization Campaigns: A Review and Evaluation*, prepared for Health Canada, 113 pp.
8. Lavack, Anne M. (1999), *Denormalization of Tobacco in Canada*, prepared for Health Canada, 10 pp.
9. Lavack, Anne M. (1997), *The Marketing of Tobacco Products: A Review of the Academic Literature*, prepared for Health Canada, 64 pp.
10. Froese, Robert, Diane Héon, Anne M. Lavack, Linda Vernon, and Judith J. Madill (1996), *Marketing of Tobacco Products*, Project # 502-0049 prepared for Health Canada, 109 pp.

CASES

1. Lavack, Anne M. and Nicole Sali (2007), "5-to-10-a-day Program," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall.
2. Lavack, Anne M., Natalie Johnson, and Gina Clark (2007), "Literacy Partners of Manitoba," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall.
3. Lavack, Anne M., Natalie Johnson, and Gina Clark (2007), "SaskTel and Max Interactive Services," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall.
4. Lavack, Anne M. and Chris Brischuk (2007), "Marketing of OxyContin in Canada," in Herbert MacKenzie (ed.), *Contemporary Canadian Marketing Cases*, 3rd edition, Toronto, ON: Pearson Prentice Hall. [Also presented at the *Administrative Sciences Association of Canada (ASAC) Conference*, Toronto, May 29-31, 2005.]
5. Lavack, Anne M. (2005), "Saskatchewan Goes Smoke-Free," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 5.02).
6. Lavack, Anne M. (2005), "'Available Hours' Legislation," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 5.03).
7. Lavack, Anne and Graham Toth (2004), "Selecting an Agency-of-Record for the Federal Government," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 4.04).
8. Lavack, Anne and Graham Toth (2004), "Reducing the Social Acceptability of Smoking: A Role for Government?," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 4.05).
9. Lavack, Anne M. (2003), "Denormalizing Tobacco," *Institute of Public Administration of Canada - Case Studies in Public Administration Program* (IPAC Case Study 3.03).

TEXTBOOK/ENCYCLOPEDIA CONTRIBUTIONS

1. Lavack, Anne M. (2002), "Consumer Evaluation of Vertical Brand Extensions and Core Brands," in Philip Kotler, Gary Armstrong, and Peggy H. Cunningham (eds.), *Principles of Marketing, 5th Canadian Edition*, Prentice Hall Canada Inc.
2. Lavack, Anne M. (2002), "Counter-Marketing of Tobacco," in Lester Breslow (ed.), *Encyclopedia of Public Health*, New York: Macmillan Reference.

3. Lavack, Anne M. (2002), "Advertising of Unhealthy Products," in Lester Breslow (ed.), *Encyclopedia of Public Health*, New York: Macmillan Reference.
4. Lavack, Anne M. (2001), "Denormalization of Tobacco in Canada," in *Marketing Management, Canadian 10th Edition*, Kotler, Cunningham, and Turner. Prentice Hall Canada Inc.

EDITORIAL REVIEW BOARD

- 2003-08 Member of the Editorial Review Board for *Journal of Nonprofit & Public Sector Marketing*.
2005 Member of the Scientific Board for *International Review on Public and Non Profit Marketing* (published in Spanish & English).

BOARD APPOINTMENTS (Last 5 years)

- 2005-2008 *Member of Council* for the Saskatchewan Registered Nurses Association (SRNA), a provincial organization with 9,000 registered nurse members. (Public representative, appointed by Lieutenant-Governor)
- 2005-2007 *Member of the Board of Directors and Vice-President* of the Canadian Council for Tobacco Control (CCTC), a national organization with 8 employees and a \$2.0 million annual budget.
- 2003-2006 *Member of the Ministerial Advisory Council on Tobacco Control*, a 13-member national committee whose mandate is to advise the Minister of Health and to work with Health Canada on the design and delivery of the Federal Tobacco Control Strategy.
- 2003-2004 *Member of the Advisory Council* for the Canadian Youth Tobacco Coalition.
- 2002-2008 *Member of the Board of Directors* of the Canadian Centre on Substance Abuse (CCSA), a national organization with 25+ employees and a \$4.0 million annual budget; also Treasurer and member of the Executive Committee. (Governor-in-Council appointee from 2005-2008.)
- 2000-2001 *Vice-President* and member of the *Board of Directors* of Literacy Partners of Manitoba, an adult literacy organization.

