
LINDSAY CRYSLER AWARD

The Lindsay Crysler award is one of QCNA's most prestigious honours because it pays tribute to individuals who set the highest standard of excellence which in turn raises the profile of community newspapers. The award is named after Lindsay Crysler, a former dean of journalism at Concordia University who was instrumental in raising the bar for journalists within QCNA, and for recognizing the high impact of community journalism. In the early 1980s it was Lindsay, and then-editorial services coordinator Judith Taylor, who judged all entries in the QCNA Better Newspapers Competition. Lindsay encouraged his journalism students to do a stint, or forge a career, in a community newspaper so they can truly appreciate the impact of what they write. QCNA wanted to recognize his longstanding contribution, thereby creating the Lindsay Crysler Award, first presented at the QCNA gala in 1994. It was Lindsay's wish that the award be presented to an individual who has made an outstanding contribution to the community newspaper industry in general or whose work in a community newspaper has made an extraordinary contribution to the community.

The winner of the 2014 Lindsay Crysler Award for outstanding contribution to the growth and development of community newspapers in Quebec is:



LIETTE ROBERT **General Manager** The Low Down to Hull & Back News

tient, dedicated and utterly competent in a number of areas, but it is the way she truly cares about our newspaper and everyone in it that is so impressive.

When staff moan, she pumps them up. Customers often pay visits for no other reason than to get a boost from her sunny personality. When her publisher went on yet another maternity leave, she offered and did postpone her own vacation – by a year! - to keep things running smoothly. When a close family member faced a critical illness that eventually took him, she would leave the hospital only to come back at night to make sure everything at the office got done.

This is the fifteenth year our office manager has taken care of everything – and more importantly – everyone in our newsroom.

A spotlight needs to be shone on Liette Robert, she is the reason we so often refer to The Low Down as a labour of love – she is both the labour and the love, and we would be lost without her.

Nikki Mantell
Publisher
The Low Down to Hull & Back News

We are amazed by the dedication shown by Liette Robert, general manager of The Low Down to Hull & Back News.

Someone who doesn't call "work" work, who is considered the brains behind the operation and is so devoted for so many years (15) is definitely worthy of this award.

Not only that, but she willingly postponed vacation for a whole year and made sure everything was working even while looking after a very sick family member, it's safe to say she's a super star and the kind of devoted team member all of us dream about having on our staffs. We can bet that without Liette Robert The Low Down would not be the paper it is, might not even be! And she does all that with a smile personality – something pretty essential when money is tight and multi-tasking is the name of the game!

Judges

Karen Macdonald
News Director and Station Manager
Global Montreal

George Bakoyannis
Co-Publisher
The Greek Canadian News, The Laval News, The North Shore News, Nouvelles Parc Extension News

Every person in this room wants someone like Liette in their newspaper office.

She is the heart and soul of the operation. She is the brains behind the day-to-day workings that mean this ridiculously labour-intensive thing called a weekly community newspaper actually goes out every week. She knows how everything works - and actually makes sure everything does work. She can fix anything from bad attitudes to a bad Internet connection. She can turn a beast of a customer into a smiling teddy bear who can't thank her enough. She works early in the morning and late at night and she won't even call it "work" when you tell her to cut it out. She manages the office admin needs, does ad design, collects overdue accounts, manages all display ads, does pagination, troubleshoots for the website – and she does it all at the same time and still remembers everyone's birthday.

She's smart, organized, forward-thinking, polite, pa-

JOAN DURNIN OUTSTANDING SALESPERSON AWARD

This award is given to a member of a sales staff who has made a significant contribution to the newspaper through sales performance, dedication, client development and community outreach work that raises the profile of the newspaper. This year's winner is:

PETER STAVROPOULOS **Sales Manager** The Greek Canadian News, The Laval News, The North Shore News, Nouvelles Parc Extension News

Twenty years ago I would never have imagined that today I would be nominating Peter Stavropoulos for this award. The simple reason is that Peter Stavropoulos, for 20 continuous years, had "hijacked" our back pages with the ads of his furniture store. In 2012, after retiring from the furniture business, he came to try his skills in our ad department. What could be better than a former satisfied client to sell ads. No need to convince him about the positive results that our ads bring! Mentioning his past in conversation with business owners brought them aboard to advertise with us.

Since his arrival, Peter has not only been an exceptional person and outstanding sales person, but he has also created excellent relationships with newly arrived clients. His skills and guidance has also encouraged the rest of the sales team to increase their sales.

George Guzman
Co-Publisher, VP Sales & Marketing
The Greek Canadian News,
The Laval News, The North Shore News,
Nouvelles Parc Extension News

