

**Dr. Carly Drake (Pender)**  
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### **Academic Employment**

2019 - **School of Business and Entrepreneurship, North Central College**  
Assistant Professor of Marketing

### **Education**

**Haskayne School of Business, University of Calgary, Calgary, Alberta, Canada**  
Doctor of Philosophy in Management (Marketing), 2014–2019  
Dissertation: *Runner's World* meets runners' worlds: Female recreational athletes, ideal bodies, and fitness advertising

**Dalhousie University, Halifax, Nova Scotia, Canada**  
Master of Arts in International Development Studies, 2010–2012  
Thesis: "Day by day, day by day": A study of immigrant women's entrepreneurship and settlement in Halifax, Nova Scotia

**Carleton University, Ottawa, Ontario, Canada**  
Bachelor of Journalism and Political Science, 2006–2010  
Graduated with Highest Honours

### **Research**

#### **Works in Progress**

**Drake, C., Mourali, M., & Pender, K. J.** Mental illness as consumer vulnerability: Ambivalent attachment to the college campus. *Revision in preparation for re-submission to Journal of Marketing Management.*

Grady, A., & **Drake, C.** My friend the dietitian: Social media, postfeminist digital entrepreneurship, and eating disorder recovery. *In preparation for submission to Journal of Marketing Management.*

#### **Peer-Reviewed Publications**

Pradhan, A., & **Drake, C.** (2023). Netflix and cringe: Affectively watching 'uncomfortable' TV. *Marketing Theory*, 23(4). doi:10.1177/14705931231154944

## Carly Drake (Pender)

**Drake, C.** (2022). Willfulness and the market: (Post)feminist subjectivities and women's body work. In G. Brodowsky, C. P. Schuster and R. Perren (Eds.), *Handbook of Research on Ethnic and Intra-Cultural Marketing* (pp. 104-118). Cheltenham, UK: Edward Elgar.

Mourali, C., & **Drake, C.** (2022). The challenge of debunking health misinformation in dynamic social media conversations: Online randomized study of public masking during Covid-19. *Journal of Medical Internet Research*, 24(3). doi:10.2196/34831

**Drake, C.,** & Radford, S. K. (2022). Studying gendered embodied consumption with poststructuralist feminist hermeneutics. *Qualitative Market Research*, 25(1), 1-19. doi:10.1108/QMR-01-2021-0011

**Drake, C.,** & Radford, S. K. (2021). Here is a place for you/know your place: Critiquing "biopedagogy" embedded in images of the female body in fitness advertising. *Journal of Consumer Culture*, 21(4), 800-826. doi:10.1177/1469540519876009

Stackhouse, M., Falkenberg, L., **Drake, C.,** & Mahdavi, H. (2020). Why massive open online courses (MOOCs) have been resisted: A qualitative study and resistance typology. *Innovations in Education and Teaching International*, 57(4), 450-459. [doi:10.1080/14703297.2020.1727353](https://doi.org/10.1080/14703297.2020.1727353)

**Drake, C.,** & Radford, S. K. (2018). [Softly assembled] gender performance through products: Four practices responding to masculine and feminine codes in product design. In A. Venkatesh, S. Cross, C. Ruvalcaba & R. Belk (Eds.), *Consumer Culture Theory (Research in Consumer Behavior, Volume 19)* (pp. 123-144). Bingley, UK: Emerald.

Kano, L., Verbeke, A., & **Drake, C.** (2015). The multinational head office as a joint value orchestrator: Managing the global factory. In R. van Tulder, A. Verbeke & R. Drogendijk (Eds.), *The Future of Global Organizing (Progress in International Business Research, Volume 10)* (p. 315-340). Bingley, UK: Emerald.

**Drake, C.,** & Gahagan, J. (2015). Working "upstream": Why we shouldn't use heterosexual women as health promotion change agents in HIV-prevention interventions aimed at heterosexual men. *Health Care for Women International*, 36(11): 1270-89.

Gahagan, J., Jason, T., & **Pender, C.** (2011). Promoting adolescent males' health: Utilization of school-based youth health centers in Nova Scotia, Canada. *Journal of Community Medicine & Health Education*, 2(1).

