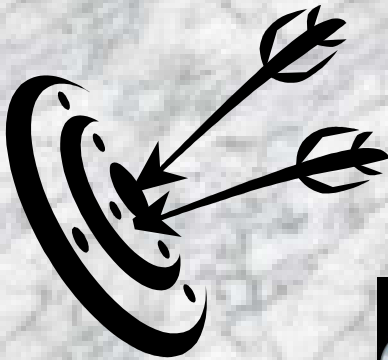




Rama Communications, Inc.



Targets



Diversity

Overview

Rama Communications...Targets Diversity

Rama Communications is a radio and television network that targets central Florida's diverse minority population.

Central Florida is becoming more and more diversified. Demographics have shifted drastically. These changing demographics have brought new business opportunities to Metro Orlando. Through its network, Rama Communications promotes empowering, family-oriented programming for Metro Orlando's diverse minority communities.

Consider these facts provided by the Metro Orlando Economic Development Commission:

- With a total population of 300,000 African Americans in Metro Orlando, the region's number of African American owned businesses is higher per capita than other major metros, including Chicago, Denver and Columbus.
- Orlando ranks as the 13th largest U.S. metro for Hispanics by total percentage of population for metros over one million. And between 1997 and 2002, while the U.S. added more than 373,000 Hispanic-owned businesses, Florida had the third highest number of these businesses.
- Currently in Metro Orlando, one in six residents were born outside of the U.S. Many are from South America, Haiti, The Caribbean, Puerto Rico and Mexico.

WOKB 1680 and WKIQ 1240 format features Black Gospel music in the morning and afternoon, empowerment talk shows in the mid-day and Haitian programs in the evening.

WQBQ 1410, WLAA 1600 and WNTF 1580 target the nearly 300,000 strong, Central Florida Hispanic/Mexican demographic with music, ministry and information.

All have coverage in Orange, Lake, Seminole, Volusia, Osceola and Brevard counties.

Tap into the tremendous buying power of Central Florida's African American, Hispanic, Haitian and Caribbean population with Rama Communications, a minority-owned and operated company established in 1985 with headquarters in Orlando.

WOKB 1680

Dedicated to Positive Family-Oriented Programming!

THE URBAN EMPOWERMENT BROADCAST-Weekdays from 6a-3p Rama Communications presents nine hours of talk shows on everything from parenting to politics to finance all designed to empower Central Florida's urban communities. A bevy of local experts and opinion shapers engage our audience with inspiring information and opinions from 10a-1p. Rev Al Sharpton's nationally syndicated talk show, "Keepin' It Real" completes the talk portion of the day from 1p-3p.

Late Afternoon with Jay Stephens-Playing contemporary and traditional gospel to smooth out the ride home from work, Jay Stephens brings energy and passion every afternoon from 3p-7p. The program features artist such as Donnie McClurkin, Yolanda Adams and Dottie Peoples as well as ministries from area churches.

Evenings with STEVE JANUARY-Veteran gospel broadcaster, Steve January ends your day off right every weekday evening from 8p-6a with a special blend of contemporary and traditional gospel plus ministries from area churches. "Music for the Heart, Ministry for the Soul is more than a motto it's the truth behind Rama Communications' gospel programming

Caribbean Saturdays-It's a taste of island flavor every Saturday from 6a-6a on Sunday with music, community news and information for the Caribbean community. Well into its second decade, Caribbean Saturdays is the longest existing broadcast for residents of West Indian descent.

Listen via the Internet at wokbradio.com

Hispanic and Regional Mexican Market

What is Being Said About The Hispanic Market

“The Hispanic presence’s in Orlando has nearly tripled in the past 10 years...Orlando has had the Nation’s largest percentage jump in Hispanic population”

- US National Census Bureau

“Osceola county had one of the nation’s largest Hispanic population surges since 1980,increasing by a whopping 1,100%!

-The Orlando Sentinel

“To mention that Hispanic culture is becoming increasingly dominant in America lifestyle would be a considerable understatement!”

