



# BAKA BOVZ

 **DAILY SHOW DEMO**

 **WEEKEND CLASSIC HIP-HOP DEMO**

 **WEEKEND HIP HOP DEMO**

 **TOP 40 WEEKEND DEMO**

**THE WAIT IS OVER!**  
**THE WORLD-FAMOUS BAKA BOYZ ARE**  
**NOW BROADCASTING THE DAILY SHOW THAT**  
**YOU AND YOUR LISTENERS HAVE BEEN WAITING FOR...**



**WEEKEND SHOWS**






A yellow button with a rounded right end, containing the Vimeo logo on the left and the text "WATCH VIDEO" in bold black capital letters on the right. The Vimeo logo is a circular icon with vertical stripes in red, white, blue, and green, and the word "vimeo" in white lowercase letters. The background of the button area is dark blue with a pattern of concentric circles and lines, and scattered blue and yellow teardrop shapes.



## About The Baka Boyz

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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.



“The Baka Boyz are consummate pros and their ability to produce great daily and weekend content is going to be needed now more than ever in today’s fiscally challenging radio climate. We are absolutely ecstatic for this next growth chapter with Compass Media Networks.”

— Gary Bernstein  
President, Oceanic Tradewinds

**BAKA BOYZ**  
**HIP HOP**  
**MASTERMIX**

**BAKA BOYZ**  
**ALL STAR**  
**WITMIX**

**BAKA BOYZ**  
**HIP HOP**  
**MASTERMIX**  
**CLASSIC**



## About The Baka Boyz

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“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.”

— Eric & Nick Vidal





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

**W E E K D A Y S — 4 H O U R S**



## Testimonials Baka Boyz Daily Show



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“The Baka Boyz are radio royalty. In Las Vegas, they are #1 at night in all meaningful demos proving once again that personality radio does matter! Beyond being real radio pros and very accessible, they listen to feedback. The teamwork we have created is no doubt one of the reasons why they are scoring almost 20 shares at night! There are 45 minutes increases in TSL and a 30% lift in cume. The Baka Boyz are a sure bet in Las Vegas and beyond!”

— **Cat Thomas**

OM/Digital PD/Las Vegas PD  
Jammin' 105.7 KOAS-FM, Las Vegas



## Testimonials Baka Boz Daily Show



**101.1**  
THE  
**BOUNCE**

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“We are excited to have the Baka Boz Bouncin’ in the Valley! I haven’t heard energy like this in a long time. Their passion and excitement jumps out the speakers. Their successful years of experience combined with their top-notch, innovative attention to digital content makes them a perfect fit for **101.1 the Bounce.**”

— **John Candelaria**

Director of Content  
KZCE-FM/KAJM, Phoenix





December 3, 2021

## Holiday Jam

Footprint Center,  
formerly the  
Phoenix Suns Arena  
101.1 The Bounce  
proudly presents the  
Holiday Jam  
featuring  
ICE CUBE!

# LIVE EVENTS

## Baka Boyz Daily Show



## BIO The Baka Boyz



# Nick Vidal

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 KKBT, 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 Vidal

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.



# Syndication

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Compass Media Networks alongside Oceanic Tradewinds serves as the syndication base supporting the current 50 plus markets for the Baka Boyz Weekend Mix Shows and **NOW** the Weekday “Daily Show” servicing **Top40/Hip-Hop/Urban/Urban AC/Rhythmic** radio with more markets to come...



**Nancy Abramson**  
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**NEW IN 2021!**

**BAKA  
BOUZZ  
HIP HOP  
MASTERMIX  
CLASSIC**

**PLAYING THE BIGGEST HIP-HOP RECORDS  
FROM THE 1990s — 2000s  
IN THE MIX**

**CLASSIC URBAN — WEEKENDS — 3 HOURS**

**SHOW DETAILS**  
**CLOCK & DEMO**



**To Affiliate, Contact:**

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**BAKA BOYZ DAILY**  
**DEMO**

**Show Details:**

*DAILY SHOW*  
*hosted by Eric and Nick V*

**TOTAL CART #'s:**

- 16 Show Segments Carts
- 12 Network Commercial Carts
- 1 Promo Cart
- 4 Hour Show

Available exclusively via  
Delivered via **Mr. Master**  
(AIM, Media Shooter)  
818-879-8349  
[support@mrmaster.com](mailto:support@mrmaster.com)  
Compass Media Networks  
914-600-5099