### Academic Conference Involvement

#### Paper Presentations

**Drake, C.,** Mourali, M., & Pender, K. J. (2022). Mental health as consumer vulnerability: Ambivalent attachment to the college campus. Paper presented at the Global Macromarketing Conference [online].

## Carly Drake (Pender)

**Drake, C., & Pradhan, A. (2021).** Netflix and cringe: Media consumption as transformative identity-work. Paper presented at the North American Association for Consumer Research Conference [online].

Pradhan, A., & **Drake, C. (2021).** Cringe watching: Deconstructing knowledge hierarchies through reflexive media consumption. Paper presented at the Academy of Marketing Conference [online].

Falkenberg, L., & **Drake, C. (2021).** Where do we go from here? Increasing a business school's capacity to respond to its constituents. Paper presented at the Administrative Sciences Association of Canada Conference [online].

**Drake, C., & Radford, S. K. (2020).** How do bodies “become” through advertising? Poststructuralist feminist theory and women's embodied consumption. Paper presented at the 44<sup>th</sup> Annual Macromarketing Conference [online].

**Drake, C., & Radford, S. K. (2018).** Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in images of the female body in fitness advertising. Paper presented at the 43rd Annual Macromarketing Conference, Leipzig, Germany [focusing on advertising ideology from a macro perspective].

**Drake, C., & Radford, S. K. (2018).** Here is a place for you/know your place: Understanding representations of the female body in fitness advertising. Paper presented at the International Sociological Association World Congress of Sociology, Toronto, Canada [focusing on the sociology of fitness/the body].

**Drake, C., & Radford, S. K. (2018).** Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in representations of the female body in fitness advertising. Paper presented at the Consumer Culture Theory Conference, Odense, Denmark [focusing on advertising's role in consumer culture].

**Drake, C., & Radford, S. K. (2017).** Gender as a softly assembled performance: Interrogating the tenuous possession-self link when women don't want pink and men don't want blue. Paper presented at the North American Conference of the Association for Consumer Research, San Diego, CA.

**Drake, C., & Radford, S. K. (2017).** Gender as a soft assembly: A dynamic systems theory approach to understanding consumers' experiences with gender identity and product gender. Paper presented at the Consumer Culture Theory Conference, Anaheim, CA.

**Drake, C., & Radford, S. K. (2017).** Gender performance through the body: A hermeneutic exploration of learning within the hair industry. Paper presented at the 13th Annual Graduate Student Research Symposium, Calgary, AB.

## **Carly Drake (Pender)**

**Drake, C., & Radford, S. K. (2016).** Portrayals of women in advertising: Reconciling instrumental and ethical perspectives. Paper presented at the 41st Annual Macromarketing Conference, Dublin, Ireland.

**Drake, C., & Radford, S. K. (2016).** The influence of gender identity on evaluations of products designed for the stereotypical man and woman. Paper presented at the 12th Annual Graduate Student Research Symposium, Calgary, AB.

**Pender, C. (2013).** Cowboy hats and business suits: The case of multiculturalism in Calgary. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

**Pender, C. (2013).** Calgary's professional newcomer women: Building careers and lives in a thriving economy. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

**Pender, C. (2012).** Beyond buzzwords: The case of women's "empowerment" in HIV-prevention interventions. Paper presented at the Tenth Year at the Crossroads: Health Research of the New Millennium conference, Halifax, NS.

**Pender, C. (2012).** Immigrant women in the food sector: A study of ethnic entrepreneurship in Halifax. Paper presented at Immigrant Women in Atlantic Canada: A Research Symposium, Halifax, NS.

### **Conference Leadership**

Scott, J., Pradhan, A., & **Drake, C. (2023).** Alternative methodologies to exploring to understanding consumer research. Workshop organized for the forthcoming Academy of Marketing Conference, London, United Kingdom.

### **Invited Presentations**

**Drake, C. (2024).** Bodies, maps, and ugly feelings: Methodological innovation and theory-building in consumer research. Presentation delivered to the Prairie Consumer Behavior Symposium, Saskatoon, Saskatchewan, Canada.

