

BONNEVILLE INTERNATIONAL CORPORATION
Honors

Rod Arquette

as
One of Bonneville's Best

Rod Arquette has been the news and programming director of KSL Radio for the past 15 years. During those years, Rod's creative style and depth of professional broadcast knowledge have led the programming team at KSL Radio to consistent ratings success. Over the last five Arbitron books, KSL has been the second highest ranked station in Salt Lake City in both the persons 12+ and 25-54 demographics, only bested by Bonneville's soon-to-be acquired FM 100. Under Rod's direction, KSL Radio has been frequently nominated for NAB Crystal Awards and is an NAB Crystal Award winner. Additionally, KSL Radio has been nominated seven times for an NAB Marconi award, including nominations as Legendary Station of the Year. Further, KSL Radio has received a national Edward R. Murrow award, recognizing journalistic excellence. The strength of programming created by Rod and his team has allowed KSL Radio to almost quadruple its annual billings during Rod's tenure. In light of these accomplishments, and for his uncanny curiosity, unflappability, commitment, integrity and caring attitude toward his staff, Rod Arquette has qualified to be recognized as one of Bonneville's Best.



PRESENTED

July 22, 2003, St. Louis, Missouri



BONNEVILLE
INTERNATIONAL