

# BONNEVILLE INTERNATIONAL CORPORATION

Honors

## Erik Hellum

as

One of Bonneville's Best

**Erik** Hellum has not only scaled the mountain in Phoenix, he built The Peak . . . along with two other highly successful radio stations. Erik joined the Bonneville team in October 2002 as the Vice President and General Manager of WIL-AM and FM in St. Louis. In December 2004, Bonneville sent Erik to Phoenix to become its Market Manager there. Erik arrived in Phoenix contemporaneously with Bonneville's purchase of three radio stations. In very short order, he began to build a strong team that would thrive on the challenges of creating a superb music station and a new sports station, and rebuilding a heritage news/talk station. As a first order of business, Erik, a consummate preacher and teacher, sold his staff on the Bonneville way of doing business. Leading by example, he not only earned the complete trust of the new Bonneville team, but together they have developed three radio stations that are icons in the Phoenix radio market. Under Erik's leadership, the PEAK has become the #1 billing station in Phoenix, KTAR News/Talk has won a Crystal Award for public service and KTAR Sports has become the premiere sports station in Arizona. Erik exhibits a unique and effective blend of professional, personal, social and intellectual talents. He has a great eye for talent, a passion for excellence and substantial strategic and financial competence. We thank Erik for putting Bonneville on the map in Phoenix and salute him this evening as one of Bonneville's Best.



*PRESENTED*

*March 5, 2008, La Quinta, California*

