

BONNEVILLE INTERNATIONAL CORPORATION

Honors

Greg Solk

as

One of Bonneville's Best

Greg Solk combines vast creativity with strategic focus to produce remarkable program ratings. Greg's first assignment at Bonneville was to return WLUP-FM to its rock and roll roots and make the station the preferred listening alternative for Chicago's young men. Deftly combining the right classic rock with on-air personalities who are knowledgeable about the music, Greg built a perennial top ten Chicago radio station and the number one station in the market for adult men ages 25-54. Greg's next assignment has been to conceive and execute a format for Bonneville's latest Chicago radio addition, WDRV-FM. Combining a unique blend of music styles designed primarily to appeal to men ages 35-54 and combining the music with a brilliant marketing message (to "respect the music"), WDRV has exploded on Chicago's music scene. These and other achievements provide ample evidence that Greg richly deserves a place among "Bonneville's Best."



PRESENTED

September 4, 2001, New Orleans, Louisiana



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