

ULTIMATE CLASSIC ROCK

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Hosted by

Matt Wardlaw and **Herb Ivy**

Based on the popular online music brand **UltimateClassicRock.com**, The show features the best rock songs ever made, interviews with the legends of rock, performances, listener event giveaways, trending news on classic rock artists, albums, concerts, and more...

**Airing Weeknights and
Weekends 7p - Midnight
5 Hours**



OVERVIEW

"UCR presents the music and artists with the knowledge and passion that's in line with the way we live it here every day. It's what's made WPDH the authority and home of rock and roll for 40 years and counting!"

— **Joe Limardi**

Operations Manager/BM
WPDH/Poughkeepsie

ULTIMATE CLASSIC ROCK

SEGMENTS/ BENCHMARKS



THE STORY @ 8

Artist Interview



9 @ 9

Nine Songs with a Common Theme or Year



ULTIMATE LED ZEPPELIN @ 10

Kick-off the hour with a Block of Deep Cuts and Hits from Zep



ROCK-A-VERSARY @ 11

A Look Back on This Day in Rock History





CONTESTS

**ULTIMATE
CLASSICROCK**

Maximum Metallica M72 Experience

Giveaway (8-23) A trip for two—flight, lodging + \$500 in spending cash – to see Metallica at SoFi Stadium in Los Angeles as part of their massive worldwide M72 tour.

End of the Road with KISS

Giveaway (12-2) As KISS say goodbye...A trip for two to New York City to see their farewell show at Madison Square Garden. Just like Metallica, it's not just tickets to the show, but also airfare, hotel and spending cash.

*Congrats to Alan from
New Jersey for Winning!*





STORYTELLERS + GUESTS

Not only does Uncle Joe have an unrivaled wealth of rock knowledge, but he brings in the biggest stars to the show to share *their* knowledge and stories, too.

Alice Cooper talks to Uncle Joe about what it was like being on Sesame Street.



ALICE COOPER

Billy Gibbons shares the incredible story of meeting Jimi Hendrix.



BILLY GIBBONS

The late, legendary **Neil Peart** talks about writing songs for Rush, and explains where “Tom Sawyer” came from.



NEIL PEART

Ultimate Classic Rock Nights also benefits by having access to the biggest Classic Rock source in the world, **UltimateClassicRock.com**. Not only do we have access to it, but one of the longest-running writers for the site – Matt Wardlaw who regularly joins Herb “The Captain” Ivy to share updates and breaking news from the rock and pop culture worlds.



ABOUT THE HOST

Matt Wardlaw

In 1984, a young Matt Wardlaw visited KWES-FM in Odessa, Texas: a mobile home that housed both the station's studios and offices. Not only did the DJ send him home with a Sammy Hagar "I Can't Drive 55" button, which Matt then wore proudly on his Members Only jacket, but the experience sparked a life-long love of radio.

Matt continued honing his enthusiasm for all things music, including by clocking countless hours inside record stores and reading the latest rock magazines. These experiences helped fuel dreams of that future life working in music—and informed his passionate approach to radio.

Now, Matt Wardlaw can say he has been working in radio for more than three decades—a career that has included working at the legendary Cleveland rock and roll powerhouse WMMS-FM. While working there, he also co-hosted a popular heavy metal show, which gave him the chance to interview artists like Iron Maiden and Ronnie James Dio.

A member of the Ultimate Classic Rock staff since it launched in 2010, Matt has continued interviewing his rock and roll heroes— including memorable conversations with Aerosmith, AC/DC, Pat Benatar, the Black Crowes, Alice Cooper, Def Leppard, ELO, Heart, Sammy Hagar, KISS, Lynyrd Skynyrd, Metallica, Queen, REO Speedwagon, Van Halen, and ZZ Top.

Today, as the host of Ultimate Classic Rock's radio show, Matt brings the world of UCR to you. Expect the latest news, interviews, and an endless supply of legendary rock music – to ensure that your days and nights will never be boring.



ABOUT THE HOST

Herb "The Captain" Ivy

What's it like helping U2 make their setlist at soundcheck? How do you break up a fight between Eddie and Alex Van Halen? And what do you do when the Black Crowes want to keep partying and it's already three o'clock in the morning? **"The Captain" Herb Ivy** knows the answers as he's been in the thick of it in the world of Classic Rock for over 40 years. And now the Captain brings those stories and passion for all that is rock and roll to UCR Weekends.

Hailing from London, Herb got to the US a little bit after the Beatles. Unfortunately, he lost his cool British accent when he moved to the gritty streets of New Jersey. His love for Rock Radio started early when Herb and his older brother would keep meticulous charts of what songs were trending on the radio and in the record stores.

Herb played guitar in high school bands...including Stonehenge (and this was way before Spinal Tap!). He cracked his first microphone on the radio in 1982 at the University of Virginia, where his Program Director strongly suggested he change his on-air name to The Captain because "Herb" was too geeky for Rock and Roll. Right or wrong...The Captain was born!