PROFESSIONAL ACTIVITIES (Last 5 years)

- 2006 *Invited participant* in an Expert Roundtable Discussion concerning youth access to tobacco products through social (non-retail) sources, held on November 29-30, 2006 in Ottawa, Ontario.
- 2006 *Invited participant* in the 2006 Annual Invitational Symposium on Tobacco Control held in Toronto, Nov. 13-15, 2006.
- 2005 *Invited participant* in the 2nd Annual Invitational Symposium for Research to Inform Tobacco Control held in Toronto November 10-11, 2005.
- 2005 *Invited participant* in Health Canada's Round-table on Youth & Young Adult Smoking held in Ottawa June 27-28, 2005
- 2003 *Invited participant* in a consultation meeting organized by the Canadian Public Health Association (CPHA) regarding young adults and second-hand smoke, held in Ottawa on November 28, 2003.
- 2003 *Invited participant* in a roundtable discussion with the Board of Directors of the Canadian Centre on Substance Abuse and Her Excellency The Right Honourable Adrienne Clarkson, Governor General of Canada at Rideau Hall, Ottawa, February 25, 2003.
- 2002 *Invited participant* at Health Canada's Round-table on Federal Tobacco Control, held in Toronto July 8-9, 2002.
- 2002 *Invited participant* in the Canadian Tobacco Control Research Summit held in Ottawa April 19-21, 2002, organized by Canadian Tobacco Control Research Initiative (CTCRI) and Canadian Institutes of Health Research (CIHR).

SPEAKING ENGAGEMENTS (Last 5 years)

- 2006 Guest speaker at the 3rd Annual Invitational Symposium on Tobacco Control held in Toronto, Nov. 13-15, 2006, on the topic of 'Grant-writing and Developing a Program of Research.'
- 2006 Guest speaker via video-conference in the course, "Tobacco and Health: from Cells to Society (CHL 5417H)" at the University of Toronto on November 1, 2006 (also Nov. 2, 2005; Nov. 3, 2004; Oct. 1, 2003; Oct. 2, 2002).
- 2006 Guest speaker on "Depictions of Alcohol and Drugs in the Media: An Opportunity to Talk to Your Kids" at Deshaye Catholic School, May 3, 2006.
- 2006 Guest speaker on "Marketing Trends" at the Regional Business Women's Conference *Empowering Business Women to Take Their Businesses to the Next Level of Excellence*, sponsored by the Carlton Trail Regional Economic Development Association, April 24, 2006.

- 2006 Guest speaker at the Roundtable on *Raising Public Awareness about Addictions: Creating Momentum for Action*, organized by the Addictions Foundation of Manitoba / Canadian Executive Council on Addictions, March 2, 2006.
- 2005 Guest speaker at the University of Regina chapter of the Canadian Association of Students of Public Policy & Public Administration (CASP³A) speaking on the topic of “Tobacco Control Policy in a Borderless World” on November 24, 2005.
- 2005 Speaker at the University of Regina Faculty of Administration research seminar series, speaking on the topic of “Print Advertising under the Tobacco Act” on October 28, 2005.
- 2005 Panel member at a University of Regina workshop on SSHRC Standard Research Grants, May 12, 2005.
- 2005 Guest speaker/workshop leader on the topic of “Media Skills” at the National Forum on Tobacco Control for Youth and Young Adults held in Ottawa, Feb 27, 2005.
- 2004 Guest speaker at Women Entrepreneurs of Saskatchewan – Lunch & Learn, “Creative Advertising on a Dime,” November 10, 2004.
- 2004 Panel member at a forum entitled, “Paving the Way to Internationalization: Constructive Dialogue on Academic Issues,” University of Regina, October 20, 2004.
- 2004 Plenary speaker at *Draw the Circle Wide 2004: Leading from Where We Are* conference on the topic of “Taking Action: Using Leadership Skills to Foster Change in Academia,” University of Regina, May 17, 2004.
- 2004 Guest speaker at Women Entrepreneurs of Saskatchewan – Lunch & Learn, “What are Demographics and What Should They Mean to You?,” March 10, 2004.
- 2004 Guest speaker in ESL class discussing “Advertising and Young Adults,” University of Regina, January 29, 2004.
- 2003 Guest speaker via video-conference on the topic of “Tobacco Marketing to Young Adults” for a workshop organized by Alberta’s *Action on Smoking & Health* (ASH) on October 31, 2003.
- 2003 Speaker at a panel discussion entitled “Life/Work/Life” at the *Women in Leadership & Learning Conference* on May 10, 2003.
- 2003 Speaker on “Tobacco Marketing” at a *Training Seminar for Tobacco Control Inspectors* sponsored by Health Canada, held in Cornwall, Ontario on May 6, 2003.
- 2003 Speaker at a workshop on “Marketing Communications” for the Women Entrepreneurs of Saskatchewan on February 13, 2003.