-Radio Ink

“Hispanics connect much better to advertisers that attempt to reach their market.”

-Anibel Torres,Sales Manager The Orlando Sentinel

“Spanish radio is the only Spanish medium whose growth parallels that of the Spanish market. There is a lot more coverage of the Hispanic market available through radio than TV or Newspaper”

-Telmar Special Report on Spanish Media

“The Hispanic market was not something that was exposed. But that’s changing, the numbers speak for themselves. The Hispanic market is a good indicator of the population growth.”

-RAB

“Not a day goes by that a different media outlet fails to launch a new vehicle aimed at this burgeoning demographic. Whether it is ESPN’s Spanish-language channel or a magazine aimed at young Latinas, the Hispanic explosion has become an amazing phenomenon”

-Radio Ink

Hispanic / Mexican Consumer Profile

- Every year, advertisers across Central Florida lose thousands, perhaps hundred of thousands of dollars in revenue by NOT connecting with the dynamic Hispanic Market.
- The Hispanic population is growing at a rate of 114% since 1990 and it is anticipated nationwide that 1 out of every 4 U.S. residents will be of Hispanic origin. About 1 of every 3 in Central Florida.
- In Central Florida 7 county area alone there is a Hispanic population of approximately 500,000* and growing daily.
- Those that come to Central Florida are looking to start a new quality of life with NEW HOME, NEW CARS, NEW JOBS, for themselves and their families.
- The mean household income is approximately \$ 45,000 per year.

Source: U.S. Census Bureau 2000

Why Spanish Radio!

- HISPANIC listenership increases every day as more and more Hispanic relocate to Central Florida, their music and the radio station playing their music becomes an integral part of everyday activity whether at home, in the car or at work!
- HISPANICS spend an average of 4-5 hours daily listening to Spanish radio. They want to be informed and updated of what's happening in the Central Florida Hispanic community and their country of origin.
- HISPANICS value and protect their heritage and their traditions; by listening to Spanish radio that goal is met
- SUCCESSFUL advertisers realize that Hispanics have significant economic power, are increasingly affluent, are achieving a higher level of education and have unique needs that must be addressed differently than the non-Hispanic market.

African American Consumer Profile

- Growth in black consumer spending power continues to outpace that of the general population, topping \$500 billion in 2004, a 54% increase since 1980. College educated black women rank second only to white males in hourly wages.
- Over the last 30 years African Americans have amassed over 500 billion hours of formal education and vocational training. A record 15% of African American adults have college degrees, a 73% increase since 1980 again outpacing the general population.
- The number of black owned businesses grew twice as fast as the general population during the 90's and has maintained that pace in the new millennium.
- There are nearly 7 million African Americans (65% of the black workforce) in executive, managerial, supervisory, professional, specialty, technical, vocational and business ownership positions.
- 60% of African Americans reported earnings that would place them in the middle-income bracket. The black middle class is growing 50% faster than the general population.
- African Americans account for a third of all \$ spent on tourism and business travel in the U.S.

Source: Selig Center for Economic Development, Bureau of Labor Statistics, U.S. Census Bureau

African American Consumer Profile

- There are 252,000 African Americans residing in central Florida roughly 13.4% of the total population, an increase of 38% since 1990 which is 5.5 times the national average. Orlando ranks 7th nationally and 4th in the south in black population growth.
- African Americans in Orlando have an aggregate income of \$5.3 billion and represent \$2.3 billion in retail sales annually. That's 18% of total retail sales or 1 in every 5 dollars spent in Orlando.
- African Americans account for 1 in 10 households in Orlando and nearly 50% own their home. 12% of all households headed by blacks have an income of \$50,000+, a 50% increase over the past ten years. This group is far more likely than the average to have a credit card.
- In Orlando Black adults annually account for \$364 million in food sales or 1 in every 7 dollars spent and \$150 million in restaurant sales or 1 in every 10 dollars spent.
- Thirty-three percent of African Americans in Orlando completed part or all of their college education, representing an 83% increase in the past ten years. Because of business and social requirements they spend heavily on expensive clothes and entertainment.
- Orlando is the 6th most popular destination in the country for African American tourists. 4 out of 5 Black travelers have credit cards and are more likely than the average to participate in nightlife and dancing. Black business travelers also are more likely to visit local nightclubs.

