

Mark LaVigne

President at Hunter LaVigne Communications Inc.

Toronto, ON, CA

Develop your PR and media relations strategies with a creative communications specialist who understands both sides of the ?media fence?

Mark H. LaVigne established Hunter LaVigne Communications Inc. in 1997, an Aurora-based creative communications consultancy with proven associates across the country. Hunter LaVigne Communications Inc. (HLC) specializes in the organizational/news interface, including: media relations; media training; media events planning and management. For five years, Mark was a national on-air radio journalist and for the last 21 years, he has worked in public relations agencies. While with "downtown" public relations agencies from 1990 to 1997, and in his own firm since then, Mark has worked with a variety of clients in both proactive and reactive media relations campaigns. Public Affairs experience includes work with the Canadian Publishers' Council, the Environment and Plastics Institute of Canada (EPIC) and the Ontario Funeral Service Association. After completing a Master of Arts in Journalism at the University of Western Ontario's Graduate School of Journalism, Mark worked as a radio journalist in Calgary, Edmonton, and Toronto. Prior to UWO, he completed an Honours Bachelor of Arts in Mass Communications and English at York University. He is a member of the Canadian Public Relations Society (CPRS) College of Fellows (appointed 2010), an accredited member (APR) of CPRS, is a Past-President of CPRS (Toronto) and served on the national CPRS board for six years, including as an elected Vice-President/Secretary. He is currently chair of the national organization's PR and Communications committee. He has won a CPRS Toronto Bronze ACE (Achieving Communications Excellence) Award in the Special Events category for CrosSled (2002), in the New Product or Service Launch category for Sunrise Soya Foods (2003), CPRS Toronto Mentor of the Year (2007), Award of Merit, special events, national CPRS awards (2007), Certificate of Recognition from CPRS National (2008) and Volunteer Service Award from CPRS Toronto (2008). He regularly conducts media relations workshops, moderates or participates in industry panels and delivers guest lectures at colleges and universities including McGill, McMaster University and the University of Western Ontario. Mark sits on the Advisory Council to the Graduate School of Journalism at the University of Western Ontario and has taught part-time in the Corporate Communications Program at Seneca College, a graduate level PR program.

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Management Consulting, Writing and Editing, Direct Marketing, Public Relations and Communications, Professional Training and Coaching, Media - Broadcast, Corporate Training, Business Services, Events Services, Advertising/Marketing

Strategic Media Relations, Media Event Planning and Management, Media Training

Making Ink and Airtime

This media relations presentation supports Mark's recent book and can be tailored to 60 minutes or 30 minutes with the possibility of expanding the presentation to on-camera media training.

Media Meltdown: How to Generate News Coverage in Both Traditional and Online Media
State of the Art Regina 2010

The Art of Media: Generating News Coverage
Currents 2012, Canadian Public Relations Society National Conference

Building Media Relationships
Canadian Public Relations Society Toronto Event Series

KEYNOTE SPEECH
Marketwire Morning Mingle

University of Western Ontario
Master of Arts Journalism

York University
Bachelor of Arts (Honours) Mass Communications and English

Recipient - CPRS Toronto ACE Award

The purpose of the Achieving Communications Excellence (ACE) Awards is to recognize communications excellence in the practice of public relations. Winning an ACE Award will earn you industry recognition, strengthen your strategic communication skills and get you and your work known in Toronto's public relations community.

Recipient - CPRS Toronto Volunteer Service Award

Fellow - Canadian Public Relations Society

In 2010, Mark was appointed as a member of the Canadian Public Relations Society College of Fellows. The College of Fellows was established in 1998 to recognize those CPRS members who are proven leaders in public relations and communications and who have made exceptional contributions to the profession and their communities.

Chair - CPRS Public Relations and Communications Committee

Mark is currently Chair of the Canadian Public Relations Society PR and Communications Committee.

President - Canadian Public Relations Society Toronto

Mark had previously served as President of the Canadian Public Relations Society Toronto.

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