



Matt Rife tells McElroy & Cubelic what it feels like opening up the new Coca-Cola Amphitheatre and why he finds comedy in nearly everything & everywhere

June 18, 2025

welcome back in Mroy and Cubic in the
0:03
morning going right to the Higamotham
0:05
hotline Welcoming in comedian Matt Refe
0:06
Going to be at the Coca-Cola
0:08
Amphitheater June 22nd The first act
0:11
ever at the brand new Coca-Cola
0:13
amphitheater You've done some cool
0:14
things in your career but opening an
0:16
entire new amphitheater Is this the

0:17
first for you absolutely man I'm so
0:19
excited Alabama has always been such a
0:21
good time And to be the first person of
0:23
this brand new amphitheater I'm excited
0:24
to be the first person to take a job
0:26
backstage Alabama's been a good time
0:28
Always Um take us further I need to know
0:31
number one what do you think of when you
0:32
think of Alabama and then how and where
0:35
has Alabama always been such a good time
0:37
first thing that comes to mind is
0:38
Dreamland Barbecue Probably Oh boy Just
0:40
the bread and the sauces Just the just
0:42
the white bread hot sauce and we're good
0:46
It is so good man I'm trying to get him
0:48
to cater the event We'll see I can't go
0:49
down there and not have my fixer
0:51
barbecue Um but I I grew up performing
0:53
since uh wow I guess for the last 14
0:56
years uh in Hoover Alabama just just
0:59
down the street really There's a great
1:00
comedy club called the uh the Star Dome
1:03
So driving between Hoover and Birmingham
1:05
I I mean I've been doing shows there for
1:07
14 years and it's just always put in a
1:09
good crowd Like people in Alabama just
1:11
love to laugh man No one's taking life

1:12
too serious It doesn't need to get
1:14
political Nobody has an agenda No one's
1:16
doing with their arms crossed People
1:17
just come out They brought the
1:19
babysitter or they left their kid in the
1:20
car and they're down to have a good time
1:22
Man you did start out on the low end uh
1:24
if you were doing stardom like I did a
1:26
radio show with Casio Kid or Matt
1:28
Mitchell for a long time and like he
1:29
actually performs there So I I didn't
1:31
realize you started so far from the
1:33
bottom like that that that was a real
1:34
thing and now you've made it Look at you
1:36
now
1:38
It feels like home man I miss it All
1:40
right Uh you'll be here at the Cocoa
1:42
Amphitheater June 22nd I got to say I'm
1:44
I'm a fan of your work I have I I like I
1:47
said I used to work with a comedian so I
1:48
feel like I'm a little dangerous with my
1:50
knowledge of how the business operates
1:52
uh you did a crowd work special on
1:55
Netflix but during that you made a
1:57
couple references that like there are
1:59
some haters in the industry kind of like
2:01
some negative feedback of t take me

2:04
further into that Do they think it's
2:05
just too easy is it is it lazy like what
2:07
what's the perception of why that would
2:09
be considered negative by some oh that's
2:12
that's such a funny question Uh first of
2:14
all thank you for being a fan of my work
2:15
I appreciate it Thanks for staying up
2:17
and watching it late in bed like most
2:19
people Um the crowd work special was
2:21
something unique and interesting that we
2:23
brought to Netflix because it was
2:24
something that became so prominent um of
2:27
my act over the last couple years Um
2:29
something people just found really
2:31
entertaining It was never anything I
2:32
really thought too much about It was
2:33
just like a fun portion of the show that
2:35
I would do And I was like you know what
2:37
i I feel like I could just do a full
2:39
hour of this if I really wanted to Uh so
2:42
we pitched him the idea and it went
2:44
great We reached number one on Netflix
2:46
in a a couple dozen countries And it's
2:49
it's just funny the critique you can get
2:51
I mean people are going to critique you
2:52
no matter what you do on the internet
2:54
I'm a comedian My only job is to make

2:56
people laugh and entertain And the fact
2:57
that I do that in mass numbers is
2:59
nothing but a blessing You're always
3:01
going to find somebody who has a problem
3:02
with it I love when people think crowd
3:04
work is the easiest thing Think that
3:06
it's hard Sorry that it's easier than
3:08
doing written material So you're telling
3:10
me it's it's easier to be funny on the
3:12
spot than it is to go home and think
3:13
about it for months and months at a time
3:15
It's not any easier spontaneous If it
3:17
was that easy everybody would do it I
3:20
think the only thing I would accuse you
3:21
of was it would have actually been
3:23
scripted because the way you kept coming
3:25
back to say like the mother and daughter
3:27
with the mom working at the sex shop
3:28
whatever it was or the whole deal like
3:31
you were four or five couples or people
3:32
past that and then you would reference
3:34
back to it immediately I would have said
3:36
"Well no the whole thing had to have
3:37
been scripted." That's maybe if I was to
3:38
give you any criticism but I know it
3:40
wasn't No man Uh fortunately just that
3:42
blessed It was incredible I mean don't