Since then, The Captain has rubbed shoulders with every Classic Rock icon imaginable, amassing a treasure trove of tales. On UCR Weekends, his stories come alive, transporting you through the annals of Rock history and his adventures with Aerosmith, AC/DC, Elton John, ZZ Top, and many more. He's even earned the esteemed title of "honorary Van Zant" from the Lynyrd Skynyrd crew!

With **UCR Weekends** as his stage, The Captain is ready to ignite the party. Join him as he turns your Saturday and Sunday nights into epic sagas of Rock n' Roll revelry. With The Captain at the helm, get ready to have a good time...all the time!

ULTIMATE CLASSIC ROCK

RATINGS SUCCESS & SAMPLE LIST OF STATIONS



Rank	Market	Station
#1	Sioux Falls SD	KYBB-FM
#1	Rockford IL	WKGL-FM
#1	Lima OH	WBUK-FM
#1	Cheyenne WY	KIGN-FM
#2	Little Rock AR	KKPT-FM
#2	Johnstown PA	WBUS-FM
#2	Lafayette LA	KFTE-FM
#2	Bangor ME	WWMJ-FM
#2	Missoula MT	KZOO-FM
#2	Quincy IL	KRRY-FM
#2	Elmira NY	WZHD-F3
#3	Grand Rapids MI	WRKR-FM
#3	Portland ME	WBLM-FM
#3	Cedar Rapids IA	KRNA-FM



Source: Nielsen Nationwide, AQH, Fall '22, M 25-54 Ultimate Classic Rock (Rank)



SOCIALS

"The show is what it says, UCR: The best music ever made, the UCR team LIVES and LOVES Classic Rock... You can hear that come through the speakers every hour."

– **Kurt Johnson**
SVP/Programming
TOWNSQUARE MEDIA



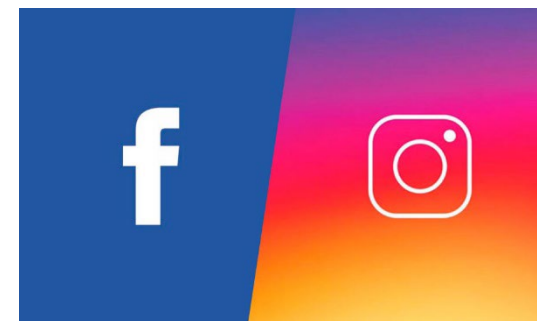
Digital
30m PVs a month



Twitter "X"
338k

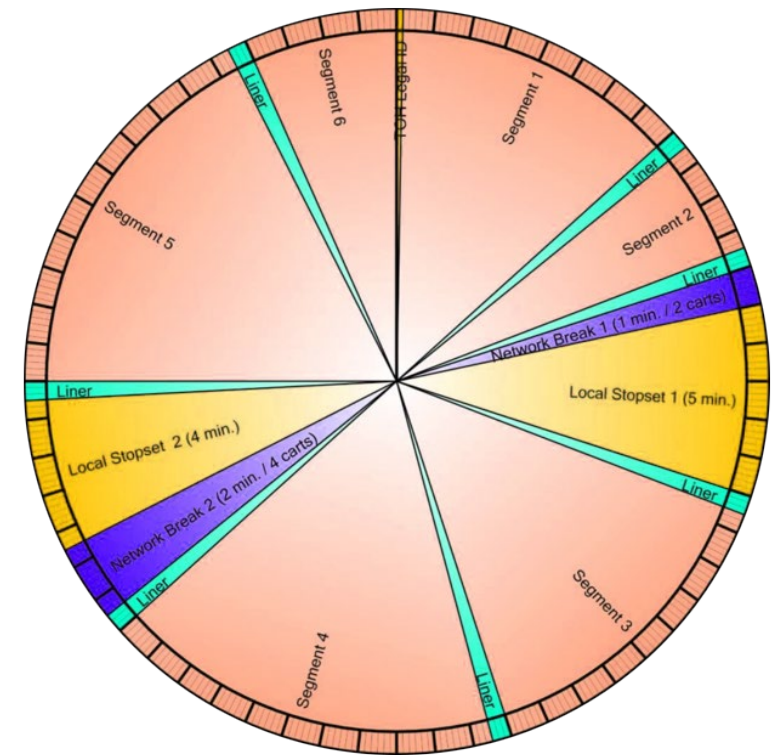


Facebook/Instagram
1.1 million/37k





- » **Hours:**
Weeknights 7p - Midnight
Weekends 7p - Midnight
(Flexible Dayparts)
- » **Delivery:** Mr. Master,
Cloud-based direct inject
- » **Heard on over 80 stations nationwide**
- » **Network Inventory:**
3 min/per hour Weekdays
5 min/per hour Weekends
- » **Local Breaks:**
2 Breaks/hour
9 Local min/per hour





AFFILIATE INFO



EXPLORING THE PAST, PRESENT, AND FUTURE OF ROCK'S BIGGEST LEGENDS

Weekdays & Weekends // 5 Hour Show
 Music + Stories + News + Interviews + Lists + Giveaways = THE BEST OF CLASSIC ROCK!

Join forces to deliver
ULTIMATE CLASSIC ROCK
 to your listeners.



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