

BONNEVILLE INTERNATIONAL CORPORATION

Honors

Drew Horowitz

as

One of “Bonneville’s Best”

Drew Horowitz, President of the Bonneville Chicago Radio Group and General Manager of WTMX-FM, began his general management tenure with Bonneville approximately six years ago. Placed in charge of WTMX-FM, he was directed to rescue a once great radio station from the bottom of the ratings and revenue barrel. One of Drew’s first tasks in turning around WTMX was to create a programming team and join with that team in the creation of a new radio format that would soon be imitated in many of the Nation’s top radio markets. At the same time, Drew set about building one of the strongest radio sales forces in Chicago. In each of these endeavors, Drew’s leadership style was marked by focus and patience.

On many occasions, the sheer force of Drew’s will and passion for his vision stayed the course for the emergence of WTMX as one of the preeminent radio stations now operating in Chicago. Since Drew has stood at the helm, WTMX’s ratings have increased 100 percent, its revenues have increased 250 percent, and its profitability has improved approximately eight million dollars. Drew has turned his focus, patience, and vision now to building Bonneville’s Chicago Radio Group. In the two years since Drew has assumed that leadership, he has built strong organizations at sister stations WLUP-FM and WNND-FM. In leading these two stations, Drew is replicating the same formula he applied at WTMX. Both of the new stations have been strategically formatted and both are building strong sales organizations. The current financial results of both stations are remarkable in light of the condition they were in when Bonneville purchased them. It is not in the financial arena alone that Drew has excelled. Drew has capitalized on the Bonneville radio presence in Chicago to make a difference with public service announcements, programming and volunteerism campaigns. In particular, Bonneville’s Chicago volunteer fair, which has been developed under Drew’s leadership, is a model of how the media can be used to unite and lift a community. Bonneville’s honored place in the Chicago broadcasting community would not exist without the leadership and vision of Drew Horowitz. For these reasons, he is honored to be among “Bonneville’s Best.”



PRESENTED

August 31, 1999, Orlando, Florida

