
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 2013 Lindsay Crysler Award for outstanding contribution to the growth and development of community newspapers in Quebec is:



LINDA LUDWICK CFO / Publisher the Nation

The Nation nominates its Chief Financial Officer, Linda Ludwick, as a candidate for the Lindsay Crysler Award. Linda joined the Nation a few months after it started in 1993 as the fledgling publication's accountant. As with other employees and owners, she worked for free in the beginning. Due to her ability to cut costs and work with the small revenue flow we had back then, we were able to start paying people after ten months.

Linda's financial management helped the Nation grow in a substantial manner. When we engaged a consultant to analyze our company structure, it was determined that we were top heavy with people who had creative skill sets instead of those who knew how to manage the details of keeping a publication like ours alive. Thank goodness Linda was in the latter category. Many do not realize how important this is to a newspaper and its success. Reporters, editors, photographers and designers are the ones who receive the accolades and glory but without people like Linda taking care of the everyday details that would never happen. This was the reason why Linda was in-

vited to become a partner and owner in Beesum Communications, the Nation's parent company. We recognized the need for her talents and skill sets to make this a truly viable community newspaper.

Linda has never disappointed us and has gone beyond our expectations. Her contributions are indispensable to the success and continuity of the Nation. During lean times she has postponed taking her paycheck, in one case for six weeks, even used her personal credit cards to keep the newspaper going.

Linda has been an exceptional asset to whom the Nation owes a huge debt of gratitude, both to her personally as well as her abilities as our Chief Financial Officer. We believe she is a worthwhile candidate for the Lindsay Crysler Award.

*Will Nicholls
Editor in Chief
the Nation*

Judges: George Bakoyannis, co-Publisher, The Laval News, NEA, The North Shore News, Nouvelles Parc Extension News; Fred Ryan, Publisher, Bulletin d'Aylmer, Pontiac Journal du Pontiac, The West Quebec Post

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:

LINE HURTEAU Salesperson The Gleaner / La Source

I am nominating Line Hurteau for the Joan Durnin Outstanding Salesperson Award. Through her perseverance and dedication Line has showed the entire staff that she is truly a valued employee. She is a devoted team player, has an outstanding commitment to her job and is incredibly focused on the outcome of a newspaper with our legacy.

Line started to work at The Gleaner in 1984, later quit to raise her family; it was without hesitation that I hired her once a job opening became available.

Since 2012 Line has found herself alone in the sales department. No doubt all this added responsibility brought on a tremendous amount of stress to Line which she managed like a pro. She immediately stepped up and took on the leadership role, took her job to heart and worked incredibly hard to increase the overall sales revenue at The Gleaner. In a time when

more businesses in her territory seem to be closing rather than opening she still managed to increase her sales by 30%. The key role that she played in the success of 150th Anniversary, in which we produced a 136-page historical edition should also not go unnoticed.

I, along with the entire team, agree her good nature, attitude and optimism are indeed assets to The Gleaner.

I believe Line's contribution to the English newspapers and particularly to The Gleaner makes her without a doubt the perfect candidate to fulfill the Joan Durnin Outstanding Salesperson Award.

*Sheri Graham
General Manager
The Gleaner / La Source*



Judges: Katherine Hynes, The Equity; Jo-Ann Hovey, The Sherbrooke Record