African Americans In Central Florida

Own Computers....Shop Online...And Search For Information!

- Over 225,000 African American Adults reside in the Central Florida area.
- 60% (more than 135,000) of Central Florida's African American adults live in a household with a computer.
- 105,035 (or 92.2% of Central Florida's African Americans with computers at home spent 1+ hours in an average week on-line.
- Approximately 170,000 product purchases were made on the Internet in the past year by 67,000 of Central Florida's African Americans.
- In excess of 30,000 African American Adults in Central Florida listened to audio or watched video on-line.
- Over 2,000 African Americans without a computer at home also made purchases in the past year over the Internet!
- Nearly 15,000 African Americans with a computer at home used an accountant in the past twelve months!
- Almost 11,000 African Americans with a computer at home used a real estate agent to sell a home in the past year!

Haitian Demographics

- Nearly 50,000 Haitians reside in Orange County and has increased 89.3% since 1999.
- The Haitian median household income is \$33,169.00
- 45.2% of central Florida's Haitian population have completed at least one-year of college.
- 75.6% of Haitians 16 years of age or older are employed, 15% are employed in management and professional jobs.
- 46% of Haitians own their own home.
- 89.2% of the Haitian populations own at least one car.
- 78.6 of Haitians live in single-family homes. The average family size is 4.09 persons.

Urban Empowerment Network

The Urban Empowerment Network is an effort by Rama Communications to improve the quality of life for residents in Central Florida's urban communities. The Urban Empowerment Network will endeavor to keep the community informed, empowered and inspired. In order to grow urban communities must make positive changes. The goal of the Urban Empowerment Network's is to be the catalyst that transforms our community into a productive and peaceful place to live.

- **Urban Empowerment Broadcast**-Every weekday from 10-3p, Rama Communications presents the Urban Empowerment Broadcast, five hours of talk shows on everything from health to parenting to politics. National and local hosts share views and information to assist the audience in coping with challenging issues of our time.
- **Business Seminars**-Rama Communications offers business seminars to assist people interested in starting their own business. Network marketing opportunities in the communications, legal services, identity theft prevention and other industries are available. The goal is economic empowerment for the community.
- **Political Forums**-As a public service to the community, Rama Communications regularly holds political forums where citizens get an opportunity to address community issues with elected officials and political candidates.
- **Community Events**-In addition to making special appearances at locally sponsored community events, Rama Communications holds it own events to engender unity within the community. Open houses, community fairs, music festivals and more serve to enhance personal development and improved neighborhoods.

Affecting Positive Change In Our Community

Rama Rate

Why Radio?

HEARD EVERYWHERE... homes, the workplace and the road; radio reaches more consumers at the point of purchase than any other medium.

SPECIFIC FORMAT... allows you to pin-point your target consumer.

LESS INTRUSIVE... radio reaches the consumer as they go about their regular routine.

COST EFFECTIVE... reaches a greater number of consumers for every dollar spent.

NO ADDITIONAL COST FOR PRODUCTION... unlike TV and Newspaper, radio production is included in the cost of the commercial spot. Use that money to buy more commercials!

CONSUMER FRIENDLY... 96% of all consumers listen to the radio!

EXTENDED INTERACTIVITY... listeners can interact with on-air personalities and express their opinion about a specific topic.

6A – 10A	:60 Commercial	\$ 75.00
	:30 Commercial	\$ 60.00
10A- 3P	:60 Commercial	\$ 60.00
	:30 Commercial	\$ 45.00
3P – 7P	:60 Commercial	\$ 70.00
	:30 Commercial	\$ 55.00
ONE HOUR		\$ 400.00
½ HOUR		\$ 240.00
15 MINUTE		\$ 190.00

Coverage

