

SKRATCH N SNIFF



SHOW TALENT

Malcolm Ryker and Allison Hagendorf

Legendary San Diego-based Rock/Alt Rock Mix Weekend Show

ABOUT SKRATCH N SNIFF

Skratch N Sniff is a 2-hour weekend Active Rock and Alt Rock Mix Show featuring the latest music, artist interviews, debut albums/singles, and insider Rock news. Created and hosted by production and imaging mastermind, Malcolm Ryker, co-hosted with renowned music journalist and broadcaster, Allison Hagendorf and produced by mixologist and award-winning morning show host, Chris Cantore. World-class broadcasters bringing the rock mix non-stop party to listeners across America every weekend for over 20 years. Since its debut in 2003 on 91X in San Diego, Skratch 'N Sniff has taken terrestrial radio by storm. Conceived by on-air host Malcolm Ryker, the program blends some of the biggest songs from Active and Alternative Rock into an unbelievable mix show that fans of both genres are tuning into in droves.

The show has grown from a local San Diego radio show into a smash success, with syndication to affiliates throughout the US, including major markets like Tampa, Dallas, Washington DC, and Charlotte. Skratch 'N Sniff starts with a solid Rock foundation and adds new sounds from across the musical spectrum to create a non-stop continuous party mix that has listeners all across the country eagerly awaiting the next episode.

REACH

NATIONAL RADIO SHOW // 62 AFFILIATES // ADULTS 18-54 // FORMAT: ROCK-ALT ROCK // 31,300 FOLLOWERS // 345K IMPRESSIONS // 15.K FOLLOWERS // 120K IMPRESSIONS INSTAGRAM // 59K EMAIL SUBSCRIBERS // AQH P'25-54 SP'24: 56.6K; F'24 46K

SPONSORSHIP ACTIVATION OVERVIEW

- » "Voiced" :60 sec spots by Malcolm and Allison in each weekend show
- » Special Market Sponsorships, Visits, Live Events, and Social Media Product Activations

CONNECTIONS

Website: SNSMIX.COM // [SHOW INFORMATION](#)



Syndication Contact: Doug Ingold, Vice President | Affiliate Sales | Compass Media Networks

Los Angeles, CA | 310-904-3864 | dingold@compassmedianetworks.com



[SHOW DEMO](#)



LAYNE STALEY
from Alice In Chains' 'Lost Journals' To Be Released In November



"HUNGER STRIKE"
TEMPLE OF THE DOG

BECOMING
LED ZEPPELIN

ROCK
PLAYLIST
FEBRUARY 15TH WEEKEND



"CELEBRITY SKIN"
JETT BLACK

"CREED"
RADIOHEAD



SKRATCH N SNIFF
ALT.
PLAYLIST
FEBRUARY 15TH WEEKEND



SKRATCH N SNIFF
ALT.
PLAYLIST
FEBRUARY 15TH WEEKEND



"THANKS TO MY EX"
OTHERS



SKRATCH N SNIFF
ALT.
PLAYLIST
FEBRUARY 15TH WEEKEND



SKRATCH N SNIFF
ALT.
PLAYLIST
FEBRUARY 15TH WEEKEND



"JESSE JAMES"
JETHRO BLU



SKRATCH N SNIFF
ALT.
PLAYLIST
FEBRUARY 15TH WEEKEND



SKRATCH N SNIFF
ALT.
PLAYLIST
FEBRUARY 15TH WEEKEND

