

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



“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

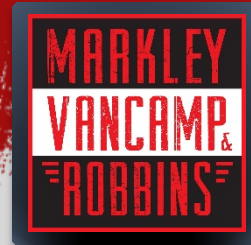
THE NEW FACE OF TALK RADIO
AVAILABLE NOW IN YOUR MARKET



“MVR is one of my favorite shows. I enjoy listening to them just as much as my listeners enjoy them. I’m thrilled to have MVR represent my station.”

**Keith
Memoly**

**WDBO-FM/Orlando
Cox Media Group**



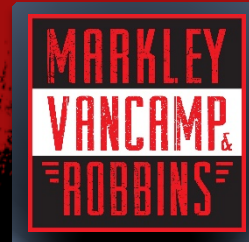
“MVR is a ‘must-have’ for news-talk stations that intend to be on the air five years from now.”

**Mike
Dorwart**
SVPP, Des Moines/Ames IA
iHeartMedia





**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**

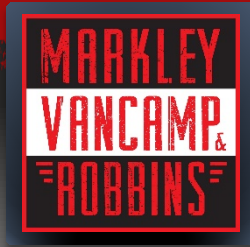
**Vice President
Guaranty Media**



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.”

— **Kevin Christopher, KOKC/Oklahoma City, Tyler Media**



Jamie Markley

by David van Camp

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

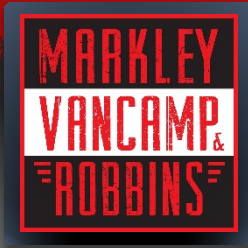
He looks at, and breaks down, topics in a way that no one else in media does: like the average person. That's not to say he doesn't know what he's talking about; it's to say he is able to take complex topics and drill down to the heart of every topic, and approach it in a way that gets me thinking about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

ABOUT THE HOSTS



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.

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:

SEATTLE
BATON ROUGE

LINCOLN
ORLANDO

PEORIA
PORTLAND

A 35-64
M 35-64

FM NEWS 101
K X L

#1

MORE THAN
4X
THE AUDIENCE
OF ITS
CLOSEST TALK
COMPETITOR
9-12NOON PST*

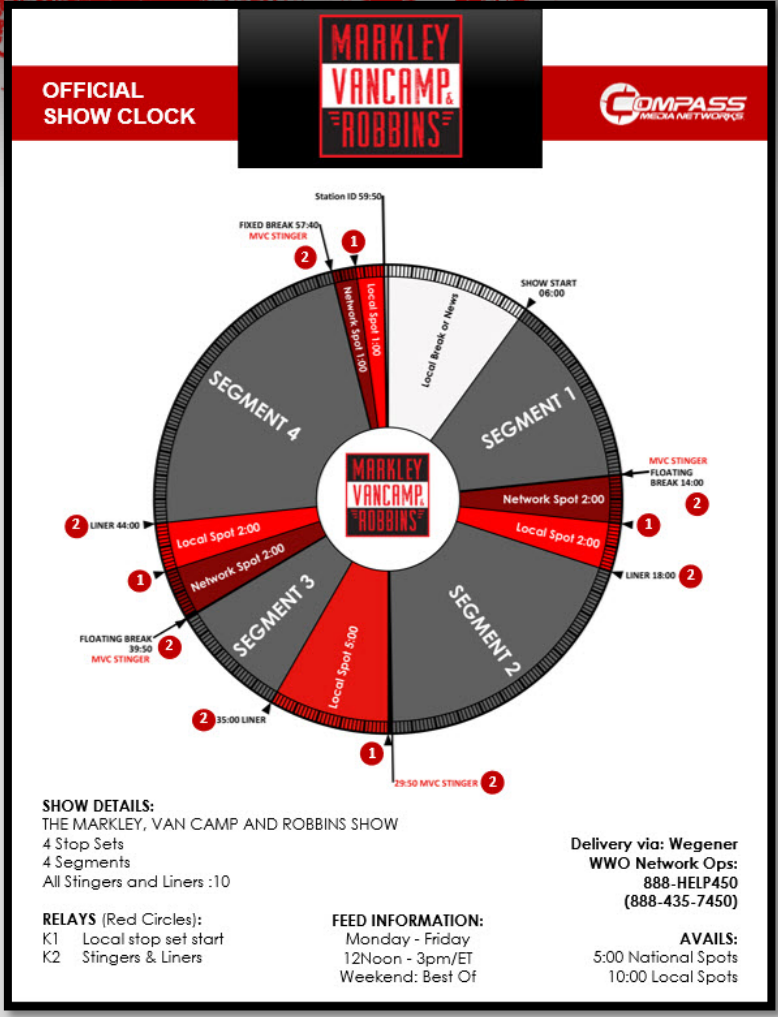
A 25-54
M 25-54

FM NEWS 101
K X L

#2

Source: Nielsen Audio, AQH Rating, KXL-FM Portland OR Metro, April 2020

THE SHOW DETAILS



[DOWNLOAD PDF](#)

BENCHMARKS

The Friday Five

Friday, Hour 3, Segments 1&2:
 Countdown songs or movies or people involving a pop culture topic.

Election Projection

Hour 3, Segment 3:
 Everything you need to know about the 2020 election.

Nimrods in the News

Hour 3, Segment 4:
 People who have done dumb stuff and have made the news.

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