3:44
get me wrong it's a it's a taping right
3:46
so like there was definitely a couple
3:47
people in that special that I didn't get
3:49
anything from It was a super boring
3:50
interaction but you don't post that
3:52
obviously Who the hell does that you
3:54
don't post a highlight tape of you
3:55
getting sacked three times Well I would
3:57
I'm an offensive lineman so I that would
3:59
have been me giving up the sacks So that
4:01
would have been really bad We we
4:02
wouldn't want to post that I do have to
4:04
ask you about your football fandom
4:07
desire interest any of it You are from
4:09
Ohio You've mentioned kind of the
4:10
country of Ohio Um which you know it's
4:14
that's Ohio State won a national
4:16
championship last year So are you a
4:18
massive fan i've heard you reference
4:19
football a lot of times but never go
4:21
deep into how much you pay attention to
4:23
it or how much you care about any
4:24
individual team
4:26
Oh yeah man This is not going to help my
4:28
sales in Alabama but I am a diehard Ohio
4:31
State fan But you know what it's fine
4:33
You guys had your dynasty You had your

4:36
decade Just let let us let us live for a
4:38
little bit We have been coming so close
4:40
for so long Every year we get so damn
4:42
close and just can't close the deal and
4:44
mess up an important game You know it's
4:46
funny I the only Ohio State game I've
4:48
only college football game I've ever
4:50
been to I went to the Ohio State
4:51
Michigan game this year at home Flew in
4:54
for it I was like "Oh this is a shoe in
4:55
It's a five and six team We're going to
4:57
blow them out." Lost embarrassingly
5:01
I'm going to get you to an SEC venue and
5:03
just so you can reference it and have
5:04
that reference point of how different it
5:06
is I'm going to check the schedule see
5:08
the SEC schedule if we can't like whip
5:10
you over to an SEC game one night either
5:12
before or after you have an event and
5:14
try to kind of make that happen Um I
5:17
would love to Let's do it We're going to
5:18
do it Um one thing I've always been
5:20
interested in like I said I've worked
5:22
with a comedian before and I would
5:23
always ask him and I want to ask you you
5:26
don't have any problem hurting people's
5:27
feelings And you've stated multiple

5:29
times in other interviews I've seen like
5:31
hey you don't have to like my stuff but
5:32
I'm trying to make people laugh And I
5:34
might not like your stuff Like we don't
5:35
all think Jerry Seinfeld's overrated
5:37
but I would actually agree with you that
5:38
he was so it's okay Uh when you look at
5:42
where you draw the line on certain
5:44
things cuz certain things that you do
5:46
make me laugh my wife might hate Other
5:49
things that might make you laugh I might
5:51
hate So where do you kind of say you
5:53
know what I'm not going into that Or
5:54
this is where I draw the line We're not
5:56
even going to tell that joke We're not
5:57
even go to that demographic It's one
5:59
100% personal preference I don't I don't
6:02
believe there is a line at all If I
6:03
think it can be funny then I'm I'm going
6:05
to say it More than likely somebody else
6:07
is going to agree This is the great
6:08
thing about comedy It's it's an
6:09
opinion-based industry There are no
6:11
facts about what's funny and what's not
6:14
You could base it You could go by
6:16
numbers I suppose but if you go
6:18
statistically then millions and millions

6:20
of people would find what I find funny
6:22
which would obviously give me the
6:24
confidence to try new things I don't
6:25
think anything's off limit and I don't
6:26
think anybody should get their feelings
6:28
hurt by a joke a comedian says I think
6:30
that's absolutely insane They're telling
6:33
jokes which means they're not serious
6:37
you get your feelings hurt by something
6:39
that that's not serious fully intended
6:41
with no no other intention but to make
6:43
somebody laugh I think you're an
6:44
emotionally immature person shut up Turn
6:48
off the TV or your phone Don't watch it
6:51
Cuz the rest of us are trying to enjoy
6:52
this life that could be a pain in the
6:54
ass All right You Matt Rice's going to
6:56
be at the Coca-Cola Amphitheater June
6:58
22nd That's Sunday night He's opening up
7:00
the whole damn thing So go check him out
7:02
I promise you you're going to laugh I
7:03
promise you you're going to enjoy it Um
7:06
when you see your last name it's
7:08
probably not difficult to spell You
7:09
didn't have issues with it growing up My
7:11
last name is Cubalick so you can imagine
7:13
that that has been butchered about every

