

Jourard, Lee



■ Lee Jourard and wife Eleanor look at his Senior of the Year award in their home in Belleville. Jourard was presented with award by the City of Belleville on Sept. 28 at City Hall.

Matthew Graveline photo

Former broadcaster wins Senior of the Year

BY MATTHEW GRAVELINE

Belleville – Lee Jourard has had two love affairs in what has been a wonderful life. One with the city and the people of Belleville, the other with Eleanor, his wife of 56 years, he said.

A broadcaster for 61 years, Jourard spent 45 of them speaking to the Quinte community. So when

he was informed by the city of Belleville that he had been named Senior of the Year award, he asked himself: “Why me?”

Looking back on his days in broadcasting, Jourard said there was always just one listener in his mind. It didn’t matter to him that, in fact, there were thousands; for him it was about making the connection with every community organization in the area.

“We reported the news with what their jobs are,” he said. “It was not whether we have to report on service groups, we wanted to be reporting on them.”

Jourard, who moved to Cablevue 4 as its first program director after 23 years with CJBQ, said he has never stopped loving people.

“Be interested in people first and then your professional life will follow very smoothly,” he said.

Eleanor spoke of her husband’s life with a smile.

“He took his involvement with the community very seriously,” she said. “For him it was not just a job. He was always interested in the people he talked to. It was a sense of honour for him.”

As Jourard sat back in his chair in his Belleville home his contentment with life was obvious. Around him were photos, memorabilia and a large wooden head he said is supposed to be a resemblance of Charles Dickens.

Eleanor said the couple relishes the fact they have been able to do everything they have wanted to do in life.

They even designed and built their Belleville home where they have now lived for 50 years.

Jourard, 78, has been a member of the Bay of Quinte Yacht Club, the Bay of Quinte Power Squadron, the Belleville Theatre Guild since its inception in 1951, and the Sons of Jacob Synagogue, to just name a few.

Jourard said the award given to him was to recognize a senior’s deep commitment to the community, but for him it was more of a validation.

“It’s a recognition of how I spend my life in Belleville,” he said.

Although he and Eleanor retired more than a decade ago his life is as busy as ever. The only difference is his hours have changed.

Jourard and Eleanor celebrated his award with family and friends at City Hall on Friday Sept. 28.

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