

# BO MATTHEWS

REPRESENTED BY WEST MODEL & TALENT MANAGEMENT  
636-527-7473

## PROFILE

Early on I learned there was power in the microphone. Since 1985 my goal has been to use that power to entertain, motivate, promote and communicate with the listener. My career has evolved into music and talk radio, social media connection and voiceovers.

## EXPERIENCE

VOICEOVER ARTIST, BO MATTHEWS MEDIA – 2018-PRESENT

After 33 years in radio and TV broadcasting, my natural transition to voiceover artist was evident. Working from my private pro-grade studio on my property and with local recording studios I've had the pleasure of voicing narration projects, promotions, radio imaging, commercials and On Hold messages.

ST. LOUIS WORKS PODCAST HOST, ENTERCOM - 2019

This podcast is a recruitment podcast to connect companies to good candidates for employment. "When everyone works, St. Louis Works"

TALK SHOW HOST, 1120 KMOX & 97.1 KFTK 2019-PRESENT

When needed I've been asked to cover shows on two St. Louis Talk stations. Subjects include the news of the day, Politics, lifestyle and sports stories that are making headlines and interviewing guests and callers.

AFTERNOON DRIVE HOST, 92.3 WIL, ST. LOUIS, MO – 2005-2018

A second stint as Afternoon Drive host and social media expert, entertaining with daily headlines and life stories were part of my music intense show. I produced great ratings and monster revenue. Specializing in endorsement advertising. On site interacting with listeners at concerts, clients and charitable events was also a passion of mine.

MORNING SHOW HOST, K92FM, ORLANDO, FL – 2002-2005

Hosting the K92 morning show The Bo and Melissa show, featuring great music and phone and in studio interviews with music stars, celebrities and local constituents. We also featured homegrown comedy bits. During hurricane season we "held the hand of the listener" during very trying times for the Central Florida area.

AFTERNOON DRIVE HOST, 92.3 WIL, ST. LOUIS, MO – 1988-2002

Being hired at the ripe age of 21 years old I had the opportunity to learn so much from the legendary broadcasters of this station. Like learning to be authentic with the listeners, to be a true member of the community and their causes and to assist the sales and promotions departments to reach their goals. The best way to do all that effectively was by creating my brand and getting great ratings for the station.

OVERNIGHT HOST, KIIM-FM, TUCSON, AZ 1987-1988  
AFTERNOON HOST, KVOC, CASPER, WY 1986-1987  
AFTERNOON HOST, KIML, GILLETTE, WY 1985-1986

## EDUCATION

BROWN INSTITUTE OF RADIO & TV BROADCASTING – GRADUATE 1985

## SKILLS

Specializing in engagement with the community On Air, Online and on Social Media.

An authentic personality for content and endorsement advertising using my brand to promote other brands..

Podcast host, audio and video editing.

## REFERENCES

Tina Hall - Owner - Clayton Studios 314-781-6200

James Hawkins - President - Golden Oak Lending 314-567-4653

Ben Turec - Owner - Turec Advertising 314-993-1190

Jim Neumeier - Owner - Sieveking Inc 636-677-4355

## VOICEOVER & ENDORSEMENT CLIENTS

All Star Dodge, American Red Cross, Arctic Cat ATV's

Big St. Charles Motorsports, Blue Bell Ice Cream, Broilmaster Grills, Bosch Power Tools, Buff Truck  
Outfitters

Cal Spas STL, Case & Bucks, CNS Healthcare, Cascade Complete, Chucks Boots Superstores, Classic  
Chevrolet

Dale's Harley Davidson, Daytona Harley Davidson, Destination Daytona, Doc's Harley Davidson, Dial-A-  
Mattress, Dobb's Tire and Auto Centers

Ellis Battery, Epcot

Fast Eddies Bon Air, Filutowski Cataract and Lasik Institute, Futuri Media

G&W Meats, Giant Recreation World, Golden Corral, Golden Oak Lending, Good Feet Store

Home Depot UX, Honor Flight STL

Kavanagh Art Studios, Kawasaki, Kodiak Equipment

Laser Vision, Louisa Pasta

Missouri Lottery,

O'douls

PROFLOWERS.com, PUR Performance

Red Lobster, Ronald McDonald House

Shane Company, Sprint PCS, Supplement Superstores, Supersmokers BBQ, Surdyke Harley Davidson

Travers STL RV, Twin City Toyota

Universal Studios

Victorian Sales

Walpole Trucking, Weber Chevrolet, Widman Harley Davidson