Grady, A., & **Drake, C. (2023).** My friend the dietitian: Social media, postfeminist digital entrepreneurship, and eating disorder recovery. Presentation delivered to the Chicago Consumer Culture Community (C4) and the Southern California Consumer Culture Community (SC4) [online].

Pradhan, A., & **Drake, C. (2021).** Netflix and cringe: Consuming conflict as agentic consumer identity work. Presentation delivered to the University of Southern Denmark Business School (Odense, Denmark) and the IESEG School of Management (Paris and Lille, France).

## Carly Drake (Pender)

### Invited Panel Appearances

Alternative research methodologies panel. (2024). Panelist at the Prairie Consumer Behavior Symposium, Saskatoon, Saskatchewan, Canada.

“The very stupid stigma around what my vagina is very much supposed to do”:  
Experiencing, escaping, and embracing stigmatized practices & products. (2022). Special session discussant at the Consumer Culture Theory Conference, Corvallis, Oregon.

Global CCT PhD Student Network. (2019). Tactics of circumvention: How to evade CCT’s doppelgänger brand images as an emerging scholar. Roundtable discussion conducted at the Consumer Culture Theory Conference, Montreal, Canada.

### Poster Presentations

**Drake, C., & Grady, A.** (2022). The problem with “love your body!” discourse: New avenues for marketing research and practice. American Marketing Association Summer Academic Conference, Chicago, IL.

**Drake, C., & Pradhan, A.** (2022). Feminist collaborative autoethnography for consumer research. Poster presented at the Consumer Culture Theory Conference, Corvallis, OR.

Grady, A., & **Drake, C.** (2022). Body neutrality, not positivity: Sportswomen, body image, and social media. Midwestern Psychological Association Conference, Chicago, IL.

**Drake, C., & Radford, S. K.** (2018). How does *Runner’s World* shape a runner’s world? Understanding representations of the “ideal” female body in fitness advertising. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

**Drake, C., & Mourali, M.** (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

**Drake, C., & Mourali, M.** (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the Society for Consumer Psychology Annual 2018 Winter Conference, Dallas, TX.

**Drake, C., & Radford, S. K.** (2018). Be yourself (but not too much): The role of the hairstylist as a change agent in the service sector. Poster presented at the Association for Consumer Research Gender, Marketing and Consumer Behavior Conference, Dallas, TX.

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Radford, S. K., & **Drake, C.** (2015). Making the human brand: American Idol and the modern manufactured celebrity. Poster presented at the American Marketing Association's Summer Marketing Educators' Conference, Chicago, IL.

### Honours and Awards

- 2024** North Central College Faculty Development and Recognition Committee Grant (\$3,000)
- 2023** North Central College Junior Faculty Distinguished Scholarship Award (\$1,000)
- 2023** North Central College Faculty Development and Recognition Committee Grant (\$3,000)
- 2022** North Central College Junior Faculty Distinguished Mentoring Award (\$1,000)
- 2022** North Central College Faculty Development and Recognition Committee Grant (\$3,000)
- 2021** North Central College Faculty Development and Recognition Committee Grant (\$3,450)
- 2021** North Central College Summer Undergraduate Research Funding (\$3,000)
- 2019** University of Calgary Sessional Instructor Teaching Award – Nominee
- 2018** Social Sciences and Humanities Research Council Doctoral Fellowship - \$20,000
- 2018** Robert A. Willson Doctoral Management Scholarship - \$10,000
- 2018** AMA-Sheth Foundation Doctoral Consortium - Fellow
- 2018** University of Calgary Graduate Teaching Assistant Award - Nominee
- 2017** Queen Elizabeth II (Doctoral) Scholarship - \$15,000
- 2017** University of Calgary Faculty of Graduate Studies Doctoral Scholarship - \$10,000
- 2016** Queen Elizabeth II (Doctoral) Scholarship - \$5,000
- 2015** Queen Elizabeth II (Doctoral) Scholarship - \$10,000  
Haskayne School of Business Research Prize - \$5,000
- 2014** Haskayne School of Business Entrance Scholarship - \$15,000
- 2013** United Nations Association in Canada Young Leaders Op-Ed Competition, Second Prize - \$2,000
- 2012** Best Graduate Student Oral Presentation, Tenth Year at the Crossroads: Health Research at the New Millennium Conference (Halifax, Nova Scotia)
- 2010** Dalhousie University Entrance Scholarship - \$13,000
- 2009** Marissa Ann Golini Memorial Scholarship in Journalism - \$2,000
- 2009** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2008** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2007** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2006** Carleton University Entrance Scholarship - \$10,000

