



Matt in the current Dr Pepper Commercial

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ONLINE!



Matt with Reba & LeAnn Rimes

Matthew Schaefer

EXCLUSIVE: fancyreba.com talks with the model/actor.

CAN ONE GUY REALLY HAVE IT ALL? HE'S GOT THE LOOK, THE TALENT, THE DETERMINATION AND A GREAT PERSONALITY. HE'S TRAVELED THE WORLD AND MET TONS OF PEOPLE. LEARN HIS THOUGHTS... OFTEN VERY COMICAL.

ON THE DR PEPPER COMMERCIAL:

fancyreba.com: In the latest Dr. Pepper commercial, Reba McEntire and LeAnn Rimes pull their convertible into your station. Clad in a sleeveless, unbuttoned shirt, you tend to the girls' car much to their excitement. You've been in other commercials such as McDonalds. How did you get involved with the Dr Pepper project?

Matt: It was a regular casting cattle call that day – I went in wearing a white T and jeans, slightly unshaven. I was in a bad mood and really could have given a s*** about anything at that time.



fancyreba.com: Were you excited to be cast in a Dr Pepper commercial? Do you actually drink Dr Pepper? Did they give you any product or just a paycheck for working for them?

Matt: I was VERY excited to be cast in the Dr. Pepper commercial. Getting a major huge big time spot like that is SO not easy. It is luck/timing/and talent all coupled together at one point to be the "guy". This was my very 1st true national spot and when I found out who it was with, I was feeling on top of the world! I do drink Dr. Pepper but not all the time and I was given no product for the job, although that would have been really cool if they gave me a year of Dr. Pepper or something.



fancyreba.com: What was your initial reaction when you learned you'd be working with Reba?

Matt: My 1st reaction Well I did not even know I was working with them or that they were involved until the day of the fitting for wardrobe. I was reading the cast sheet and saw her name with Leann's and I was like WHOA!! This is cool! I actually thought I will never see them on the shoot because they are stars and would have a special area where they worked away from the peon's!!!!

All images used courtesy of Matthew Schaefer

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fancyreba.com: Previous to working with her in the commercial, were you familiar with Reba? Do you know any of her music?

Matt: I am from Pittsburgh, PA and I had a lot of country fans around me all the time – I knew who she was since I was old enough to comprehend music and singers.

fancyreba.com: LeAnn Rimes was also in the commercial. How did Reba and LeAnn interact between takes?

Matt: LeAnn and Reba were shuffled off to their private trailers during down time between takes. But they were very friendly to one another and looked as if they were friends. Both were super nice and way sweet.



Matt's McDonalds commercial

fancyreba.com: In your own words describe what it was like working on this commercial. What were some highlights? How long did the shoot last? Were there any bloopers worth mentioning?

Matt: Well working on this commercial was totally 110% awesome! Like I said before, it was my 1st real national spot and to be lucky enough to work with them in it too was just 2 cherries on this Sundae! I got out in the middle of the desert early in the morning. It was about an hour drive from where I live. I am a live wire by nature so I was running around trying to meet everyone there. It was approximately a

250 person production I am guessing? (The day I was there anyway). After I got my a** into wardrobe & some tight way too cramping boots, I walked around to start meeting the higher ups. I wanted to meet the director but he was not on set at that point. I asked a person to tell me when he arrived and point him out so I could introduce myself. This next part is freaky! The man I asked to point out the director came back to me and said, there he is and his name is Sam Bayer. I looked over as I kind of thought the name was familiar? The director had his back to me so I was approaching him from behind. I was about half way to him when he turned around and I saw his face. Then it hit me! What a surprise but I actually flew into the desert a year or so prior and picked him up on a charter flight and flew him back to LA...

I stood out in the heat all day – did not really say much, did what I was told and acted truly as a professional should. After the day (long day) I headed back to LA with a perma grin on my face realizing how lucky I was and the hard work for so long leading up to getting this spot finally had some justification and reward! That was highlight along with the obvious country stars and being a 1st for me as far as a real national spot. No bloopers except I tripped over the gas pump when action was called at one point and spilled all the empty oil cans all over the ground. They were used for props and there were about 15 – 20 and I smoothly took them all out like a champ! I looked like the clumsy guy in the grocery store that knocks over a bunch of stacked cans right in front of the whole check out line! Other than that I maintained my composure and delivered a stellar performance (Or at least I like to tell myself that)!