MEDIA INTERVIEWS / MEDIA APPEARANCES (Last 5 years)

- 2007 Interviewed by CBC Radio for a story about marketing spin-offs from the Saskatchewan Roughriders Grey Cup win (November 29, 2007).
- 2007 Interviewed by Paddy Camen from *Canadian Business Magazine* about MHRM program (October 2007).
- 2007 Interviewed by *CBC Regina* regarding Canada-US exchange rate and impact on consumers (September 25, 2007).
- 2007 Interviewed by *CBC Radio-Canada* regarding Canada-US exchange rate and impact on consumers (September 21, 2007).
- 2007 Interviewed by *National Post* regarding Executive MBA program (September 17, 2007, p. FP5).
- 2007 Interviewed by Garth Materie on CBC the Radio *Blue Sky* program regarding the change of corporate name from Saskatchewan Wheat Pool to Viterra (August 30, 2007, 12:15 – 12:30 p.m.).
- 2007 Interviewed by Mike Sadava from the *Edmonton Journal* regarding tobacco display bans (“Display bans don’t stop tobacco-firm incentives,” June 8, 2007).
- 2007 Interviewed by Bruce Johnstone from the *Regina Leader-Post* regarding the Executive MBA program (“Executive MBA program lauded,” June 6, 2007, p. D1).
- 2006 Interviewed by Jeff Arthur from *Saskatchewan Business* magazine regarding the Executive MBA program at the University of Regina (“MBA: Three little letters provide big opportunity,” Nov/Dec 2006, p. 11-15).
- 2006 Interviewed by Paddy Camen from *Canadian Business* regarding the new distance-based MHRM program at the University of Regina (“Online Master of Human Resources,” November 12-19, 2006).
- 2006 Interviewed by Angela Hall from the *Regina Leader-Post* regarding the new Executive MBA program at the University of Regina (“New Program for Executives,” p. B4, August 29, 2006).
- 2006 Interviewed by Julie Folk from the *Regina Leader-Post* regarding the issue of entertainment venues being named after companies (“Corporate Name Game,” p. B1, June 24, 2006).
- 2006 Interviewed by Bruce Johnstone from the *Regina Leader-Post* regarding the new Executive MBA

- program at the University of Regina (May 17, 2006).
- 2006 Interviewed by Barb Pacholik from the *Regina Leader-Post* regarding the issue of businesses sponsoring school activities (“School-Business Partnerships,” p. B5, April 17, 2006).
- 2006 Interviewed by Jennifer Gibson on CBC-Radio *Noon Edition* regarding use of celebrities in marketing causes (March 30, 2006).
- 2006 Interviewed by Ed Pearce for an article in the *Globe & Mail* regarding business schools (*Report on Business Schools*, March 7, 2006, p. E2).
- 2006 Interviewed by Pamela Cowan from the *Regina Leader-Post* regarding the current health warnings on cigarette packages (“It’s Time for New Warning Labels,” p. B2, January 26, 2006).
- 2006 Interviewed by Jennifer Gibson on CBC-Radio *Noon Edition* regarding the use of negative ads during the federal election campaign (January 12, 2006).
- 2006 Interviewed for SCN special program called “Straight Talk,” discussing impact of media images on young people’s attitudes toward alcohol and substance abuse (interviewed Nov. 29, 2005; interview segments appeared as part of five different 3-minute video clips during February 2006).
- 2005 Interviewed by Tessa Vanderhart at the *Manitoban* (University of Manitoba student newspaper) about the Tobacco Act and its implications for tobacco advertising in newspapers and magazines (Nov. 2, 2005).
- 2005 Interviewed by Jennifer Gibson on CBC-Radio *Noon Edition* regarding re-naming of the Agridome to Brandt Centre and marketing implications for named facilities (July 29, 2005).
- 2005 Interviewed by Leah McLaren at the *Globe & Mail* (Toronto Edition) regarding Belmont cigarettes (June 18, 2005).
- 2005 Interviewed by CBC Radio-Canada (French television) regarding rising gasoline prices (April 5, 2005).
- 2004 Interviewed by Colin Grewar, CBC Radio regarding Blockbuster’s new policy of eliminating late fees (December 15, 2002, 4:55-5:00 p.m.).
- 2004 Interviewed by Deborah Sproat for the *Regina Leader-Post* regarding tobacco advertising (“Study of Smoking May Prove Valuable to Policy Makers,” November 20, 2004, p. D7).
- 2004 Interviewed by Keith McArthur of the *Globe & Mail* regarding tobacco advertising (Report on Business, p. 3, November 3, 2004).
- 2004 Interviewed by John Gormley, CKOM Radio, regarding Business Week’s list of the Top 100 Brands (July 26, 11:15-11:29 a.m.).
- 2004 Interviewed by Lindy Thorsen on CBC-Radio *Noon Edition* talk show regarding political advertising in the federal election campaign (June 14, 2004).
- 2004 Interviewed by CBC Radio for a story about Co-op education programs (interviewed on January 28, 2004).
- 2004 Interviewed by Deirdre Ah Shene for *AADAC Developments* newsletter on the topic of tobacco advertising (“Tobacco Marketing: For Adults Only?, Feb/March 2004, Volume 24, Issue 1, p. 2-3.).
- 2003 Interviewed by Jennifer Gibson on CBC-Radio *Noon Edition* regarding provincial and city marketing campaigns, “Future is Wide Open” and “I Love Regina” (December 30, 2003).
- 2003 Interviewed by CBC-TV Saskatchewan regarding negative political advertising in the Saskatchewan provincial election campaign (October 9, 2003).
- 2003 Interviewed by Lisa D’Innocenzo from *Strategy* magazine regarding the impending loss of sponsorship privileges by tobacco companies as the Tobacco Act is phased in (“Tobacco Goes Underground,” October 6, 2003, pp. 1, 7).
- 2003 Interviewed by CBC Radio-Canada (French) regarding the Saskatchewan Court of Appeal decision on the Tobacco Control Act, which will once again allow retailers to display tobacco products (October 3, 2003).
- 2003 Interviewed by CBC reporter Bridget Keating for a radio documentary on tobacco bar promotions (aired in Saskatchewan on September 4 and aired nationally September 5, 2003).
- 2003 Mentioned in a *Regina Leader-Post* article regarding appointment to the Ministerial Advisory Council on Tobacco Control (“Advisory Council – Lavack named,” March 14, 2003, p. F4).
- 2003 Interviewed by John Gormley, CKOM Radio, regarding Holiday Inn Express campaign that uses Jeopardy game show theme and makes fun of Saskatchewan (March 4, 12:10-12:15 p.m.).
- 2003 Interviewed by Regan Wallin regarding hiring of co-op students for the University of Regina Co-op Newsletter (for January 2003 issue).
- 2002 Interviewed by Tyler Hopson for a *Regina Leader-Post* article on my research (“Professor Taking a Look at Anti-Smoking Ads,” December 14, 2002, p. D12); article also appeared in U of R Report (“Researcher examines marketing in tobacco industry,” December 13, 2002).
- 2002 Interviewed by CBC-TV Regina regarding the use of patriotism and war themes in advertising

