



Media Kit

1639 Gentilly Blvd.
New Orleans , LA 70119
504-942-0106
Listen LIVE at www.wbok1230am.com



1639 Gentilly Blvd. New Orleans, LA 70119 • phone: 504-942-0106 • fax: 504-942-0309 • www.wbok1230am.com
"REAL TALK FOR REAL TIMES"

Dear Prospective WBOK Advertiser,

Please find enclosed the current Media Kit for WBOK 1230AM radio station, and
www.WBOK1230AM.com

The media kit includes information on WBOK's program schedule, sponsorship opportunities, advertising rates, current major sponsors and the station's coverage map.

Additionally, we at WBOK are proud to point out the journalistic impact the station has in the New Orleans community. That impact is detailed in acknowledgements from other media in the city:

"Whenever I want to better understand New Orleans politics, I turn my radio to WBOK 1230 AM" says Errol Laborde, columnist at New Orleans Magazine.

Harriet Reed, a resident of New Orleans, says in an article in Ebony Magazine entitled NOLA 2010 "...Without it (WBOK) we wouldn't be able to survive... it has galvanized us. We have a voice..."

WBOK has also made the cover (twice) of The New Orleans Tribune, a very popular magazine which targets New Orleans' affluent black middle class. And finally, WBOK is often referenced in New Orleans daily newspaper, The Times-Picayune.

According to Dr. Mtangulizi Sanyika, PhD, a Professor at Dillard University, "WBOK is the most important development in New Orleans since Katrina."

In closing, WBOK is pleased to invite you to be a part of the WBOK advertising family. We make a difference, and so will you.

Sincerely,

A handwritten signature in black ink that reads "Cheryl Charles". The signature is written in a cursive, flowing style.

Cheryl Charles
General Manager



About Us

AM 1230 was originally WJBW with a Top 40 format in the late 1950s, but by the end of the decade it switched call letters to WSHO and became a Broadway music formatted outlet. In 1962, WBOK swapped signals with WSHO and moved its R&B format to the 1230 signal. In the late 1970, WBOK was sold to the Christian Broadcasting Corporation (Bishop Levi Willis), which changed the format to Traditional Black Gospel.

The failure of the levees following the landfall of Hurricane Katrina on August 29, 2005 flooded WBOK's studio and offices. The station's transmitter and broadcast tower also was severely damaged. After major upgrades, WBOK is currently operating with a very powerful signal.

Danny J. Bakewell Sr., of The Bakewell Family, one of the nation's oldest and largest African-American owned-and-operated real estate development companies, has now purchased the station. The Bakewell Company is also the owner of The Los Angeles Sentinel newspaper (recognized as the "*Best Paper in America*" by the National Newspaper Publishers Association), is the oldest and largest circulated African-American newspaper west of the Mississippi.



Danny J. Bakewell, Sr.

*Developer, Businessman,
Financier, Community Activist,
Humanitarian*



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A Bakewell Media Company

DANNY J. BAKEWELL, SR. has demonstrated the unique ability to bring diverse bodies of people together for the common good of their communities and the nation as a whole. His commitment to self-help, dignity, and respect for African Americans and all people has earned him the reputation of being “one of the most courageous and respected leaders in America today,” Los Angeles Times.

As Chairman of, The Bakewell Company, one of the largest African American owned development companies in the United States, **BAKEWELL** heads multi-million dollar revitalization efforts in the cities of Los Angeles, Compton, Pasadena and other California communities. **BAKEWELL'S** signature on each project is to ensure a majority African American workforce. When his projects are being developed, they provide a working model of inclusion and financial success in areas often considered as unprofitable and without African American talent by other developers.

BAKEWELL'S trademark statement, “If African Americans can’t work in their own communities, where can they work?” resonates across the nation as the clarion call for self-help, dignity, and respect for African Americans, women, and other persons of color. “I want not just for myself, but for all to enjoy the fruits that this country has to offer”, says **BAKEWELL**. Thus you will find **DANNY** out in front on issues that others shy away from. He has organized and fought to defeat proponents of the CCRI, “Civil Wrongs Initiative”, Crack Cocaine Epidemic and Current three Strikes Laws.

BAKEWELL'S vision, charismatic confidence, circle of friends in government, entertainment, private industry, and urban communities, make him one of the most influential and hotly sought after spokesperson for local, national, and international issues. Bakewell says, “It is my hope that we will someday live in a nation where there is no need for the global Brotherhood Crusade and its family of agencies and friends. But, until that day arrives, I will defend my brothers and sisters with my last breath.”



