

SKRATCH N SNIFF

SHOW TALENT

Malcolm Ryker and Christen Limon

Legendary Southern California-based Rock/Alt Rock Mix Show

ABOUT SKRATCH N SNIFF

Since blasting onto Southern California airwaves back in 2003, **Skratch 'N Sniff** has been a renegade, pulse thumping radio program where riffs, beats, and blown-out expectations collide.

What started as a local experiment grew into a national phenomenon, now airing across 62 affiliates each week, delivering a nonstop party mix stitched from rock's past, present, and future.

Malcolm Ryker is the driving force behind the weekly two-hour mix show, creatively mixing and hosting the show with **Christen Limon**, one of Los Angeles' sharpest, most dynamic alternative voices, Alternative radio vet **Michael Parrish** quarterbacks the operation as producer, keeping the chaos tight and the frequencies cutting through.

Ryker, the show's fire-starter and resident mad scientist, has been one of the most influential creative forces in rock radio. As Creative Services Director for LA's ALT 98.7 and Senior Creative Director for Rock and Alternative at iHeartMedia, he's helped define what modern rock sounds like — whether listeners realize it or not. Skratch 'N Sniff is his playground, a place where genre rules melt and rock collides with electro, hip-hop, punk, metal, and whatever else he wants to set on fire that week.

Limon arrives with the momentum of a decade-plus grinding through the beating heart of Los Angeles radio — hosting on ALT 98.7, producing for Carson Daly's show, serving as music coordinator, and carving out her reputation as one of modern rock's most tuned-in tastemakers. She brings the energy of someone who genuinely lives the culture: a fan first, an architect second, and endlessly curious about where alternative music is heading.



ALT ROCK DEMO



ACTIVE ROCK DEMO

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Skratch N Sniff is a 2-Hour weekly program designed to liven up the weekend with multiple versions for both Active Rock and Alternative radio. Each hour of the Skratch N Sniff show has 4 minutes of National Commercials that run across all affiliates, giving the program 8 minutes per episode to monetize.

SHOW FEATURES INCLUDE:

- » **ARTIST TAKEOVERS** - Skratch N Sniff produces multiple Artist Takeover broadcasts each year for major events and holidays, featuring top Rock and Alternative artists hosting the show. Past hosts include Metallica and Avenged Sevenfold (Active) and All-American Rejects and Pierce The Veil (Alternative). Artists like Everlast and Sublime are confirmed for 2026!
- » **MINI MIXES** - SNS also offers artist hosted Mini Mixes, a segment within a weekly episode that features an artist and their music. Filling the calendar now with AWOLNATION confirmed for the first one in 2026.
- » **THE FRIDAY FIX MIX** - This new weekly feature is designed to get the weekend started with a 15-20 minute high energy mix that plays at 5pm during drive time every Friday. This new feature is currently airing on WXTB/Tampa, WJRR/Orlando, WPLA/Jacksonville, WXSJ/Tallahassee, KRQR/Chico, CA, WRMR/Greenville, NC, WHXR/Portland, ME and WNNH/Concord, NH
- » **ONLINE + DIGITAL INTERVIEWS:** Skratch N Sniff's editorial platform, SNSMix.com, features music news, reviews, and artist interviews. Interview subjects include System Of A Down, Rise Against, Papa Roach, Sublime and Ice Nine Kills, with content consistently being picked up and syndicated across major outlets live, Blabbermouth, Revolver and SPIN Magazine.

AUDIENCE REACH

Opt-in email list of **48K subscribers** // **Bi-weekly music news and highlights newsletter** // **Social Media:** 60K followers across multiple platforms // website: **snsmix.com**

AVAILABLE SPONSORSHIP ACTIVATIONS

- » "Voiced" :60 sec spots by Malcolm and Christen are available in each show.
- » Title sponsorship for the entire show is available.
- » Malcolm & Christen are available for special local market sponsorships, including market visits, hosting live events/festivals, social media product activations and more.

**WEEKENDS
2 HOURS**

62 AFFILIATES

**FORMATS:
ACTIVE ROCK
ALT ROCK**

**SAN DIEGO, CA
BASED TALENT**



**SPONSORSHIP
OPPORTUNITY**



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