

# WBOK1230AM

*A BAKEWELL MEDIA COMPANY*

## **MEDIA KIT**

*1639 Gentilly Blvd.*

*New Orleans, LA 70119*

*504-942-0106*

*[www.wbok1230am.com](http://www.wbok1230am.com)*

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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](http://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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## **WHY ADVERTISE WITH WBOK?**

**WBOK 1230 AM** is a growing Radio station that provides a unique opportunity for national, regional and local businesses, community organizations and churches to disseminate information throughout the world without the need for a multi-million dollar advertising budget. This programming lineup is designed specifically to appeal to listeners featuring everything from talk, variety, documentaries, sports, news, politics, music, and church.

We are sharing this information with you because our objective is to be the one stop shop for your business. We are committed to providing radio exposure throughout the greater New Orleans area. WBOK is an excellent advertising and promotion vehicle in reaching the population you want to reach. We convey messages of importance; from special events and functions to ministry, news and announcements. WBOK reaches a large number of listeners every week.

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# WBOK 1230AM

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## IN GOOD COMPANY



*Entergy*

**RTA**



**Liberty Bank**

There's freedom here



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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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# **WBOK**1230AM

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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**



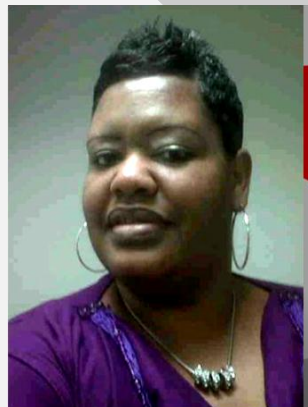
**WBOK1230AM**

A BAKEWELL MEDIA COMPANY

**Casey Branden**

504-942-0106

caseybranden2009@gmail.com



**WBOK1230AM**

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**Avé Gaines-Green**

504-942-0106

a.gainesgreen@gmail.com

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# **WBOK<sub>1230AM</sub>**

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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](http://www.wbok1230am.com)

Call Line: 504-260-9265

## **MANAGEMENT**

Cheryl Charles—General Manager  
[cheryl@wbok1230am.com](mailto:cheryl@wbok1230am.com)

Monica Horne—Business Manager  
[monicafhorne@cox.net](mailto:monicafhorne@cox.net)

Gerod Stevens—Program Director  
[gerod@wbok1230am.com](mailto:gerod@wbok1230am.com)

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## **RATE CARD**

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

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## **BLOCK PROGRAMMING**

<b>30 MINUTE BLOCK</b>	<b>\$100.00</b>
<b>1 HOUR BLOCK</b>	<b>\$200.00</b>

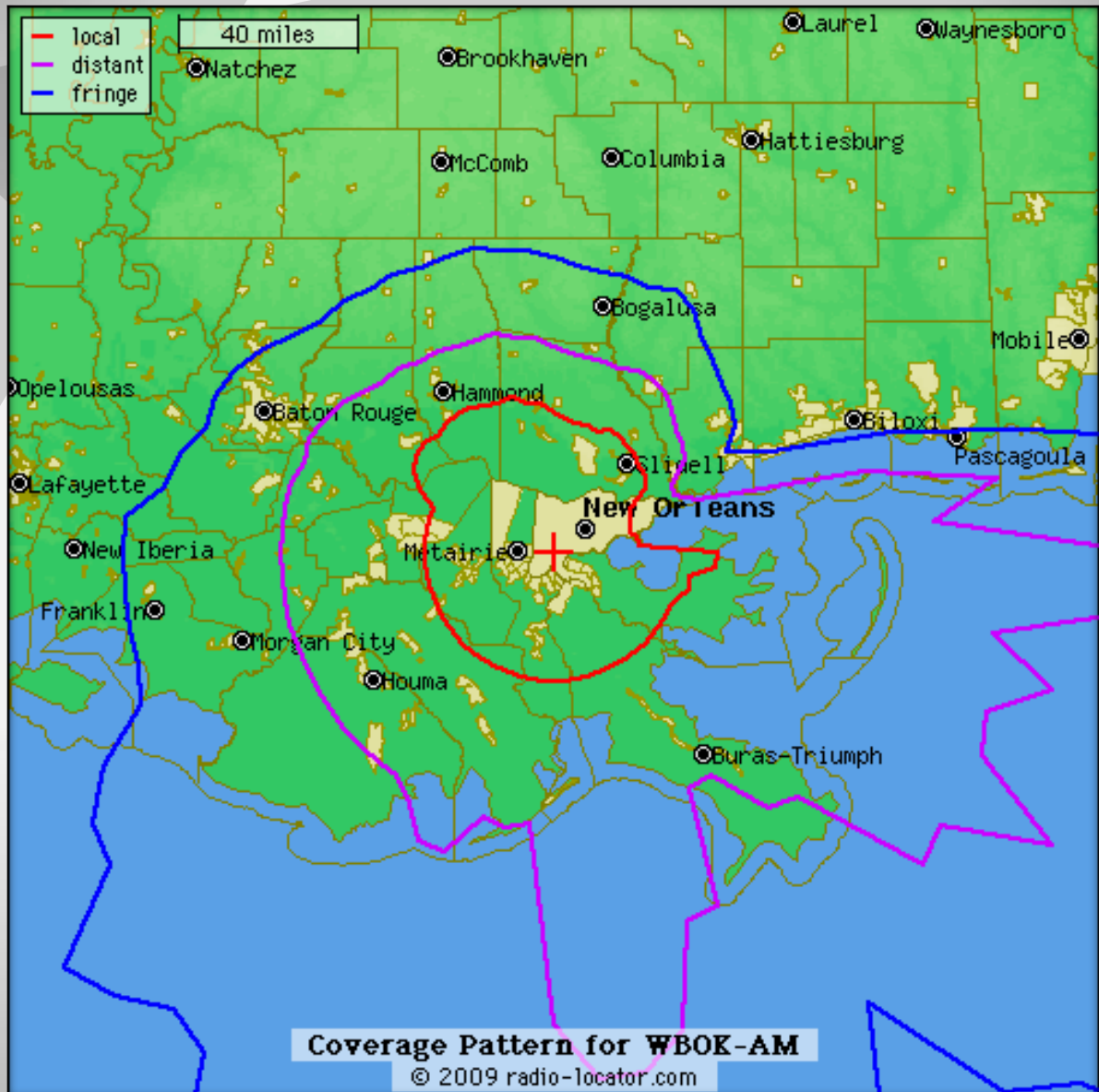
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# WBOK 1230AM

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## COVERAGE MAP



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