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fancyreba.com: This commercial gives you great exposure. Since it began airing, have you noticed people coming up to you asking if you're the guy in the Dr Pepper commercial? I know I've heard Reba fans asking about the hot guy in the Dr Pepper commercial. It sounds to me like you've made some new fans thru this commercial. How do you feel about that?

Matt: I have had people recognize me from the spot. It is kind of cool and I am amazed by the attitude people show and the congrats they give me on getting the commercial. I feel really flattered about the fan thing going on... It is kind of weird to me but I can only smile when I think of it.

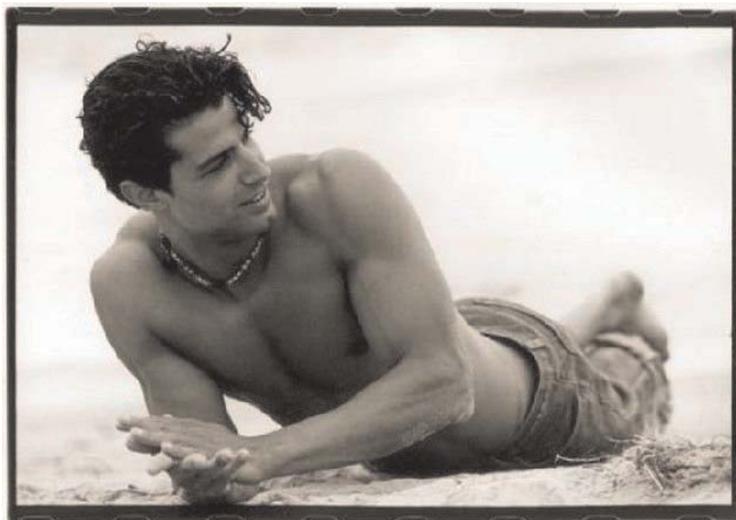
"REBA IS A BALL OF FIRE."

fancyreba.com: We've talked previously about your desire to work with Reba again in her WB sitcom. You mentioned that after seeing you in the Dr Pepper commercial fans might get a kick out of seeing 'the guy' with Reba again. Since you've learned that you've got some Reba fans interested in your career you might want to share with them your hopes of working with her again. Perhaps if the fans request you, the network will listen.