7:14
single way possible Did your teachers
7:17
coaches elders whatever it was have as
7:19
much trouble remembering how to
7:21
pronounce your last name as I do for
7:23
whatever reason I don't know why I can't
7:24
get it right And I know what your name
7:26
is but for some reason when I see it I
7:28
just want to screw it up It's all right
7:30
That's the Alabama educational system
7:32
That's okay You got to change your name
7:34
If if everybody's messing it up change
7:36
it You got to go by Johnson Washington
7:38
Super basic But yeah man I got it all
7:41
the time Every year first year first day
7:43
of school Reef Riff Riffy It It's four
7:47
letters Reife should be so simple I got
7:51
you I'll I'll bring some uh some flash
7:53
cards when I get there Oh that would
7:54
that would make life a lot easier Um our
7:56
listeners wouldn't need flash cards if
7:57
they're going to come see you for those
7:59
that haven't that are thinking about it
8:00
maybe like what why should our listeners
8:02
who are primarily sports fans come and
8:05
check you out June 22nd at the Coca-Cola
8:07
Amphitheater
8:09
You should just come see me if you want

8:11
to laugh If you like to laugh you enjoy
8:12
a good night out with your buddies or or
8:14
or laughing with your friends and family
8:16
This this is the show for you And I can
8:17
guarantee you it's a comedy show unlike
8:19
anything you've seen before I'm not just
8:20
standing up there with a microphone
8:21
telling jokes 1 through 27 Like we're
8:23
going to have a good time It feels like
8:24
we're all having a party together It's a
8:26
night out under the stars Hopefully the
8:28
weather stays decent It's going to be a
8:29
warm night in Alabama Come out for a
8:31
good time It's going to be great He will
8:33
make you laugh I I assure you Last thing
8:36
when it comes to the crowd work when it
8:38
comes to a script because I'm very very
8:41
add I get I get off track I get on one
8:43
thing and I just go with the other thing
8:44
and then I can bounce back to the other
8:46
thing immediately How do you keep
8:47
yourself from getting too off track with
8:50
somebody something you see in the crowd
8:51
and then getting back to what the
8:52
original maybe script or message or how
8:54
you wanted to deliver things were how do
8:56
you balance the back and forth of I see

8:59
this dude over here with a mullet I got
9:00
to talk about him like we we need to
9:02
know what happened with the haircut or
9:03
going on with your show that you
9:05
normally would have planned That's a
9:06
great question man I wish I had a better
9:08
answer than just instincts I mean I
9:10
think that's just where it comes into
9:12
being good at your job Like like I me
9:14
you do you do have a a script of jokes
9:16
that is your planned hourong set but I
9:18
love to deviate from I love to do
9:20
something that's in the moment with some
9:21
people that are there in front of me
9:22
that I'm not ever going to see again So
9:24
I mean don't get me wrong I I love
9:26
taking a left turn and talking to
9:27
somebody in the back for 15 minutes you
9:29
know and we get some gold but eventually
9:31
I do got to find my way back to what I
9:33
was talking about before Um so I it's
9:36
all about transitions I suppose you just
9:38
got to find your way back to it It's
9:39
just being good at your job Not
9:41
everybody can do it but I've been super
9:42
blessed Just a born with it I feel like
9:45
you had the attitude to do that You

9:46
could have just done it right there You
9:47
could have just dropped it on there I
9:48
was just born with it man It's just the
9:49
way that I roll the way I do it Matt
9:51
thanks for the time man I'm looking
9:52
forward to checking you out But I'm
9:53
going to be there I'm excited about it
9:55
June 22nd Coca-Cola Amphitheater Thanks
9:57
for taking some time with us today I
9:59
appreciate you brother I'll see you this
10:00
weekend Go inside Jocks 945 on Jocks TV
10:04
Morning Jocks Mac and Cube threeman's
10:06
run video simoc casts are presented by
10:08
Bill Smith Buick GMC and Game Day men's
10:11
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