### Media

Kelly, S. (2023). Netflix and cringe! The science of uncomfortable viewing. *Canvas8*. <https://hubs.li/Q020kxZ80>

**Drake, C., & Grady, A.** (2023, October 31). Is 'girl dinner' a feminist movement? Not yet. *Chicago Tribune*.

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<https://static1.squarespace.com/static/5dd463cd4d8dd97b897b50f8/t/65415bd843e6696084d564c5/1698782195379/Chicago+Tribune+Op-Ed+Girl+Dinner>

**Drake, C., & Pradhan, A.** (2023, May 9). The unbearable allure of cringe. *The Conversation US*. <https://theconversation.com/the-unbearable-allure-of-kringe-204720>

Perl-Pollard, K. (2022, July 27). COVID misinformation on social media: The unintended consequences of debates. *The University of Calgary*. <https://haskayne.ucalgary.ca/news/covid-misinformation-social-media-unintended-consequences-debates>

The Conversation US. (2022, January 20). Stressed out at college? Here are five essential reads on how to take better care of your mental health. *The Conversation US*. <https://theconversation.com/stressed-out-at-college-here-are-five-essential-reads-on-how-to-take-better-care-of-your-mental-health-174851>

**Drake, C.** (2022, March 20). Op-ed: Why considering physical “space” is important for business success and social wellbeing. *Daily Herald*. <https://www.dailyherald.com/business/20220320/why-considering-physical-space-is-important-for-business-success-and-social-wellbeing>

Cyca, M. (2021, November 28). BOOK PERSON | Vol. 32. *Book Person*. <https://bookperson.substack.com/p/book-person-vol-32>

Pohl, L. (2021, Fall). Faculty mentoring: Building confidence, cultivating leaders, realizing dreams. *North Central College Alumni Magazine*, p. 6-9. <https://www.northcentralcollege.edu/magazine>

Imm, J. (2021, June 30). North Central faculty move the conversation on LGBTQIA+ issues forward during Pride Month... and always. *North Central College*. [https://www.northcentralcollege.edu/news/2021/06/30/north-central-faculty-move-conversation-lgbtqia-issues-forward-during-pride-month?utm\\_medium=post&utm\\_source=twitter&utm\\_campaign=omc-text-broad-omc-pride-month-drs-chod-drake](https://www.northcentralcollege.edu/news/2021/06/30/north-central-faculty-move-conversation-lgbtqia-issues-forward-during-pride-month?utm_medium=post&utm_source=twitter&utm_campaign=omc-text-broad-omc-pride-month-drs-chod-drake)

Imm, J. (2021, May 28). North Central students take on important cause with “Be an Ally” marketing campaign. *North Central College*. <https://www.northcentralcollege.edu/news/2021/05/28/north-central-students-take-important-cause-be-ally-marketing-campaign>

Pradhan, A., & Kuruoglu, A. (2021, April 23). Let’s talk about (heteronormative) love, baby!. *Tales of Consumption Podcast*. <https://podcasts.apple.com/us/podcast/episode-8-lets-talk-about-heteronormative-love-baby/id1552759592?i=1000518317173>

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Pradhan, A., & Kuruoglu, A. (2021, February 23). Television? More like male-vision. *Tales of Consumption Podcast*. <https://podcasts.apple.com/us/podcast/episode-3-television-more-like-male-vision/id1552759592?i=1000510275054>

