



August 2008

K-Rock to crown “Ultimate Anthem” in “Summer Slam”

92.3 K-Rock will put 40 of rock’s biggest songs head-to-head and let listeners determine the “ultimate K-Rock anthem,” during its first “Summer Slam” event this month. Rock music fans can go to www.923krock.com and make their predictions for 39 match-ups between songs from five decades of rock, including: “All Along The Watchtower,” by Jimi Hendrix, “Stairway To Heaven,” by Led Zeppelin; “Sweet Child O’ Mine,” by Guns N’ Roses; “Smells Like Teen Spirit,” by Nirvana; and “Seven Nation Army,” by White Stripes. Each competition will be determined by K-Rock listeners, who will vote by sending a text message to NY923 (69923).

Starting Monday, K-Rock will pit two songs against each other every weekday at 11 a.m., 2 p.m., 5 p.m., and 8 p.m. After choosing the songs by spinning the “Giant Wheel of Rock,” K-Rock will play both songs, and solicit listeners to vote for their favorite of the two. Listeners will have about forty-five minutes to cast their votes. When the voting has concluded, K-Rock will announce the winner. That song will become (or remain) the reigning champion, and defend its title in the next match-up, against a new challenger from the wheel. The loser will be eliminated from the competition. The vote winner in the thirty-ninth and final battle – at 5pm on Friday, August 22 – will be crowned the Summer Slam champion, and carry the mantle of Ultimate K-Rock Anthem.

Prior to the competition, listeners can predict the winners of randomly generated match-ups using the station’s interactive “battle generator.” All listeners who correctly pick the eventual winning song will be entered into a drawing to win a 42-inch high-definition flat panel television.

The contest can be heard on K-Rock at 92.3 FM or streamed online at www.923krock.com. In addition, listeners can follow the action online in the “Summer Slam” section of the station website at www.923krock.com, where the station will post updated results, a running summary of previous match-ups, information on the songs and artists, blogs, and more.

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