

Disc jockey back on air



Earlier in her radio career, Colleen Valentine did broadcasts from this RV, which her station manager later lost in a poker game. - Photo Submitted

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 I am a five month old female DSH who came into the shelter as a stray from Lloydminster on December 15, 2011. Since being at the shelter I have been given my 1st and 2nd vaccines and have been spayed.
 Will you be my friend!?!? I love meeting new people especially when they give me some cuddles! I am a very affectionate girl so I definitely need to go home with someone who has plenty of time for a sweetheart like me. I'm sure I could do great in a home with kids. The more humans I have, the more attention I get! I also have a wild side to me. I love playtime and I definitely need it so that I can burn some of my energy. I am still a kitten, therefore I have a tendency to claw and climb but I will learn over time.
 If you are interested in meeting me, (which of course you are, I'm fabulous!) then please come down to the shelter for a visit - I can't wait!
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THOMAS MILLER STAFF WRITER
 A former Lloyd FM morning show co-host, Colleen Valentine is flipping the switch and going back on the air. Currently in the finance department at the Honda dealership in Lloydminster, Valentine has been out of radio since 2006, when she left the station. Prior to that, she had been working in radio since 1985. About a month ago, she took a call from Saul Jacobson, who helped her break into the industry in the first place. Jacobson was starting up an Internet radio station and wanted Valentine to be one of the on-air personalities. "She's a really terrific broadcaster, great sense of humour, all kinds of experience and she's one of those people that does radio because she loves it, not for the money," said Jacobson of his morning host. "She's just passionate about the industry." The station, which can be found at ltradio.com, will be upbeat and Cana-

dian-heavy. "It's just phenomenal and it's all about the power of positive," said Valentine. "All the messages are about the power of positive. He's got experts on there that are organizational, finance, health and wellness, and we're all success stories. "You've got to listen to it, I can't turn the stupid thing off. "There's no (regulations), there's no Can Con, but we play more than the 35 per cent. And it sounds good. The stuff (Saul's) dug up, I haven't heard some of this music for 30 years, maybe more, but it's really good. And he mixes it with the new stuff. "It's really cool." Of course the big question is whether or not this type of radio can be sustainable financially. It's good that Valentine isn't in it for the money - she's not getting paid. "At this point Internet radio is not self sufficient," explained Jacobson. "To this point it has been very difficult to even break even on an Internet radio station because up until the last couple of years,

the Internet, the down side was you had to be sitting in front of your computer to listen to it. Now the Internet is portable. It's on my cell phone, it's on PDAs, it's on iPads, and within the next two years you're going to see a couple of the major carmakers putting Internet radio into their vehicles as well." Jacobson added that he wants it to be a "fiercely, proudly, Canadian radio station." They help eliminate the stigma surrounding Canadian music by promoting Canadian artists. "One of the difficult things in Canadian radio has always been that there are people who think that Canadian music is sub-standard, sub-par," he said. "We're proud of our Canadian artists and we are very proud to feature them. We play a lot more Canadian content on this radio station than any terrestrial radio station that you can name. And we can do that because we really do believe in Canadian music." Valentine is on the air from 6 to 10 a.m. local time, Monday through Friday.

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