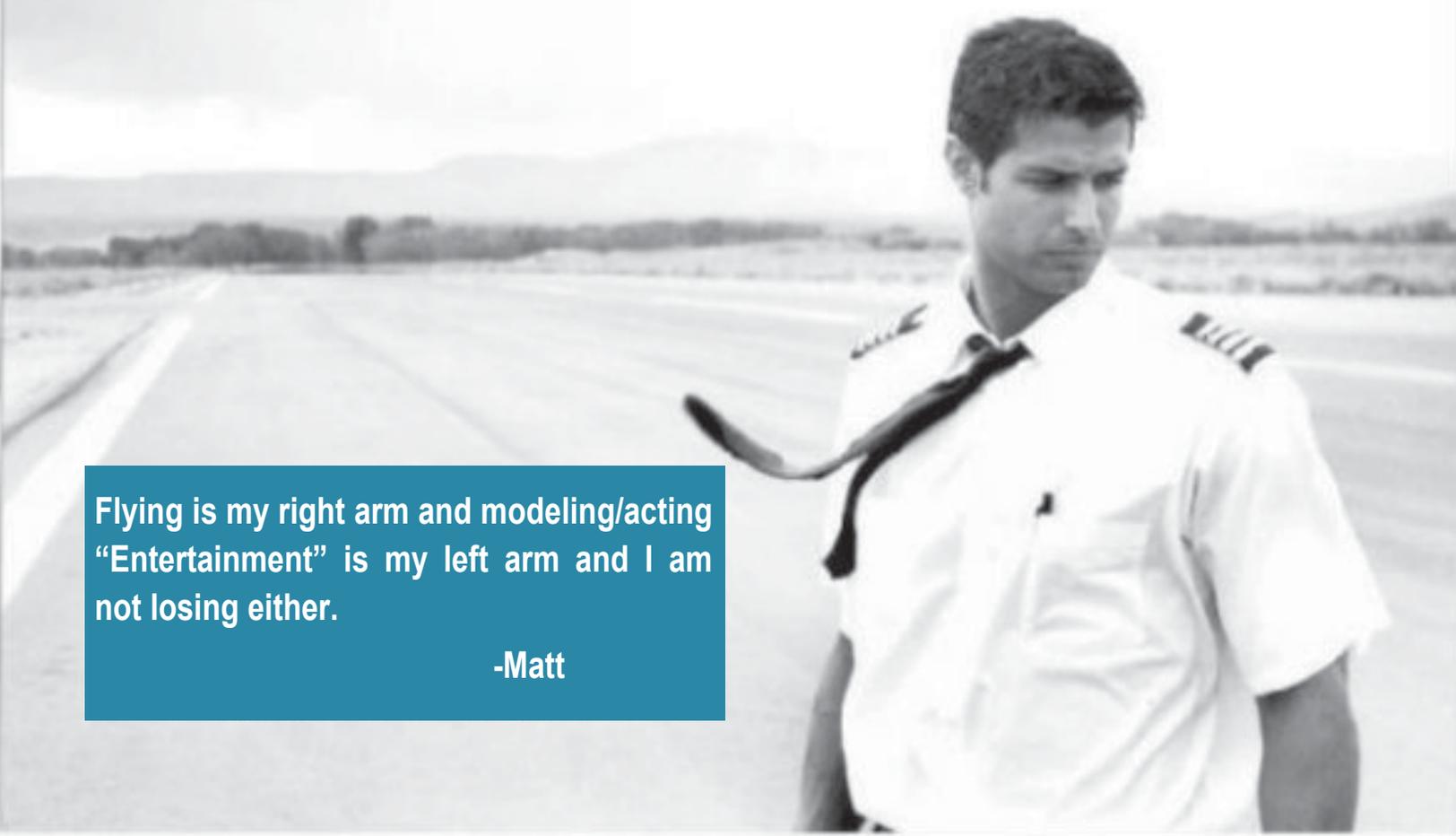
Matt: I agree with you Clark. I actually had the best experience working with Reba and Leann. Reba is a ball of fire. She is No problema on the set and so easy to work with. A person hears horror stories of working with stars of her stature BUT she was anything but that story... I mean I have to admit that I think to myself WOW, if this is how simple it is and fun to work with and around a person with a known status like her then I want that luxury all the time. In a way she kind of spoiled me a little. Now when I work on something that has a "name" attached to its label, then I want to have the same simplistic surroundings as I did with her. I mean that just in the way of being cool and not a complainer. I would love to get on her show once – twice – 3x!!!!!! I just can't say enough or voice enough how much I would love to work with her again! Thanks Reba!

fancyreba.com: Are there any other projects that you would like to work on? Reality television is a big deal right now. Would you consider being cast in a reality show? Some of my favorites are Survivor, Big Brother and The Amazing Race.

Matt: I would consider a reality show. It would have to be the right one though. I like the Amazing Race and had some friends on it. It is competitive (which I am very) and you get to see a lot of different places and do adventures that you would never do other wise and if you do those things alone in a competitive way then you have WAY to much time on your hands and should be looked at by a M.D. !!! I just would never want to do a show that you are looked upon as stupid or does not show you in a good light? You know some of the dumb ones I am talking about, I am sure.







Flying is my right arm and modeling/acting
“Entertainment” is my left arm and I am
not losing either.

-Matt

ON FLYING:

fancyreba.com: I know you grew up in the Pittsburgh area where you attended public school, college and flight school. Since your father was a pilot, the thrill of flying must run in the family. At what age did you realize how much you loved flying? At what point in your life did you decide you wanted flight training?

Matt: I came out of the delivery room with a pilot attitude. I have been doing it with my Father since I was a seed and knew that I would be a professional at it some day. I started training when I was about 8 years old with him and then I could land alone when I was about 12 or so. Although he was with me in the plane I did the flying all the time alone. You cannot be the only person on board until you are at least 15 years of age. For that is the legal age when you can solo by yourself

fancyreba.com: How do you feel when you're flying? What is it about flying that you love? Is there a sense of excitement?

