

BAKA BOYZ DAILY



DAILY
SHOW
DEMO



WEEKEND
CLASSIC
HIP-HOP
DEMO



WEEKEND
HIP HOP
DEMO



TOP 40
WEEKEND
DEMO

BAKA BOYZ



ENDORSEMENT TALENT

Baka Boyz (Nick V and Eric V)

Hip-Hop Daily Show & Weekend Mix Shows

TALENT BASE: LOS ANGELES / SAN FRANCISCO

SOCIALS: INSTAGRAM 39,900

ABOUT The BAKA BOYZ

THE WORLD-FAMOUS BAKA BOYZ DELIVERS STAR-POWER WITH A WINNING PPM FORMULA 5 DAYS A WEEK!

For over 20 years, the Baka Boyz has been a rock-solid winning brand both as a weekend syndicated product and as a daily show in markets as diverse as Los Angeles, Miami, Boston, Dallas, San Francisco, Kansas City, San Diego, Orlando, and Portland, Oregon.

“After doing this now for about two decades, we feel our best radio days are still in front of us and we feel compelled to raise the bar on content in not only top 40 and Hip Hop, but also in the throwback and or Classic Hip Hop arena. Our passion for creating better programming than is currently available on the radio absolutely drives us.”

REACH

NATIONAL RADIO SHOW // ADULTS 24-54 // FEMALE-SKEWING AUDIENCE // SOCIAL MEDIA INFLUENCER // COMMUNITY-CENTERED // POSITIVE-LIVING FOCUS

MON-FRI 4 HRS
WEEKENDS

LARGE MARKET
HIP-HOP LEGENDS!

URBAN
MALE-SKEWING
A 18-49

100% U.S.
COVERAGE



BIO The Baka Boyz

NICK V

BAKA
BOYZ



Hailing from Bakersfield, California, Nick Vidal is one half of the legendary DJ/radio duo branded as the Baka Boyz. Together, Nick and Eric Vidal, invented personality radio in the hip hop format while commanding #1 ratings all over the country. If that wasn't enough, Nick's sharp eye for talent has helped launch the careers of some of the all-time musical legends including the Black Eyed Peas, Wu-Tang Clan, Snoop Dogg, Warren G, and Pitbull. Snoop Dogg even says that Nick gave him his credibility stamp in Los Angeles. Nick has worked in the studio and has produced classics for a wide variety of artists including Yo Yo, House Of Pain, the Offspring, and John Legend.

Nick's love of music began as a teenager where he turned that passion into a profession in radio. He began his radio career as the weekend talent on 1350 AM, a small local station, where he and Eric hustled to maintain their show by selling advertising to businesses door to door. After proving they had a natural gift for DJ'ing, Program Director Steve Wall of Bakersfield's KKXX FM took notice and the two landed a weekend slot earning them their first FM position. The Baka Boyz first made their mark in Los Angeles radio in 1992 at Power 106 with their creation of "Friday Nite Flavas". This signature specialty program was a mecca for young and emerging hip-hop artists. Soon Rick Cummings of Emmis Broadcasting discovered their talent and quickly propelled the brothers to the prestigious morning show position. Their raw talent and passion for originality gave birth not only to live mixing on Los Angeles radio, but to the inception of "The World Famous Roll Call".

After dominating the ratings in afternoons and the coveted morning show slot at Power for seven years, the duo headed to rival L.A. radio station KKB, The

Beat, where they enjoyed continued success hosting afternoons. Feeling the need to expand, The Baka Boyz set their sights north to wake up listeners every morning at KMEL, San Francisco.

Once again, they controlled the airwaves by becoming the #1 morning show in the bay area. Proving that their act is truly a national phenomenon, they headed east in 2003 and enjoyed incredible success as morning show hosts of Clear Channel's WMIB in Miami. Besides earning a lifetime achievement award in urban radio, they were named Radio Personality of the Year for three consecutive years.

Knowing that their programming formula is truly a national act, they teamed up with Gary Bernstein to create their nationally syndicated "Hip Hop Master Mix". This award-winning program now broadcasts through Compass Media Networks on over fifty stations from coast to coast and internationally in China, Italy, and Canada. It even has expanded into three different formats from Top 40, Classic Hip-Hop/Throwback, to its signature Hip-Hop version. Reaching over 2.5 million listeners weekly, the Baka Boyz have established themselves as diversified radio gurus as well as owners of the most successful mix show in contemporary radio history. Frustrated with the current sound of daily radio, Nick and Eric recently launched the *Baka Boyzdaily* and the results have been huge in markets ranging from Phoenix to Los Angeles and even Elmira, NY.

Nick is newly married creating the House of Sueno pouring candles under the full moon with his wife Melissa. He's also a father of four beautiful girls aged 20-32. Nick enjoys cooking, entrepreneurship, as well as playing his huge collection of authentic Native American flutes.

BIO The Baka Boyz

ERIC V

BAKA BOYZ



Hailing from Bakersfield, California, Eric Vidal aka Eric V. is one half of the world-famous DJ/ radio duo known as the Baka Boyz. Indeed, Eric has turned his love for music into a legendary profession in radio while still maintaining his status as one of the more recognized and well-rounded DJs across the U.S.

Eric is famously known for his seamless mixes and creative blends as well as having the ability to pick the hits. With his vast knowledge and appreciation for various genres of music, he has managed to play everything from Hip-Hop and R&B to Alternative, House, Indie Rock, Electro and never heard before Mash-ups during live sets. His talent and passion for originality have paved the way for many fellow DJs, including the birth of live mixing during on-air FM radio shows.

Remaining true to his craft while breaking down barriers with his consummate dedication and unique style, Eric along with his brother Nick created the most successful radio mix program in contemporary radio history. The award-winning Baka Boyz Hip Hop Mastermix is now 20 plus years old and still going strong expanding to 3 different formats (Top 40, Classic Hip-Hop/Throwback, Hip- Hop). It's Syndicated in 65 markets nationwide and internationally in Canada, China, and Italy reaching 2 million-plus listeners.

As a radio personality, Eric has enjoyed unprecedented success with Los Angeles radio stations Power 106 and 92.3 The Beat, 106 KMEL in San Francisco, and 103.5 The Beat WMIB in Miami.

Besides having the #1 drive time radio program in all of the aforementioned markets, Eric received a lifetime achievement award for Urban Radio as well as being named radio personality of the year for 3 consecutive years.

Known for his radio creativity with the invention of the world-famous "Roll Call", Eric continues to re-invent a medium that he considers lacking in real entertainment, passion, excitement, and overall creativity. So, through a partnership with Gary Bernstein's Oceanic Tradewinds and Compass Media Networks, Eric decided to launch the *Baka Boyz daily*. In only a short period of time, the daily program can be heard in 13 markets including blockbuster ratings in Phoenix and Las Vegas.

Besides helping launch the careers of some of the biggest acts in the history of the music industry (Snoop Dogg, Black Eyed Peas, Wu-Tang Clan, etc.), Eric and Nick are also responsible for some of radio's biggest and most unique success stories (Big Boy, E-Man, Tito the head superintendent).

Eric is a champion video gamer and part of Snoop Dogg's GGL gaming league. Snoop even gives Eric credit for giving him his credibility stamp in LA. Eric is also a pet owner and huge dog lover (no relation to Snoop). As a binge TV watcher and movie buff, Eric is a fan of Star Wars, dark comedies, drama, and action movies. Besides eating all his radio competitors for lunch, he is a foodie and enjoys Italian, Japanese, Chinese, Mexican, and BBQ cuisines.



**Add The
BAKA BOYZ
Today!**



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