Time/Song	Track #	Segment Title	Time/Song	Track #	Segment Title
<b>HOUR 1</b>			<b>HOUR 3</b>		
:07	TRACK 1	1ST BREAK — INTRO TEASE	:11	TRACK 9	TEASE HOUR
Song 1			Song 1		
Song 2			Song 2		
Commercial Break: 2 min Network			Commercial Break: 2 min Network		
:15	TRACK 2	PAY OFF TEASE	:23	TRACK 10	PAY OFF TEASE
Song 3			Song 3		
Song 4			Song 4		
:22	TRACK 3	BAKABUZZ PROMO (dry)	:35	TRACK 11	BAKABUZZ PROMO (dry)
Song 5			Song 5		
Song 6			Song 6		
Commercial Break: 1 min Network			Commercial Break: 1 min Network		
:42	TRACK 4	BAKABUZZ	:43	TRACK 12	BAKABUZZ
Song 7			Song 7		
Song 8			Song 8		
<b>HOUR 2</b>			<b>HOUR 4</b>		
:08	TRACK 5	TEASE HOUR (dry)	:08	TRACK 13	TEASE HOUR (dry)
Song 1			Song 1		
Song 2			Song 2		
Commercial Break: 2 min Network			Commercial Break: 2 min Network		
:15	TRACK 6	PAY OFF TEASE	:28	TRACK 14	PAY OFF TEASE
Song 3			Song 3		
Song 4			Song 4		
:27	TRACK 7	ONE AND DONE	:36	TRACK 15	ONE AND DONE
Song 5			Song 5		
Song 6			Song 6		
Commercial Break: 1 min Network			Commercial Break: 1 min Network		
:35	TRACK 8	SOCIAL PROMO	:43	TRACK 16	BAKA SOCIAL PROMO — END
Song 7			Song 7		
Song 8			Song 8		



**SHOW DETAILS**  
**CLOCK & DEMO**



**SHOW DEMOS**



**HIP HOP**  
**SHOW**  
**DEMO**



**WEEKEND**  
**CLASSIC**  
**HIP-HOP**  
**DEMO**

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**Gary Bernstein**  
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**Show Details:**

*WEEKEND SHOW*  
*hosted by Eric and Nick V*

**AVAILS:**

Network Spots: 5:00 minutes

Local Spots: 9:00 minutes

SHOW INFO

Available exclusively via Delivered via

Mr. Master

(AIM, Media Shooter)

818-879-8349

[support@mrmaster.com](mailto:support@mrmaster.com)

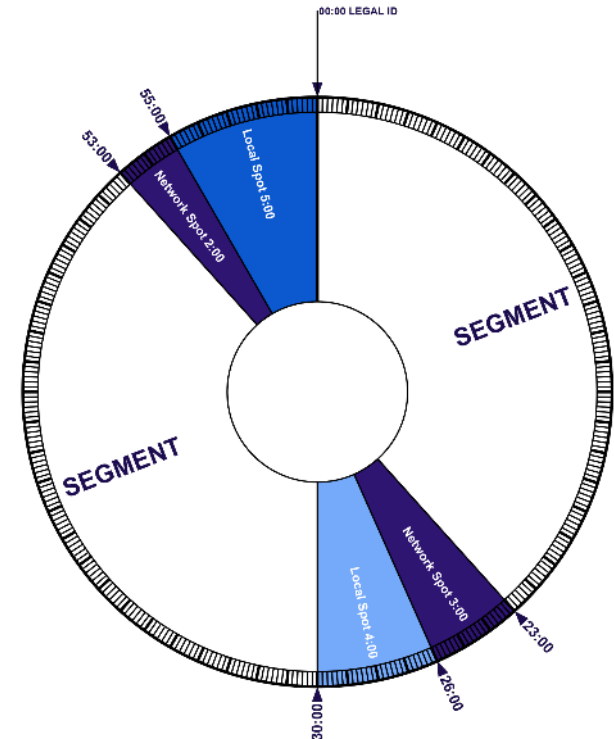
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**HIP HOP**  
**MASTERMIX**



**CLASSIC**



**SHOW DETAILS**  
**CLOCK & DEMO**



**LISTEN**  
**HIP HOP SHOW DEMO**

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