

## Local Radio Personality Wins Iowa Broadcaster of the Year

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For Immediate Release

Cedar Falls (IA): A long-time Cedar Valley radio personality is the Iowa Broadcaster of the Year. Dolly Fortier, mid-day host on Coloff Media's KCFI FM 105.1 & AM 1250, was recognized Thursday by the Iowa Broadcasters Association.

Fortier is a well-known radio personality and was organizer of the Wedding Extravaganza for 25 years.

Jim Coloff, President of Coloff Media, said the award couldn't go to a more dedicated broadcaster. "Dolly is one of the most prepared and creative radio professionals I have had the honor of working with over the past 25 years. At nearly 80 years old, she still brings her enthusiastic and positive attitude to the studio every day of the week."

Fortier began her broadcast career in 1970 as a copywriter and sales coordinator before moving on to have a successful radio sales career. In 1996 she moved behind the microphone and added radio personality to her already busy job duties.

She also spent 25 years coordinating the popular Wedding Extravaganza event, and wrote numerous television programs that aired on KWYL-TV and articles for a local business publication.

She retired from KWLO Radio in 2008 after a format change on the radio station.

After a five year retirement, Dolly learned of a new radio station in the Cedar Valley that played the music she loved: music from the 1950's and 1960's. She and Coloff met and determined the best place for her was back on the air as the mid-day personality, and host of the popular "Lunchtime with Dolly" program that airs from 12:00pm-1:00pm, Monday – Friday.

Fortier has been active in the Association for Retarded Citizens of Cedar Valley for over 40 years, serving as board President, Vice-President and today as Secretary and coordinator of the ARC of Cedar Valley Bowling Program. Currently she serves on the Black Hawk County Board of Directors for Country View Care Center. She has also served on the Waterloo Planning, Programming and Zoning Commission, Waterloo City Budget and Finance Committee and the

Board of the Waterloo Convention and Visitors Bureau. She is a past member of Cedar Valley United Way and Big Brothers/Big Sisters.

The Iowa Broadcaster of the Year award recognizes a local broadcaster who has made a significant contribution to Iowa broadcasting and a positive contribution to their community. Fortier is the third employee of Coloff Media to receive the award. Tony Coloff, company founder, was recognized in 1995, and Jim Coloff won the award in 2007.

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