Drake, C., & Anstine, D. B. (2020, September 8). 5 things to look for on a college campus that benefit mental health. *The Conversation US*. <https://theconversation.com/5-things-to-look-for-on-a-college-campus-that-benefit-mental-health-144842>

Cramer, M. (2020, February 1). In a long history of sexist ads and outrage, it's the apology that's new. *New York Times*. <https://www.nytimes.com/2020/02/01/business/media/kfc-commercial-sexist.html>

Chamberlin, J. (2019, February 1). Do all genders get a level playing field? Addressing the gendered arena of sport. *Explore UCalgary*. <http://explore.ucalgary.ca/gender-equality-in-sport>

CTV Morning Live (2019, January 14). Live television interview with Joelle Tomlinson: "Women and sports coverage."

Drake, C. (2018, April 9). Boston Marathon: How advertisers target female runners. *The Conversation Canada*. <https://theconversation.com/boston-marathon-how-advertisers-target-female-runners-93738>

Binns, S. (2017, October 24). How do you market fitness? *Academic Stories*. <https://academicstories.com/story/emphasizing-equality/how-do-you-market-fitness>

### Teaching Experience

#### Courses Taught

|       |   |
|-------|---|
| 2024- | Globalization and Society, North Central College          |
| 2023- | Bodies, Markets, and Marketing, North Central College     |
| 2020- | Digital Marketing, North Central College                  |
| 2019- | Integrated Marketing Communication, North Central College |
| 2017  | Introduction to Marketing, University of Calgary          |
| 2017  | Integrated Marketing Communication, University of Calgary |

#### Additional Teaching Experience

|      |   |
|------|---|
| 2024 | Guest Lecturer, MBA Residency, North Central College                        |
| 2022 | Guest Lecturer, Gender, Sexuality and the Mass Media, North Central College |
| 2021 | Guest Lecturer, Neoliberalism and Pop Culture, North Central College        |
| 2021 | Guest Lecturer, Honors Salon, "Bodies and Marketing," North Central College |



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|------------------|---|
| <b>2019</b>      | Guest Lecturer, Introduction to Public Relations, North Central College                                   |
| <b>2019</b>      | Guest Lecturer, Research Methods in Sociology, North Central College                                      |
| <b>2018</b>      | Guest Lecturer, Digital Marketing, University of Calgary  |
| <b>2016</b>      | Guest Lecturer, Integrated Marketing Communication, University of Calgary                                 |
| <b>2016</b>      | Teaching Assistant, Integrated Marketing Communication, University of Calgary                             |
| <b>2015-2016</b> | Teaching Assistant, Strategic Management, University of Calgary   |
| <b>2015</b>      | Teaching Assistant, Strategic Management II, University of Calgary  |
| <b>2012</b>      | Teaching Assistant, Introduction to Environment, Sustainability and Society, Dalhousie University         |
| <b>2011</b>      | Writing Teaching Assistant, Introduction to Environment, Sustainability and Society, Dalhousie University |

### **Workshop Facilitation Experience**

|             |  |
|-------------|--|
| <b>2023</b> | “Better Body Image” for the Wildwood Running Clinic, Naperville, IL                              |
| <b>2022</b> | “Better Body Image” for Shred415 Fitness, Naperville, IL   |
| <b>2022</b> | “Personal Branding for Changemakers” for the Student Leadership Summit, North Central College    |
| <b>2022</b> | “Better Body Image” for Girls on the Run (Teen Squad), Baltimore, MD                             |
| <b>2022</b> | “Search Engine Optimization Basics” for the Student Entrepreneurship Club, North Central College |
| <b>2020</b> | “Personal Branding” for the Student Entrepreneurship Club, North Central College                 |

