

LISTEN TO THE DEMO



# MARKLEY VANCAMP & ROBBINS

**NEWS-TALK  
AFTERNOONS**  
**12Noon - 3pm ET**





ALPHAMEDIA  
LIVE. LOCAL. USA

**MARKLEY  
VANCAMP &  
ROBBINS**



**DAVID VAN CAMP**

**JAMIE MARKLEY**

**SCOTT ROBBINS**

## ABOUT THE SHOW



ALPHAMEDIA  
LIVE. LOCAL. USA

“Markley, van Camp and Robbins have achieved the perfect blend of chemistry and humor...This is the show News-Talk stations have been looking for.”

— Phil Becker

*Executive VP of Content, Alpha Media*

**THE NEW FACE OF TALK RADIO**  
**AVAILABLE NOW IN YOUR MARKET**



“Once I heard MVR, I knew I had to add them to the 850WFTL lineup. It’s refreshing to find a show that informs and entertains at the same time! Talk Radio is evolving, and MVR gets it!”

— **Paul Mason**

**Program Director/Digital Content Manager  
News Talk 850 WFTL/West Palm Beach, FL**

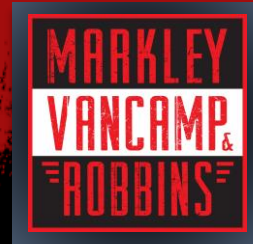
“Couldn't be happier with the show...couldn't be happier with the response. It's nice to have a news-talk show that emphasizes entertainment over shouting matches.”

— **Brian Haldane**  
Program Director,  
WBRP/Baton Rouge, LA





**MARKLEY  
VANCAMP &  
ROBBINS**



**“We have been thrilled since adding *MVR*. They have been a refreshing change from the majority of talk shows out there - funny, engaging, and energetic. They represent the ‘Next Gen’ of talk radio.”**

**— Gordy Rush**

**Vice President, Guaranty Media**



PHOTO: TRAVIS COX

“When we launched KOKC as ‘Talk Radio’s New Generation,’ MVR was a no brainer. They’re topical, entertaining, and just what talk radio needs to bring in the next generation of talk radio consumers.”

— **Tod Tucker, Program Director, Tyler Media, KOKC/Oklahoma City**





# Jamie Markley

by David van Camp

Jamie Markley is one of the most unique people I've ever met in this business.

He looks at, and breaks down, topics in a way that no one else in media does: like the average person. That's not to say he doesn't know what he's talking about; it's to say he is able to take complex topics and drill down to the heart of every topic, and approach it in a way that gets me thinking about it differently. He's also a walking music encyclopedia, who's not afraid to drop random facts at a moment's notice.

Like, did you know Tom Petty didn't want to record the song "I Won't Back Down," because he thought it was "too obvious?" I learned that during a conversation with him about tax reform (Did I mention he suffers from ADHD?). Some of his opinions on music are clearly wrong (like, "The Beatles are overrated" and "Guns n Roses had more than one good album"), but I don't hold that against him.

It's a ton of fun working with him, and every day he helps keep me sane in the crazy news cycles we're constantly living through. I think that helps keep the listeners sane, too. All I know for sure is that he's unlike anyone else I hear in talk radio, and that's a great thing.

RICK HIRSCHMANN



## David van Camp

By Jamie Markley

David is an interesting cat. Well, not only is he a “cat whisperer” (he has a calming effect even on feral cats), he’s a football guy from Texas, a Star Wars nerd, a guitarist (Gibson SG, nice choice), a singer-songwriter, a foodie, and will tell you a real man eats his steak, rare.

He’s truly one of a kind. As a former news guy who’s now unleashed, he brings a unique perspective to what’s happening in the world. He sees right through people’s bull, and is not afraid to call them out.

David works his butt off, leaving no stone unturned. It’s funny to hear him go off on his own generation. But if I criticize millennials, he’ll be quick to defend them and call out my generation (I’ve got 20 years on him). I like that. The dude’s got spirit. And a whole lot of intelligence and humor. It keeps this gig fun every day.

RICK HIRSCHMANN

# ABOUT THE HOSTS



RICK HIRSCHMANN

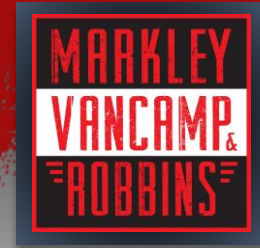
## Scott Robbins

Scott Robbins is a radio legend. He's been on top in every format he's worked... Top 40, Rock, Classic Hits, and News/Talk.

