

February 3, 2025

Re: Achievement in Publishing Nomination for Käthe Lemon, RedPoint Media/Avenue

Dear Suzanne and members of the Alberta Magazine Awards judging panel,

I am so pleased to support the nomination of Käthe Lemon for the 2025 Alberta Magazine Publishers Association Achievement in Publishing Award.

Käthe and I came up in the world of Alberta magazine publishing at the same time; we first met 20 years ago when she was working as the assistant editor for *Alberta Views* and I was the new executive director of AMPA. She generously offered to drive from Calgary to Edmonton to participate in a one-hour panel discussion with Grant McEwan students. Six hours of driving for a one-hour event! But I would soon learn that this is just what Käthe does. She's always ready to jump in, help a cause and get a job done. Her incredible commitment to building a stronger magazine publishing industry, including mentoring the next generation, was present from the start and has only grown over the years.

I recruited her to the AMPA board where she would continuously come up with creative and thoughtful ideas for initiatives to support magazine professionals *and* put in the work to help bring them to fruition. Anyone who has worked with a volunteer board knows those are rare and valuable traits for a board member. Her generous contributions to AMPA continued through the years, and still continue today.

We also co-founded the Amber Webb-Bowerman Memorial Foundation, a grassroots charity that we had no idea how to run. But we fumbled through the red tape and grief to ensure that some good would come from a terrible tragedy. Käthe was instrumental in securing the foundation's charity status, which is no easy feat. To date, the foundation has raised more than \$100,000 in support of emerging writers and journalists — just another way she helps support the publishing industry.

Over the years, I have seen Käthe work incredibly hard to make her way up the ranks from assistant editor of *Avenue* to editor in chief, onto president of RedPoint Media and most recently taking the leap to co-owner. It is not typical for someone on the editorial side to move to the publishing side of the business, and to excel at both. Käthe does. While the editorial integrity of *Avenue* remains paramount, Käthe understands the business of owning a magazine. She comes up with innovative ways to grow the business, such as the A-List membership program, capitalizing on what it is that makes *Avenue* an expert, and creating experiences around that expertise that people love — and will pay for.

She's also constantly revisiting the role of magazines, content and storytelling themselves, examining the business in terms of what RedPoint could and should be doing in its role as a city publisher. From that, she's repositioned RedPoint Media from being a publisher/content creator to a community connector. Doing so has broadened the company's mission, vision, reach and impact — opening up more business, editorial and partnership collaborations. And it's not just a

business strategy — Käthe truly believes in the importance of being a community connector, and has become an expert on the topic, presenting at various local and international events and magazine conferences.

At the end of the day, the work that we do all comes down to meaningful connection. This is Käthe's superpower. She has always been an advocate for inclusiveness and belonging, and that informs everything she does at RedPoint, how she leads our team, and in the way she interacts with broader communities. She uses her publishing platform to further these ideals, and it's part of why I joined RedPoint after years as a freelancer. Having worked for an irresponsible publisher in my early career and recently, a very large publisher that isn't connected with its employees, I greatly appreciate how Käthe runs RedPoint, ensuring that the content we create is thoughtful, accurate and community-building, and that staff are listened to and considered in how the business operates. She's transparent about how decisions are made and what the priorities are, making the team feel included in the success of the business.

Through RedPoint, AMPA and other organizations like the International Regional Magazine Association and the Calgary Chamber of Commerce, Käthe has endlessly advocated for the importance of magazines with government, community/business organizations, educators, advertisers, readers and the general public, perpetually emphasizing magazines as essential purveyors of information, stories and of course, connection.

Käthe has done so much to raise the profile not only of RedPoint Media but magazine publishing in Alberta overall. And she's done so in ways that are thoughtful, practical and also yield results. She's shown herself to be a proven leader in Alberta's publishing landscape, having weathered many storms (including stepping into RedPoint's president role in the midst of the pandemic), and still continues to learn, grow and make things better. I have nothing but respect for how much she has accomplished, particularly while also raising a young family, and how she has carried herself with grace, humility and compassion, no matter what challenge comes her way.

I believe there is no better candidate for the Achievement in Publishing award than Käthe Lemon. I hope the judging panel agrees.

Please do not hesitate to reach out to me if you need anything further at cseto@redpointmedia.ca.

Sincerely,

Colleen Seto
Executive editor, Content Studio and *Avenue*, RedPoint Media
Freelance writer and editor
Former executive director, AMPA
President, Amber Webb-Bowerman Memorial Foundation