

## BILL FORTUNE

*a powerful "private label" voice when image is important*

**Classic and Distinctive Voice-Over** ♦ **Powerful Branding Delivery** ♦ **Robust Communicator** ♦  
**Call Letter and Frequency "Difference-Maker"** ♦ **Inspired Inflection** ♦ **Vocal Conceptualist** ♦  
**Format & Product Driver and Detail Enhancer**

### Value Proposition:

Savvy Voice Professional who delivers voice-over excellence via a wide variety of cadences, inflections and deliveries. Dedicated to bringing elegance to the brand profile, clarity and brightness to the industrial narrative, and excitement and importance to the promo piece or new product spot. Possesses a clear understanding of all voice projects and consistently meets objectives in accordance with planning.

### Industries Worked In:

- Radio (terrestrial) (on-air; production; program management; program consulting)
- Radio (satellite) (on-air; production)
- Television (voice for ID and Promos)
- Advertising
- Telephone
- Public Relations

### Professional Engagements:

#### **NBC RADIO DIVISION (WKQX), CHICAGO, IL**

- Prominent on-air talent for adult format, with news and full service.
- Production voice for key local and regional sponsors.
- Helped to develop features and live remote broadcast shows.

#### **WESTINGHOUSE BROADCASTING (WMAQ), CHICAGO, IL**

- Served as news anchor and inside reporter in a mostly news operation.
- Voiced and produced news voicers and "wraps" for local and national air.
- Production voice for local and regional sponsors as well as station promos.

#### **SATELLITE MUSIC NETWORK DIVISION OF ABC, MOKENA, IL & DALLAS, TX**

- Hosted live syndicated show carried by over 200 stations nationwide.
- Hosted pre-recorded American music shows for air on stations in China.
- Conducted regular interviews with prominent recording artists.

#### **MULTIMEDIA SALES & MARKETING, BUFFALO GROVE, IL**

- Voiced hundreds of sponsored community messages run on stations nationwide.
- Supervised digital delivery and cataloguing of audio files to company's distribution server.

#### **AS A FREELANCE VOICE TALENT**

- Voiced both industrial A/V projects and spots for nationally known names like Ryobi, Million Dollar Roundtable, Komatsu-Dresser, Chevrolet and Arrow Gear.
- Served as the promo voice for numerous TV stations in Toledo, Roanoke and other markets.
- The "sports voice" for the Cleveland affiliate of Ohio State Football, as well as numerous other affiliates and networks.

### Education:

Columbia College, Chicago