

Karl J D'Matteo

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LEGENDARY PRODUCER, PRESENTER & ANNOUNCER



"Having worked with some of the industries finest I pride myself on being able to demonstrate a natural talent for reaching out to both young and old, offering a fresh and dynamic approach to the world of entertainment. With a rich blend of experience in television and radio, I have earned a reputation amongst management, peers, viewers and listeners as someone who brings new dynamics into broadcasts and remains in-tune with public needs and wants."

- Production management
- Live TV and radio presenting
- Celebrity networking
- Location and set establishment
- Sound and visual engineering
- Promotions and marketing strategies
- Radio and TV broadcasting
- Programme budgeting and planning
- Show real management and production
- Viewer / listener rating analysis
- Live and pre-recorded interviewing
- Team leadership and management

PROGRAMME OVERVIEW

TELEVISION

Project Manager and Co-Producer
Sarah 20 – Seven Network (Aug 07 to date)

Co-Producer and Production Executive
Travel and Leisure in South Australia – ABC Network (April 06 to May 07)

Presenter
Fashion for Teenagers – ABC Network (Jan 05 to April 06)

RADIO

Presenter and Producer
The Karl D'Matteo Morning Show – Bondi FM (weekends since Jan 06)

Presenter
Travel News South Australia – ABC Radio Network (Jan 04 to Apr 06)

Breakfast Announcer
Radio Weekdays – Topical FM 106.9 (Mar 03 to Dec 03)

Producer, Presenter and Nighttime Announcer
Hospital Radio Weekly – Wesley Hospital Network (Nov 02 to Mar 03)

Research Assistant
Hospital Radio Weekly – Wesley Hospital Network (Jan 01 to Dec 02)

Graduate Marketing Assistant
Graduate Development Programme – Kiss 99 FM (Jun 99 to Dec 00)

"Karl instantly impressed us with his in-depth knowledge of the industry and his unique approach."

"Since joining our network viewer ratings have quite literally soared and he quickly became the team's biggest asset."

"I can't recommend Karl highly enough and he'll be greatly missed."

David Buttersmith
General Manager
for Seven Networks



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CAREER HIGHLIGHTS

- ❖ **Sarah 20:** A fly-on-the-wall documentary about post teen life. Despite great potential, the show had suffered dismal ratings and was quite literally “slammed” by critics due to poor production and lack of real viewer content.



- Revised the show content with a new “theme” based focus
- Transitioned viewing time from a late evening to an early dinner time slot
- Introduced viewer interaction and topical discussions
- Integrated a show count-down, giving the programme more clarity about its aims and conclusion

Ratings have now tripled since the re-launch with positive publicity being received from regional and national press media. On the strength of this a budget for a new pilot has been granted for a program launch in 2009.

- ❖ **Travel and Leisure in South Australia:** A pilot programme strategically aimed at attracting higher levels of awareness to tourism adventures in South Australia for mature people.



- Co-Produced the series content
- Presented “Relaxing in the Evening” – a 5 minute presentation special
- Managed sponsor and network agreements
- Personally recruited and appointed co-presenters for the pilot

Since the pilot show in June 2006 “Travel and Leisure in South Australia” has become an integral component of the ABC Lifestyle Channel, with the programme now being aired in over 14 countries.

- ❖ **Fashion for Teenagers** – this was SBS’s first ever shot at producing and delivering their own fashion show specifically targeted at the younger and more adventurous teenager.



- Presented the show on a twice weekly basis
- Assisted with both sound and visual editing
- Provided strategic support to the promotion of the show across the network

Since its release, Fashion for Teenagers continues to dominate the 11:00am Saturday morning slot.

INDUSTRY REFERENCES

- Mr G Manager – Business Manager, Seven Network
- G Smith – Assistant Executive Producer, Seven Network
- Lisa Referee – Executive Producer, ABC Network
- John Doe – Assistant Director, ABC Network
- Alice Smith – Director, Bondi FM

TORI Notes

RESUME SPECIFICATIONS:

- Language: Australian
- Intended markets: Entertainment (creative resume)

BACKGROUND:

This client needed something different! A simple chronological resume just wasn't going to work and due to the nature of his industry, he needed a document that could (pardon the pun) "do the performing for him" whilst also highlighting his strategic capabilities and could also tie in with his website.

STRATEGY:

- Design a resume that's aligned with the industry, remains professional and also defines planning and strategic capabilities.
- Ensure the document is graphically pleasing and could be used for direct applications, networking and could be attached to the clients website; and
- Make potential employers feel the client can provide real value-add services.

RESULTS:

I personally was extremely proud to have built a resume with no real precedent to work from i.e. there's really not that much research you can do on how to prepare these types of documents. Also, and more importantly, the resume worked fantastically, I have received many recommendations from the client and he is now heading up a major new series to be launch in July 2008.

Please note that all names, pictures, referees and companies have been changed and are fictitious to suit competition requirements and client privacy.