

WBOK1230AM

A BAKEWELL MEDIA COMPANY

MEDIA KIT

1639 Gentilly Blvd.

New Orleans, LA 70119

504-942-0106

www.wbok1230am.com

WBOK1230AM

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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.



DANNY J. BAKEWELL SR.
*Developer, Businessman,
Activist, Humanitarian*

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”.

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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 advertising rates, current major sponsors, programming, contact information, and the station's coverage map. We at WBOK are proud to point out the journalistic impact that our station has in the New Orleans community. That impact is detailed in acknowledgements from other local media outlets.



Cheryl Charles
General Manager

"Whenever I want to better understand New Orleans politics, I turn my radio to WBOK1230 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 of The New Orleans Tribune on two occasions, 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 our advertising family. We are making 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

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IN GOOD COMPANY



Entergy

RTA



State FarmTM

**First
NBC**
Member FDIC



Liberty Bank

There's freedom here

Metro

Just another day...



i'm lovin' it'

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WBOK 1230AM

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STATION PROGRAMMING



**THE GOOD
MORNING
SHOW**
with Gerod Stevens

**SHOWTIME IN
THE
AFTERNOON**
with Paul Beaulieu



**SHOWTIME IN
THE
AFTERNOON**
with John Slade

**SHOWTIME IN
THE
AFTERNOON**
with Blayne Bondy



**SPORT-A-
FACTS**
with Ro Brown

GOSPEL RON
with Ron Wilson



E-TALK
with Chad Smith

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WBOK1230AM

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SYNDICATED PROGRAMMING



**THE WARREN
BALLENTINE
SHOW**
with Warren Ballentine

**THE AL
SHARPTON SHOW**
with Al Sharpton



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WBOK1230AM

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ACCOUNT EXECUTIVES



WBOK1230AM

A BAKEWELL MEDIA COMPANY

Karen Hence

504-942-0106

karen@wbok1230am.com



WBOK1230AM

A BAKEWELL MEDIA COMPANY

Casey Branden

504-942-0106

caseybranden2009@gmail.com

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WBOK_{1230AM}

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CONTACT INFORMATION

WBOK 1230-AM Studio and Office Postal Address

1639 Gentilly Boulevard
New Orleans, LA 70119

Phone: (504) 942-0106

Fax: (504) 942-0309

Web: www.wbok1230am.com

Call Line: 504-260-9265

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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RATE CARD

The Good Morning Show	6A-10A	\$50
	10A-3P	\$40
Showtime In The Afternoon	3P-7P	\$50
	7P-12M	\$30
Saturday	6A-10A	\$40
	10A-3P	\$30
	3P-7P	\$40
	7P-12M	\$30
Sunday	6A-10A	\$40
	10A-3P	\$40
	3P-7P	\$40
	7P-12M	\$30
Monday-Sunday	6A-12M	\$40
Prime ROS	6A-7P	\$50

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BLOCK PROGRAMMING

30 MINUTE BLOCK	\$100.00
1 HOUR BLOCK	\$200.00

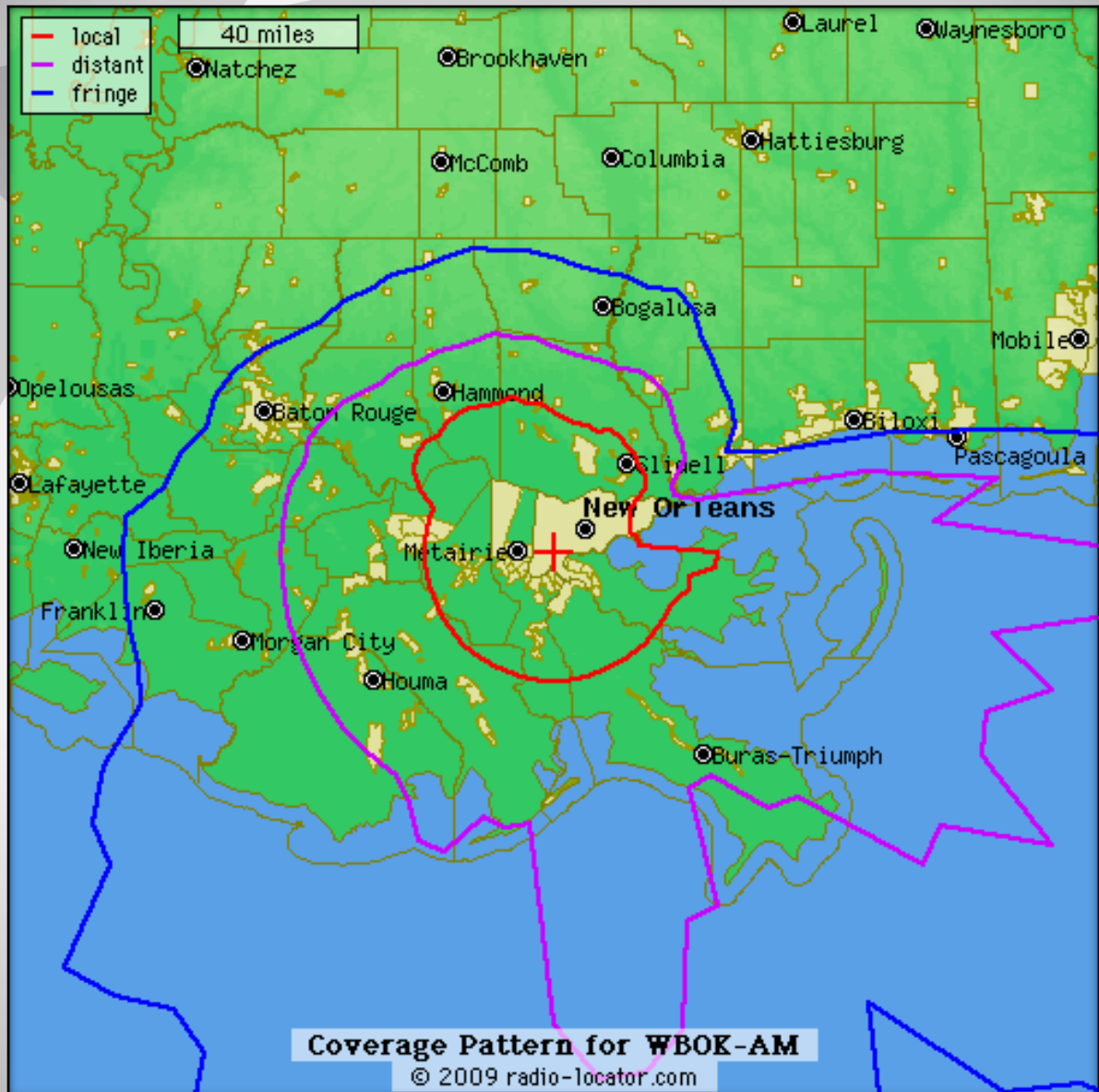
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WBOK 1230AM

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COVERAGE MAP



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