

Welcome to the first issue of the Canadian Journal of Applied Research! This journal is for graduate students to share knowledge about real-world problems and solutions. This first issue draws from Royal Roads' graduate talent with three articles related to the theme: leadership and communication for sustainable development. The first article, by Stephanie Frances Bowen, addresses how social marketing can effect positive change with resistant audiences, with the example of a homelessness initiative in Victoria, BC. The second article, by Amanda Follett, explains how media can help the public understand environmental sustainability from a First Nation's perspective. The last article, by Stephanie Louise Tombari, discusses frame alignment processes in anti-poverty movement websites.

All three articles tackle significant problems—homelessness, journalistic representation of First Nations' perspectives, and poverty. Each one not only explains the problem but gives solutions as well. I believe you will be changed by reading these articles.

I would like to acknowledge those who have launched the Canadian Journal of Applied Research. Thanks have been earned by the Associate Editors—Christine Haltner and Shawna Forester—who have contributed so much to the first issue by editing and by getting the journal's website ready. Shawna and Christine are RRU graduate students. Thanks are due to our co-editor Dr. Wendy Rowe and our IT representative, Paul Ripley. I would like to thank our first authors, our reviewers, and many more who helped behind the scenes. I would like to acknowledge Dr. Thomas Chase, Royal Roads' Vice President Academic and Provost and Dr. Mary Bernard, Associate Vice President Research. Together at Royal Roads we will continue to make the Canadian Journal of Applied Research grow and prosper.

Joshua Guilar, Editor

The Canadian Journal of Applied Research