

PAUL DUMONT-FRENETTE OUTSTANDING JOURNALISM AWARD

The Paul Dumont-Frenette Outstanding Journalism Award is QCNA's top individual writing award. It was established in memory of the first QCNA (then AQREM) executive secretary, Paul Dumont-Frenette. It was originally named the Paul Dumont-Frenette Award and was renamed the Paul Dumont-Frenette Outstanding Journalism Award in 2016. This award is given to the journalist who has shown the best overall performance in the year as determined by judges in reviewing all entries. This year's winner is:

STEVE DUCHARME

Nunatsiaq News



In a cover letter to Nunatsiaq News, which he sent with his job application in May 2015, Steve Ducharme wrote "I have a team-first mentality and I never miss a deadline." Well, he was half right. Steve is a consummate team player and a joy to work with. And he's usually pretty good about deadlines.

With roots in Fort McMurray, Alberta, and Ottawa, Steve came to journalism via a classics degree at Carleton University and a journalism diploma from Algonquin College. A lover of history and culture, and a steadfast self-starter, Steve was well suited to life in Iqaluit, Nunavut, where political, social, climactic and personal challenges often make short work of young, inexperienced reporters.

Steve possesses an enviable combination of flexibility, skill and endurance necessary to juggle multiple demands and assignments in our small northern office. He's also humble and wise enough

to accept his mistakes and learn from his peers, both within the organization and without, and as a result, has shown outstanding improvement over the past two years as a reporter and writer. As an added bonus, Steve has embraced his love of photography and never fails to contribute stunning images for our website and weekly paper. And if that wasn't enough, he's also earned local fame as lead guitarist and singer in Iqaluit's The Flat Julians.

We are proud of Steve's multiple nominations in this year's QCNA awards and for winning the Paul Dumont-Frenette Outstanding Journalism Award. We believe it's the first of many future awards for Steve in what we expect will be a long and fruitful career.

Lisa Gregoire
Managing Editor
Nunatsiaq News



This award is sponsored by the Quebec Community Groups Network

JOAN DURNIN OUTSTANDING SALESPERSON AWARD

The Outstanding Salesperson Award was created in 2000 and renamed the Joan Durnin Outstanding Salesperson Award in Joan's honour in 2001, recognizing Joan Durnin's long-time dedication to *The Chronicle (West Island)*. Joan Durnin, who passed away in 2001, was an indispensable part of the sales force at *The Chronicle*, placing ads for loyal clients, offering family advice, and somehow still finding time to be a great mother and grandmother! This award is designed to award a member of the 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 paper.

This year's winner is:

DAVID BROADMAN

"The Early Bird"

Director of National Sales and Marketing
The Suburban



English media in and around the Montreal area has never been a large market. It has always been commonplace for talent to spend time learning, building, growing and then be seduced away by another media house. For a salesperson to cross over from one medium to another is not always easy. Many have tried, not all succeeded.

A true salesperson is born with a passion for the challenge and chase that

does not dissipate with time or success. David Broadman, Director of National Sales and Marketing with *The Suburban* newspaper is a true-born, and brilliant salesperson.

David has been involved with media sales for 30 years. He started in print, selling advertising for Quebecor magazines and then the Montreal Daily News. The bulk of his career was 20 years in radio with Q92, both selling advertising and managing the sales team. Corus University — the entertainment company's training camp — believed their radio stations would benefit from training and educating their team. Corus is not the only company to benefit from David's experience and natural talent.

In March of 2008, David joined *The Suburban* newspaper sales team as National Sales Director. David took the time to get to know every member of *The Suburban* team, sales and otherwise. David is high energy and doesn't need a lot of sleep. He would be in the gym before dawn and in the office by 7:30 a.m. He made it known to every member of the sales team that he was always willing to train, mentor and help with anything they'd be working on early in the morning or after 4:30 p.m. so as not to distract him from his clients.

David's purpose was to service his clients to the best of his ability by being creative and a little crazy ... and of course growing his numbers. We believe the term "out of the box" was created to describe David and his ideas. To David,

the strangest of ideas were the best and he would only go to his clients with new ideas that had not been done before.

Most sales people will tell you their biggest pet peeve is not being able to get through to prospects. David's clients are agencies and national clients but walking into the offices of a new local client is just as exciting for Dave as any large agency.

A true artist at sales, but also at his computer, Dave always receives replies to his emails because he never fails to create a personalized cartoon with every email he sends out. Nobody can resist replying to a man who takes the time to create a personal cartoon each and every time he sends an email. When Dave joined our organization, our publisher didn't understand the cartoons and had a hard time seeing David at his computer creating. He has come to understand and appreciate David's time and talent.

It seemed like a natural progression for Dave to take over managing our sales team but we all agreed his talent would be better used servicing our clients, while at the same time continuing to mentor our younger sales people and work side by side with our veterans.

Through the almost 10 years Dave has been with us, he has created many client contests as well as ad campaigns to go along with them. Several of these campaigns have been QCNA award winners, such as the \$10,000 give-a-way with Trevi or the Linen Chest Christmas contests.

David believes in community

involvement, therefore *The Suburban* has been involved with many community events such as "Strangers in the Night" and many other charitable events.

David energizes any room he walks into. Able and willing to help his clients and coworkers any way he can, he always goes above and beyond. David is always fun to be around. David loves to talk and never takes himself too seriously. David wakes up every morning thinking about the sales he is going to make that day. Dave loves to share with management the new clients he has signed and news of his ongoing clients. At the end of each day he plans out his next day.

David walks around with his YTD sales number updated daily on his phone. He knows his goal and won't let the year end before he passes it. In the eight years he has been with *The Suburban* David is now closing in on \$10 million. He is quirky, he is original, but he is always our David B., and he is always at the office first. David Broadman is the bird who gets the worm!!

David Broadman and *The Suburban* are a perfect fit. Nominating David for the Outstanding Salesperson Award is the perfect way for us to show Dave how much we love and appreciate his daily efforts.

Thank you David.

Michael Sochaczewski
Publisher
The Suburban