

# FINANCIAL POST

## Broadcaster reaches out online with jewellery

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Terri Michael

Photo by Peter J. Thompson/National Post

Terri Michael is founder of Terri Michael -- Stoned Originals ([www.stonedoriginals.com](http://www.stonedoriginals.com)), an online business selling her jewellery creations, based in Toronto. Ms. Michael, pictured, tells the Financial Post what motivated her to become an entrepreneur: First job "While in university, I phoned a radio DJ, giving him my opinion, unaware my comments were being broadcast. The station's manager was listening, tracked me down, and offered me a job. Before long, I became the first woman in Canada to head a morning radio talk show." Adaptability "I've enjoyed a long career in radio as a journalist broadcaster, in Montreal and later in Toronto. I still do broadcasting part-time, as an announcer on the Biography Channel. But now, it's exciting to launch a whole new venture." Dressed and ready "For years, I designed and made custom jewellery for myself and my friends. Broadcasting and retail both involve reaching out to many people. It's a thrill to know people are wearing my designs." A larger mission "For me, my jewellery business isn't just about making money. Each year, a percentage of profits go to designated women's shelters across North America. It's a way of giving back."