Scott was enjoying great success hosting the Robbins & Markley show in 2015, when back to back heart attacks left him clinging to life for the better part of 6 weeks and in the hospital for 6 months. He had lost his voice due to complications with a tracheotomy. He was put on a waiting list for a kidney transplant, and was on dialysis 3 days a week. The doctors didn't know if he'd make it out of the hospital, let alone ever get behind a microphone again. Against incredible odds, Scott's kidney function started to come back after a year, along with his voice. After grueling therapy, he could walk again. Many have called him a walking miracle.

And no one is more happy that he's back to his old self than Markley & van Camp.

# THE SHOW'S SUCCESS



MVR has proven success across a myriad of markets:

**ANCHORAGE**  
**BATON ROUGE**

**LINCOLN**  
**ORLANDO**

**PEORIA**  
**PORTLAND**

A 25-54

**FM NEWS 101**  
K X L

**#1**

**36 Books in a row!**

MORE THAN  
**4X**

THE AUDIENCE OF ITS  
CLOSEST TALK  
COMPETITOR  
9-12NOON PST\*

A 18-49

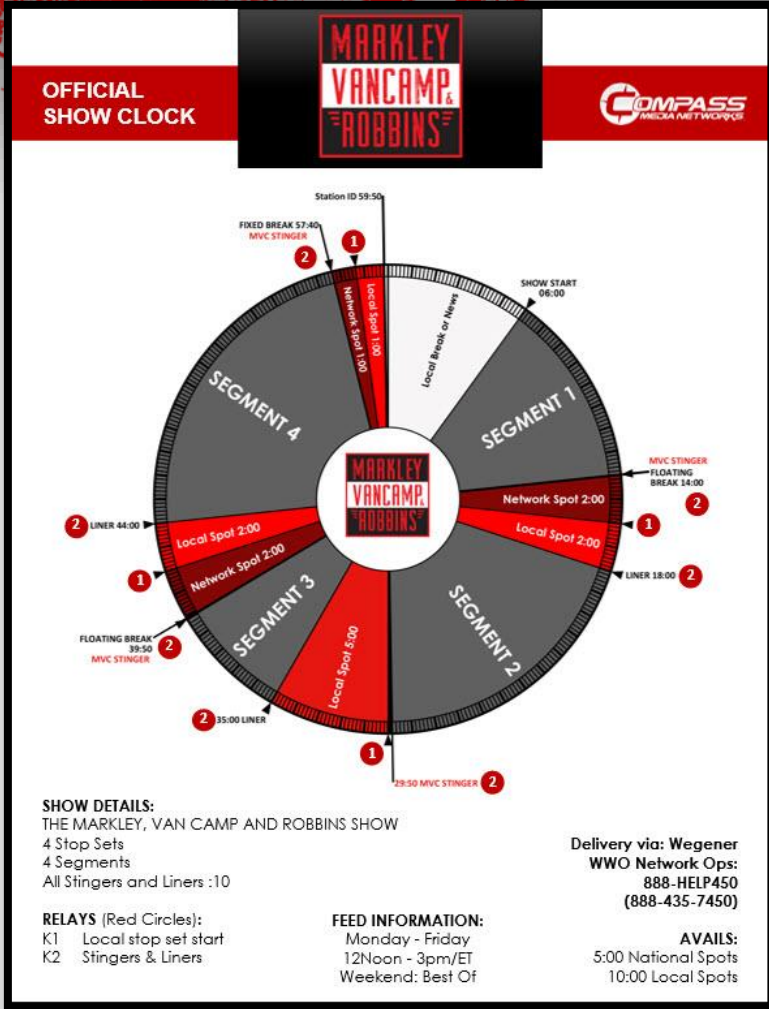
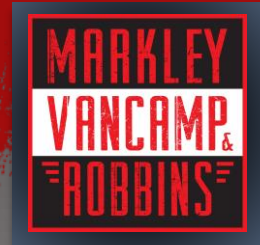
**FM NEWS 101**  
K X L

**#1**

**36 Books in a row!**

\*Source: Nielsen Audio AQH KSL Portland, OR M'24-54, SP'2017

# THE SHOW DETAILS



[DOWNLOAD PDF](#)

## BENCHMARKS

**Nimrods in the News**  
**3rd Hour Segment 4:**  
 People who have done dumb stuff and have made the news

**The Friday Five**  
**Friday Hour 2 Segments 1&2:**  
 Countdown songs or movies or people involving a pop culture topic

**Scott Takes**  
 It's a new adventure every day because Scott is pretty funny and he says interesting things, most of the time



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