



## Company

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 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.

WQBQ Radio La Ley 1410, WLAA La Que Buena 1600 and WNTF Latina 1580 target the nearly 300,000 strong, Central Florida Hispanic/Mexican demographic with music, ministry and information. Haitian programs in the evening from 8pm-5am on 1600 am.

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.

Packages Available Call 407-291-1395



## 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.

### 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.

### Why Haitian Radio!

■ 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.



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