Why Advertise During Tough Economic Times?

- Gain a share in the market while competitors are mistakenly cutting back on advertising efforts
- Maintain a healthy brand image so that customers will continue to trust the stability and strength of your business
- Position yourself for future growth as economy stabilizes and as customers reward the aggressive advertiser
- There is always new business to generate regardless of economic state because customers do not stop buying.

Why WBOK 1230-AM Radio?

- WBOK 1230-AM reaches a diverse, mature, and socially conscious listener base with new listeners tuning in everyday
- WBOK 1230-AM offers very affordable advertising rates and is willing to work within any advertising budget
- WBOK 1230-AM has a very loyal audience base who have developed a very personal and emotionally-charged relationship with the station
- Radio Advertising is the most intimate medium for advertising because most listeners listen alone e.g. driving to and from work



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Program Schedule

Weekday Line Up	
6AM-10AM	The Good Morning Show with Gerod Stevens
10AM-11AM (Wednesdays)	Money Does Grow On Trees with James Williams and Shelby White
2PM-3PM (Wednesdays)	Ask Russell Stegeman with Russell Stegeman
10AM-11AM (Mondays)	Center for Research Action with Dr. Reynard Sanders
1PM-2PM	Talk What You Know with Pastor Donald Jones and Reverend WLT Littleton
3PM-7PM	Showtime in the Afternoon with Paul Beaulieu and John Slade
Saturday Line Up	
7AM-9AM	Hook Up with Justin Duncan
9AM-10AM	Home Talk with Michael King
1PM-2PM	From the Press Box to Press Row
2PM-4PM	E-Talk
5PM-6PM	The Poker Show
Sunday Line Up	
6AM-3PM	Gospel Ron



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Sponsorship Opportunities



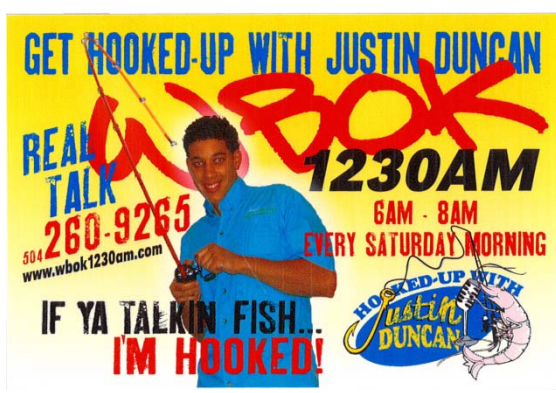
E-Talk is an Environmental Awareness show in which listeners from the community learn about various environmental issues that exist within the city of New Orleans and globally. Saturdays 2pm-4pm with host Chad Smith.



Small Business Thursday is the theme for The Good Morning Show and Showtime in the Afternoon on Thursdays only, when local small business owners are invited to advertise their business live on-air for free!



The Good Morning Show complements the morning with a nice hot cup of New Orleans political conversation. Every weekday from 6am to 10pm with host Gerod Stevens.



Hooked Up with Justin Duncan is a fishing specialty show where your host Justin Duncan gets your Saturday morning started talking about recreational fishing. Every Saturday morning, 7am-8am.



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Rate Card

The Good Morning Show	6A-10A	\$40
	10A-3P	\$35
Showtime In The Afternoon	3P-7P	\$40
	7P-12M	\$25
Saturday	6A-10A	\$35
	10A-3P	\$30
	3P-7P	\$35
	7P-12M	\$25
Sunday	6A-10A	\$35
	10A-3P	\$35
	3P-7P	\$35
	7P-12M	\$25
Monday-Sunday	6A-12M	\$30
Prime ROS	6A-7P	\$35



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In Good Company



BlueCross BlueShield of Louisiana
An independent licensee of the Blue Cross and Blue Shield Association.





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Contact Information

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Marketing Specialist

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WBOK 1230-AM Studio and Office Postal Address

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New Orleans, LA 70119

Management

Cheryl Charles—General Manager
cheryl@wbok1230am.com

Monica Horne—Business Manager
monica@wbok1230am.com

Gerod Stevens—Program Director
gerod@wbok1230am.com



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Coverage Map

