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WEEKEND
CLASSIC
HIP-HOP
DEMO



WEEKEND
HIP HOP
DEMO




TOP 40
WEEKEND
DEMO





About The Baka Boyz

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
HITMIX

BAKA BOYZ
HIP HOP
MASTERMIX
CLASSIC



BAKA BOYZ
HIP HOP
MASTERMIX

BAKA BOYZ
ALL STAR
HITMIX

BAKA BOYZ
HIP HOP
MASTERMIX
CLASSIC

About The Baka Boyz

“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



BIO The Baka Boyz

In 1993, popular music culture was forever changed when two brothers from Bakersfield, CA joined Power 106 in Los Angeles. The most authoritative show on the radio, [The Baka Boyz](#) radio program, “Friday Night Flavas”, contributed to the rise of hip hop in Los Angeles, bringing it from depths of late night programming to the light of mainstream radio and the coveted morning show slot.

One of the most naturally talented entertainers on the radio, the Baka Boyz, [Eric and Nick V](#), owe their success to hard work and a true passion for music that started at a very early age. Their father would take them to professional gigs long before they could even drive and invested in their equipment, realizing early on that their talent was more than a hobby. Nick started DJing when he was only 12 years old and quickly garnered a reputation as a “Wonderkid DJ from Bakersfield”. Together, Eric and Nick V. garnered popularity for their fast talk, natural improv skills and, of course, their live mixes.

Under the reign of the Baka Boyz, Power 106 in Los Angeles became the mecca for upcoming artists and where international acts such as Cypress Hill, Ice Cube, B.E.P, Jay Z, Wu Tang, P. Diddy, Biggie Smalls and Eminem were given their first shot. With Eric on the

turntables and Nick V manning the microphone, the Baka Boyz dominated the industry almost overnight. The Baka Boyz pushed the boundaries of standard radio programming with their raw talent and gave birth to “The World Famous Roll Call”, And the “Cali Caliente Power Mix Weekend”.

From producing and remixing classic tracks to hosting nationally syndicated hit programs, the Baka Boyz have established themselves as radio royalty; their groundbreaking contribution to popular music culture continues with their pop mixshow, [The All-Star Hitmix](#), and the long running [Hip-Hop Mastermix](#) syndicated to an unprecedented 60 major markets. The [Mastermix](#) is the most influential and the most syndicated urban show in America, dominating an overwhelming 100 radio stations. Their audience now tops over 3 million listeners weekly!

The Baka Boyz influence expanded way past their expertise as DJs when they remixed Grammy nominated Foster the People’s “Pumped Up Kicks”. The Baka Boyz also remixed T-Pain and Ne-yo’s “Turn All the Lights On”, J. Cole’s “Work Out”, The Offspring’s “Pretty Fly for a White Guy”, and Beyonce’s “Love on Top”. And, their west coast classic “Pistol Grip Pump” was covered by Rage Against the Machine.



Syndication

Compass Media Networks alongside Oceanic Tradewinds serves as the syndication base supporting the current 50 plus markets for the Baka Boyz weekend mix shows which service both **Top 40** and **Hip Hop/Urban** radio with more markets to come...



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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

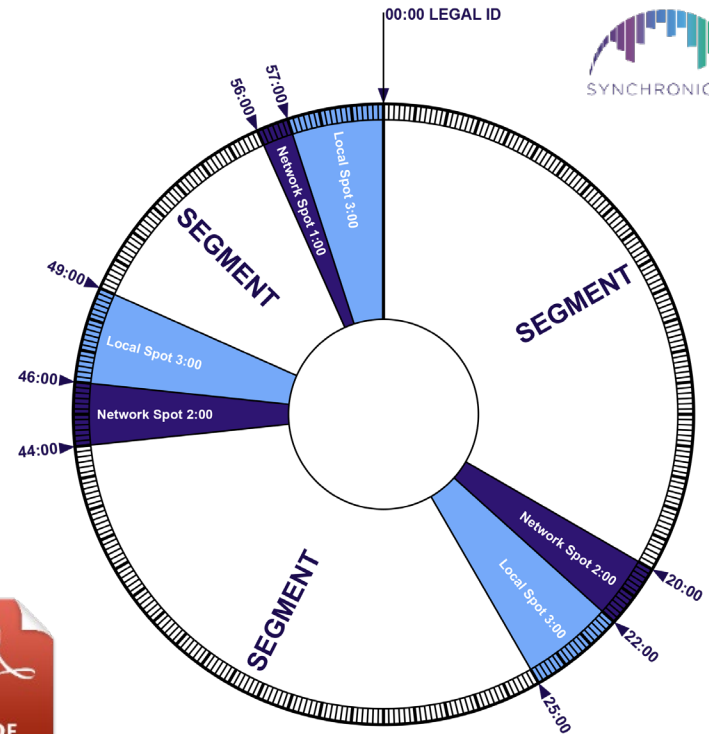
SHOW DETAILS
CLOCK & DEMO



LISTEN
HIP HOP SHOW DEMO

Show Details:
WEEKEND SHOW
hosted by Eric and Nick V
AVAILS:
Network Spots: 5:00 minutes
Local Spots: 9:00 minutes
SHOW INFO

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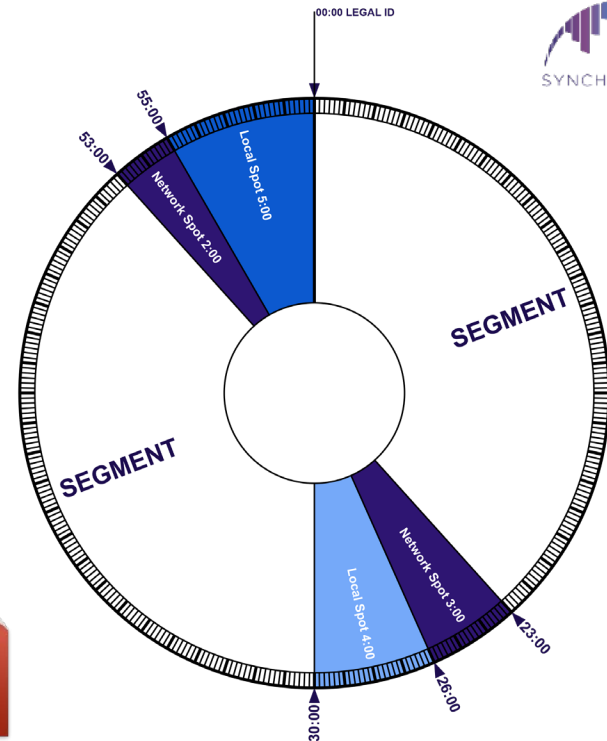
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