



Please consider Jane Skrypnek for the Shelley Fralic Award.

Jane Skrypnek is a leader and a valued addition to our newsroom. While she may not have years of experience in the industry, she brings a level of maturity and leadership that has all of our journalists, regardless of their age, looking up to her.

While many young people we see getting into the industry come with their own preconceived biases and causes, Jane can approach any topic without prejudice and craft a balanced article that gives readers all of the facts.

She is eager to learn, willing to take direction and always looking to advance her skillset. She strives to stay on top of larger social issues – such as the role journalism can play in racism – and uses that to advance her writing. But she never approaches a story with a preconceived bias or direction and does everything she can to make sure it is balanced, fair and accurate to all sides involved.

Jane was a member of the Victoria News team from September 2020 until recently when she moved to the Black Press Media provincial digital team. During the here she went out of her way to connect with the local community through a number of different channels. Some examples of that include her election coverage. Covering an election during a pandemic can be challenging and creating visuals without result parties was a huge hurdle our newsroom had to overcome. Jane did an exceptional job engaging with readers throughout the day, tweeting videos from polling stations and the results.

She demonstrated a deep understanding of local communities – something that can be quite challenging to people who aren't originally from the area – and used that to help curate our content on social media channels as the morning reporter. Making sure we had the right stories scheduled for the right times in each community we cover is vital in growing our audience and is something Jane is well-versed in.

She understands our readers, how to connect with them on different platforms and she does it all to the benefit of our newsroom.

Thank you for your consideration,  
Michelle Cabana  
Group Publisher  
Victoria News, Black Press Media