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MacEwan journalism student wins national feature writing award

Edmonton – Fourth-year journalism student Lucas Provencher has won first place in the written word category of the Emerge Media Awards (EMA’s).

Lucas won for his feature story “Point and Shoot: How Public Shaming Came Back into Fashion on the Prairies,” published in the 2016 edition of The Scavenger, the annual, online general-interest magazine produced by students in the Bachelor of Communication Studies (BCS) 422 feature writing class.

“I wanted to explore the ethical issues and social consequences of the loose-knit vigilante group, Creep Catchers, whose members take it upon themselves to track down and expose alleged pedophiles,” said Provencher. “Every week in Western Canada, a stranger walks up to someone they believe to be a pedophile and whose name they have fished out of a dating website. There is a confrontation, which is recorded and released online – this is how Creep Catchers operates.”

“In the three years we have been publishing The Scavenger, MacEwan journalism students have won one of the prestige categories of the Emerge Media Awards – Written Word, or Feature Writing,” says Dr. Brian Gorman, associate professor, BCS. “I think that says a lot about the level of writing talent we have attracted to the program, and it implies a bright future.”

The EMA’s are administered by the University of Guelph-Humber and adjudicated by industry professionals whose goal is to celebrate and showcase the achievements of journalism, media studies and communications students from across Canada. The awards were presented on April 24 at the EMA dinner and ceremony at Humber College in Toronto.

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.

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