

## The Rosalie Award

### Betty Selin to Receive Major National Award

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Co-host of the 105.7 Sun FM Morning Show Betty Selin will receive "The Rosalie Award" during Canadian Music Week, celebrated in Toronto from March 19-24, 2013. The Rosalie Award is given annually to a Canadian broadcaster who is considered a Trailbreaker among women in the radio broadcasting industry.



Vice-President and General Manager of Astral's BC Interior operations, Don Shafer, said, "Betty is a genuine trailblazer", adding, "We can't be more pleased to see Betty take the national stage at Canadian Music Week and see her work and career recognized across Canada."

Sun FM General Manager Gord Leighton said, "Long before it was commonplace for women to take a leadership role in broadcasting, Betty Selin was on the air as a news anchor, reporter and broadcast manager".

The award is named after Rosalie Trombley, who was music director of a Top 40 powerhouse CKLW - also known as "The Big 8" - in Windsor. Her influence altered the direction of CKLW and led to an annual award named after her. She was the subject of the song 'Rosalie' by Detroit Bob Seger.

Betty Selin is a seasoned, award winning professional journalist and broadcaster of 33-years. She is also a Mother, Wife, Grandmother and community volunteer.

Betty began her career in broadcast journalism in 1979 at CKAL AM, now Sun FM. She is presently morning show news anchor and co-host at 105.7 Sun FM Vernon (CICF), a member of the Astral Radio family.

Betty's Selin's work in the community and the broadcast industry has not gone unnoticed.

On April 14, 2012, The Association of Electronic Journalists (formerly the Radio Television News Directors Association) awarded Betty Selin a Lifetime Achievement Award. In November, 2012, Betty was named (with her morning show co-host) as the Favourite Radio Personality in the North Okanagan by the readers of Okanagan Life Magazine. Just two months earlier, Betty was awarded the same distinction by the readers of BC Living Magazine!

Betty is a recipient of the prestigious Jack Webster Fellowship and furthered her journalistic skills through studies at the Poynter Institute in St. Petersburg Florida.

During her role as Regional News Director for Astral Radio's 23 broadcast licenses in the BC Interior, her Okanagan team won more than two dozen provincial and national news awards. As Regional News Director, Betty participated before the CRTC on seven occasions, as news spokesperson for various applications by Astral Radio, and previous owners of the Vernon station.

In 2008, Betty received the Byron McGregor Award from the RTNDA for "Best Radio Newscast in a Small Market (BC)". She's one of the youngest recipients of the prestigious "Woman of the Year" Award in Vernon. In 2005 she was named the North Okanagan Community Life Society "Good Gal of the Year".

- See more at: <http://www.thesunonline.ca/News/story.aspx?ID=1889665#sthash.cYNYWAJI.f>