

# Get to know the man behind radio, TV voice

## Announcer doesn't mind that folks don't know his face

By CHRIS WELCH  
Times Entertainment Writer  
Chrisw@htimes.com

Brian Weems likes to mess with the folks at the Auto Works store from time to time.

He picks up the phone and asks for help at the store, but not using his typical soft-spoken voice.

"Hellllloooooooo, this is Mr. Haannnnnyey," Weems says, doing a dead-on imitation so well you'd think the late Eddie Albert, star of the '60's sitcom "Green Acres," was right there in the room with you. "My car is acting a little funny; can you tell me what's wrong?" Weems, continues in that long drawl.

Of course, by now, the guys at the store know it's Weems — and still get a kick out of it.

But for most of his audience, Brian Weems is still the man of a 100 voices that everybody hears and nobody knows.

You hear him doing everything from the loud, screaming car commercials on WAHR-FM Star 99, WRKT-FM 95.1 The Rocket, and WLOR-AM Jammin' 1550 to voice-overs like "Fox 54's weather is brought to you by Ray Pearman" for WZDX-TV, WAFF Channel 48, WAAY Channel 31 and WHNT Channel 19.

His full-time job is doing commercial and other production for STG Media and also filling in from time to time as an on air personality. But he also does other commercial work at his studio at home.

"I hear things and can imitate them," Weems said modestly. "I guess it's just a God-given talent.

"I've done it for years. One thing about me that I've noticed others have noticed: My voice can sound like several different people."

His father, Ray Weems, worked at a variety of radio stations and Brian, who attended Westminster Christian Academy, also thought it would be a cool thing to do. So, after graduating from high school in '84,



*Concilio L. Mouse/Huntsville Times*  
"I enjoy the voice work, and one of my goals in life is to be my own boss," says Brian Weems, who does commercial and other production work for STG Media.

he started working at the old Christian station, WNDA-FM (now WRTT). He's also worked at WVNN-AM, WJMW-AM, WAAY-AM, WZYP-FM, WTAK-FM, WBXR-AM and back again at WNDA full time from '97 to 2000. He then joined the STG staff and has been there ever since.

He's also produced documentaries for Intergraph and Coleman Research Cop. and provided voice work for the Tennessee Valley Advertising Federation's awards presentations.

"I enjoy the voice work, and one of my goals in life is to be my own boss," said Weems, 38. "I have a studio in my bedroom. I've built up the equipment over the years and I'd like to branch out more.

He has a Web site, <http://productionvoice.com> that shows many of Weems' different sides. There's Yogi Bear, Boo-boo Bear, Jimmy Stewart, Jerry Lewis, Johnny Bravo, Snagglepuss and Droopy the dog, just to name a few of the novelty characters. He offers his talents as a pro-duction voice talent and has gotten

inquiries from as far away as Pennsylvania and California.

And while many in the business know Weems, it doesn't really bother him that most Huntsvillians don't know the face behind all those voices.

"Some people know me by the appearances at remotes," Weems said. "And others remember me from WNDA. It's nice to be recognized, but it's also nice to have my privacy."

"I'll be sitting in Beauregard's (restaurant) and look up on the TV and there I am (doing the voice for a commercial). That's still neat to me."

### The basics

**Job:** Radio announcer/production

**Salary range:** \$10,000 to \$19,000

**Education, training required:** Broadcast degree, 5-10 years production at radio station

**Employment statistics:** 80 announcers