



ACHIEVEMENT IN PUBLISHING

JOYCE BYRNE

It would be difficult to find someone more passionate about publishing or more knowledgeable about the industry than Joyce Byrne. Publisher of *Avenue Calgary* since 2014 (her role recently expanded to group publisher for RedPoint Media & Marketing Solutions), Byrne has long been a champion of magazines, and of the people who make them and the readers who enjoy them.

Since entering the industry in 2001, Byrne has helped to create magazines in a range of categories including trade, politics, literature, business and city lifestyle. She was instrumental in the launch of *Unlimited* and *18 Bridges*, and she has been a devoted volunteer for industry associations including AMPA, IRMA, Magazines Canada (where she was a director for 10 years) and the National Magazine Awards (where she was president).

A publishing polymath—she's as comfortable proofreading (which she has done for Taddle Creek for the past 15 years) as she is wrangling budgets and staffing—Byrne is also a tireless advocate for freelancers and interns, for accessible professional development opportunities and for ethical ad-ed-

it guidelines. Byrne became publisher of *Avenue* during an economic downturn, and has managed the publication in such a way that not a single person was laid off—while restructuring roles to facilitate collaboration and efficiency.

Not only has *Avenue* thrived under Byrne's direction, the entire Canadian publishing industry has been enriched and strengthened by her exceptional understanding of its intricacies and her genuine love of its process and products.