### **Academic Service and Mentorship**

#### **School- and Department-Level Service and Mentorship**

##### **North Central College**

|                  |   |
|------------------|---|
| <b>2023-</b>     | Member, Institutional Review Board  |
| <b>2023-</b>     | Faculty Advisor, American Marketing Association Chapter                                   |
| <b>2023</b>      | Search Committee, Dean of the School of Business and Entrepreneurship                     |
| <b>2023</b>      | Selection Committee, Distinguished Mentoring Awards                                       |
| <b>2023-</b>     | Member, Faculty Council on Undergraduate Research   |
| <b>2022-2023</b> | Chair, Faculty Research and Scholarship Committee (School of Business & Entrepreneurship) |
| <b>2022</b>      | Selection Committee, Online Education Award   |
| <b>2022</b>      | Selection Committee, Outstanding Student Award  |
| <b>2021-</b>     | Co-Founder, the Body Collective   |
| <b>2021-2023</b> | Associate, Center for the Advancement of Faculty Excellence                               |
| <b>2020-2021</b> | Career Readiness Curriculum Committee   |
| <b>2020-2022</b> | Faculty Secretary   |

## Carly Drake (Pender)

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|-----------|---|
| 2020-2022 | Academic Programs and Policies Committee                        |
| 2020      | Interim Faculty Advisor, American Marketing Association Chapter |
| 2020-2021 | Faculty Advisor, Cheerleading Team                              |
| 2019-2022 | Faculty Mentor, Women's Track and Field Team                    |

### University of Calgary

|           |  |
|-----------|--|
| 2017-2019 | President, Doctoral Association for Students of Haskayne   |
| 2016-2019 | Selection Committee, Haskayne School of Business PhD Teaching Award                              |
| 2016-2017 | Haskayne School of Business Representative, University of Calgary Graduate Students' Association |
| 2015-2016 | Peer Mentor, Haskayne School of Business   |

### Disciplinary Service

|           |   |
|-----------|---|
| 2023      | Competitive Paper Reviewer, Association for Consumer Research Conference          |
| 2022-2023 | Secretary; Gender, Markets & Consumers (GENMAC)                                   |
| 2023-     | Ad Hoc Reviewer, <i>Sociology Compass</i>   |
| 2022-     | Ad Hoc Reviewer, <i>Journal of Current Issues &amp; Research in Advertising</i>   |
| 2022-     | Ad Hoc Reviewer, <i>Consumption, Markets &amp; Culture</i>                        |
| 2022-     | Ad Hoc Reviewer, <i>Journal of Marketing Management</i>                           |
| 2020-     | Competitive Paper Reviewer, Consumer Culture Theory Conference                    |
| 2019-     | Ad Hoc Reviewer, <i>Journal of Consumer Culture</i>                               |
| 2019      | Competitive Paper Reviewer, Macromarketing Conference                             |
| 2019      | Competitive Paper Reviewer, Australian & New Zealand Marketing Academy Conference |

### Membership in Professional Associations

Association for Consumer Research  
Consumer Culture Theory Consortium  
Gender, Markets and Consumers (GENMAC)

### Professional Development

|      |  |
|------|--|
| 2020 | Assessment Design Training, North Central College (with Drs. Jon Mueller and Alexis Chambers)  |
| 2020 | Universal Design for Learning Workshop, North Central College (with Prof. Jennifer Pusateri)   |
| 2018 | Macromarketing PhD Student Professional Development Consortium, Macromarketing Society   |
| 2017 | Qualitative Data Analysis Workshop, University of Calgary (with Päivi Eriksson, University of Eastern Finland, author of <i>Qualitative Methods in Business Research</i> ) |
| 2017 | Media Relations Training, Haskayne School of Business  |

## **Carly Drake (Pender)**

- 2017** Qualitative Data Analysis Workshop, Consumer Culture Theory Consortium
- 2016** Instructional Skills Workshop, University of Calgary
- 2016** Macromarketing PhD Student Professional Development Consortium, Macromarketing Society
- 2013** Young Leaders Forum, United Nations Association in Canada

### **Industry Experience**

- 2013-2014** **Communications and Fundraising Coordinator**  
Immigrant Services Calgary (Calgary, Alberta)
- 2012-2013** **Settlement Coordinator**  
Immigrant Services Calgary (Calgary, Alberta)
- 2008-2013** **Lead Writer and Editor**  
MyHealth Interactive Magazine (Ottawa, Ontario)