
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:

GABRIELLE BERTRAND SALES REPRESENTATIVE - PONTIAC JOURNAL DU PONTIAC

In 1999, the Journal was asked to coordinate the promotion of one of the local communities' 150th anniversary celebrations – with only two weeks notice. The newspaper was in desperate need of a bilingual sales representative who could handle everything from small businesses to large government clients. A Journal employee mentioned that her mother – a grandmother of four who “knows everyone” – might be suitable for the project. Gabrielle Bertrand stepped into the advertising sales position with absolutely no prior newspaper or sales experience. For her first issue, she was able to pull together several thousands of dollars worth of advertising and ever since, she has continued to be one of the top sales performers at the Journal.

Gabrielle's methods of client development are based on knowing the limitations and expectations of her customers. She is able to skillfully juggle their advertising budgets between the newspaper and purchasing ad space in the Journal's annual publications of a directory and a magazine. This takes extensive planning and intuition as to how often the same people can be “tapped”.

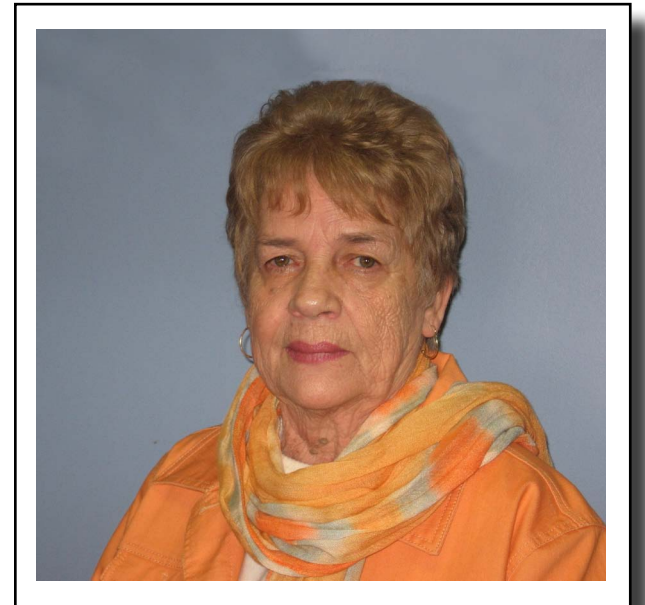
In 2008, Gabrielle's sales territory experienced the worst economic downturn in decades, yet her sales have remained consistently high. It is because not only has she been instrumental in

the revenue growth of the Journal but also in the growth of its readership.

Small business owners as well as event committees seek and respect Gabrielle's advice on all aspects connected with the newspaper. Her outreach skills through the newspaper bring the people of the distant communities together – whether it is for a three-hour grand opening or a three-day festival – advertising sales clients are confident that Gabrielle will secure the best possible coverage for them. She advises the newspaper's editorial staff for pre- and post-coverage and works with the graphic designers on advertising layout.

As the sales representatives are paid by commission-only, it is apparent to all Journal staff that Gabrielle contributes much of her own time to ensure the smooth operation of the newspaper's business. She is always willing to lend a hand to stuff envelopes; lend an ear to a phone complaint; and lend a word of encouragement in stressful pre-press situations. Her good-natured attitude and optimism are assets during the sales meetings, in addition to her tasty baked goods!

Gabrielle puts her whole heart into every project and can make every client, and staff-member, feel they are the most important part of the Pontiac Journal.



The Pontiac Journal, a bilingual, free distribution

newspaper, is delivered to every address in the MRC Pontiac, an area of over 5,000 square miles with a total population of only 14,600. Since 1987, it has been a vital link between the several small rural towns.

Nancy Hunt
Editor
Pontiac Journal du Pontiac

PAUL DUMONT-FRENETTE AWARD

The Paul Dumont-Frenette Award is QCNA's top individual writing award. It is awarded to the individual who has shown the best overall performance in the year as determined by judges in reviewing all entries. This year's winner is:

TREVOR GREENWAY The Low Down to Hull & Back News

Only fellow reporters can appreciate that first meeting between Trevor Greenway and his future boss. It was a Sunday afternoon on a country road, deep in Low Down territory. Two cop cars were out front of a bungalow, with the lights flashing. The paper's owner was driving by, so of course she jumped out to see what was going on. Already there was some punk with a camera, snapping away.

“Huh,” she thought, then asked, “who are you with?”

“Actually,” said the young man whose license plate read Alberta, “I literally just got here from out west, and I'm hoping to get an internship with the local paper, the Low Down.”

“Trevor?” exclaimed Nikki. “Yes, uh, are you ... Nikki?”

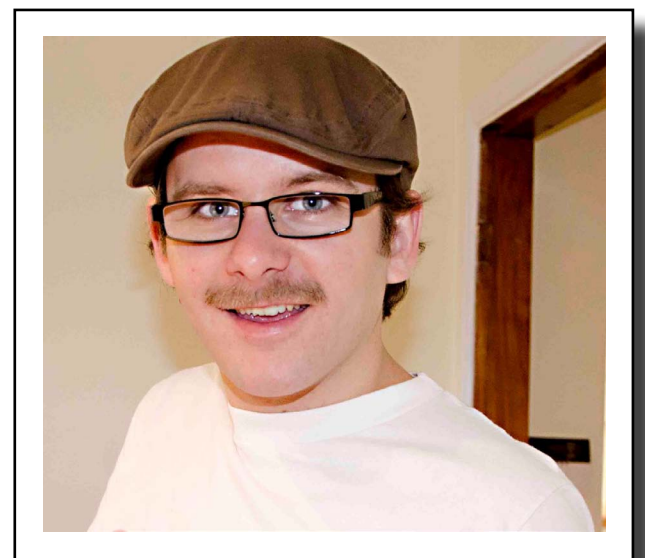
And so after both got the requisite photos, they chuckled and greeted each other for the first time ... as the cops put a sheet over the dead body that lay in the bungalow's garage.

Yes, some bureaucrat would be horrified at the thought of hiring someone at the scene of a crime, but there's no better omen when it comes to a new reporter. And Trevor has been a lightning rod for news ever since. The kid's got a nose for it; he goes on gut to get a great story.

But raw talent does not translate into perfect finished pieces. Coming straight out of J-school, Trevor had to put in a lot of hard work to hone his writing skills, growing a thick skin as his editors mercilessly beat the bad habits out of him.

He's come a long way.

It doesn't just show in the numerous awards he's won over the last three years with us. Trevor's stories reveal his genuine love of news, his passion and his natural ability to get the story out of his subjects. His interview skills have made more than one grown man break down in tears. And all that translates in print – and in the community. This kid from Saskatchewan has become the “go-to” guy in with our locals. Sure, he still digs up his own scoops, but more often



than not, our readers come to him. He's the guy who knows how to get the story and get it just right.

Nikki Mantell
Publisher
The Low Down to Hull & Back News

This award is sponsored by The Quebec
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