- (November 10, 2002). Also aired on CBC Newsworld.
- 2002 Interviewed as part of CBC-TV Regina's Friday night news-hour Political Panel regarding the new television campaign to promote the province of Saskatchewan (November 8, 2002).
- 2002 Interviewed by CBC-TV Regina regarding the book, "Women in the Canadian Academic Tundra" (September 18, 2002). Also aired on CBC Newsworld.
- 2002 Interviewed by Sarah Dobson from *Marketing Magazine* for an article on tobacco industry denormalization ("Taking on Tobacco," August 26, 2002, pp. 8-9).
- 2002 Mentioned in a *Globe & Mail* article ("An Open Letter to Anne McLellan," August 19, 2002, A11, mentions my report on tobacco industry denormalization).
- 2002 Mentioned in a *Marketing Magazine* article by Sara Dobson regarding my report on tobacco industry denormalization ("Report calls for tougher tobacco ads," July 29, 2002, p. 3)
- 2002 Mentioned in a *Marketing Magazine* editorial by Jim McElgunn ("Time to Retire Elvis," August 5, 2002, mentions my report on tobacco industry denormalization).
- 2002 Mentioned in a *Calgary Sun* article by Paul Jackson ("Plan to slur tobacco pushers Orwellian in the extreme," July 23, 2002, mentions my report on tobacco industry denormalization).
- 2002 Interviewed by John Gormley, CKOM Radio, regarding report on tobacco industry denormalization (July 23, 10:05-10:40 a.m.)
- 2002 Interviewed by Colin Grewar, CBC Radio, regarding my report on tobacco industry denormalization (July 22, 2002, 5:10-5:15 p.m.).
- 2002 Interviewed by Mark Kennedy from the *Ottawa Citizen/Southam* for an article on tobacco industry denormalization; article entitled "Report urges ad war against tobacco firms" ran across Canada in Southam newspapers on July 20, 2002; *National Post* July 20, p. A9; "Get tough on tobacco, report says," *Regina Leader-Post* July 22, p. A1.
- 2002 Interviewed by Erin Taman for the *Regina Leader-Post* for an article describing research on the tobacco industry ("Finding loopholes in the law in Canada," April 13, 2002)
- 2002 Interviewed by Silas Polkinghorne for *The Carillon* on topic of gift-buying for Valentine's Day ("Just Another Hallmark Moment?, February 14, 2002).