



Programming

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.

Why African – American Radio!

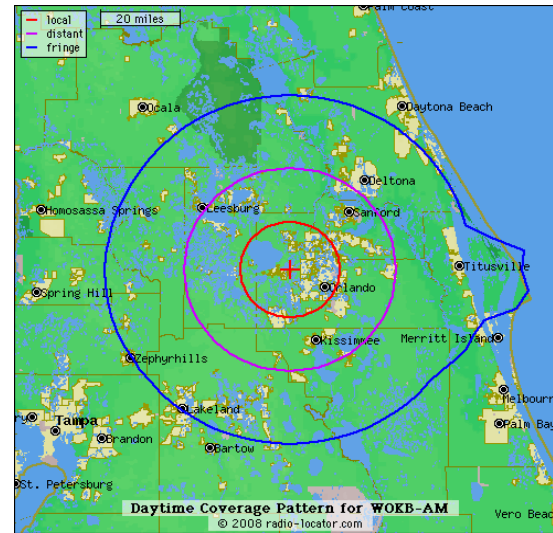
- Growth in black consumer spending power continues to outpace that of the general population, topping \$500 billion in 2004, a 54% increase since 1980. College educated black women rank second only to white males in hourly wages.
- Over the last 30 years African Americans have amassed over 500 billion 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

WOKB Gospel is dedicated to providing positive family oriented programming. Music for the heart, Ministry for the soul, is more than a motto it is the truth behind 1680 AM. With local and national ministry programs, we reach the spirit and with our Gospel music we help the spirit soar with the peace and love of God.

RAMA

COMMUNICATIONS, INC



COVERAGE	AM 1680 a 10,000 watt station broadcast from the The Heart of Central Florida. WOKB AM 1680 covers Orange, Osceola, Brevard, Lake, and Seminole Counties.
AUDIENCE	Target demo – Adults 25 – 54 Audience Actual: 61% 25 – 64 60 % Women – 40% Men Rating show we are the #1 Urban Gospel AM Station in the Orlando Metro Area
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



Demographics

INFORMATION, INSPIRATION AND MOTIVATION

Monday – Friday

Start Your Morning with Inspiration	12am-10am
10am-11am	MWF Parent Empowerment Tue Thu Marcus Robinson Show
11am-12pm	Local Business Hour
12pm-1pm	Back to Reality Show
1pm-1:30pm	MWF Law Talk w/Roselyn Dunlap
1:30pm-2pm	MWF Health Talk w/Purity
1pm-4pm	Tues & Thur Al Sharpton Show
2pm-3pm	Mon-Fri Keepin It Real
3pm-12am	Local Ministries and Music
5:45pm-6pm	Tue Shop Talk

Gospel Programming

Sunday – Friday 3pm-12am

Caribbean Saturdays

12am-10am	Caribbean Gospel
10am-11am	H&M Caribbean Foods
11am-12am	Breakaway Moments
12pm-4pm	Caribbean Affair Connection
4pm-6pm	Tropical Explosion
6pm-2am	Island Beat Radio