Matt: When I am flying, I am free. I am moving at high speeds and I am a FAA certified Captain for a company. Flying takes me away from a lot. I look down on everything from up there and it all makes sense. I love to be able to take off from a place land at another in an hour or so and be hundreds of miles from where you 1st left. I love being able to take off in rainy crappy conditions, climb a few thousand feet and it is clear blue sun or sunrise or sunset. It is always exciting knowing that I do what so many wish they could and also on the level I do it. I also am a flight instructor land and sea plane rated and do aerobatics as well in stunt planes. Flying is my right arm and modeling/acting “Entertainment” is my left arm and I am not losing either. I will make it big time and buy my own jet one day!

fancyreba.com: Have you ever had any scary or unpleasant experiences flying?

Matt: Every Pilot has a few times in their life where things were a bit “grey” or had what pilots call the “pucker factor” kicked in. You just hope those times don’t result in major catastrophe. I myself have never had any where the “pucker Factor” kicked in but a few where I said I don’t like this situation I am in and had to get out of it... ex: (weather, turbulence, mechanical warning lights going off) what makes a real – true – pilots pilot is the element of being able to distinguish the “grey” area if something is not in the book when it goes wrong. You gotta possess that instinct that is critical and KEY for becoming a REAL Pilot and knowing your limitations as well as the bird you are in that particular day. I know many that do not have this element.

fancyreba.com: When you go on personal trips, do you fly yourself or take a commercial flight? Is it cheaper to buy a ticket on a commercial flight or fly a private jet yourself?

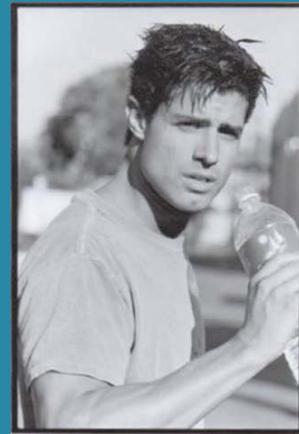
Matt: I can sometimes get lucky and jump on with a private company I am affiliated with. It is really REALLY cool when I can do that because I am hoping off a 50 million jet sometimes and I look like I am the important person with all the \$ LUTE \$ who chartered it.. BUT... those times are way too far between. I usually have to buy a ticket and get stuffed in the back along with all the other cattle and suffer with a crying baby next to me who seems to be in training for the opera and a great great grandma on the other side who wants to tell me the life stories of each and every one of her 76 kids and grand kids and their pets!!!!!!!!!!

fancyreba.com: Do you have any memorable experiences associated with your flying career?

Matt: I have so many I could not list them – The most memorable ones is when the 1st timers happen... Like getting a new certification or watching a student I taught pass a flight test or buzzing certain things you are not allowed too!!!!!! (Those ones are really good memories)!!!!!!

fancyreba.com: Do you have a favorite ‘bird’ to fly?

Matt: I like the Extra 300 for stunts – I like the Beech Craft Super King Air 200 series for twin turbines and I like the Citation X for jets (cause it blows everything away for speed) – Now as I grow in my aircraft experiences, Might add to the list – As for what I will own one day – P51 Mustang – Piper Cub or Super Decathlon – Gulfstream or Citation X and an aerobatic plane as well -- that is good to start !!!!!



Birthdate: I was born in the 1900's !!!

Family – any brothers and sisters? One sister Keely – she is totally opposite and is a total easy going girl, she could care about partaking ever in any of the Big flashy life styles I lead

Height: 6’3” and a half – that is the true height BUT 6’2” for some model castings

Weight: it varies – 180 – 205 (usually 190 is norm)

Married, single or dating?: Single – never married – Dating here and there. I am real picky but usually I have to date my careers right now to get ahead!

Favorite Food: I will classify this one with a after meal or late evening bad boy special!!!!!! Ben/Jerry’s Ice cream (2 pints) with a 1 pound bag of Peanut Butter M&M’s

Favorite Drink: trying to get me huh !!!!!!! HAHA – Just kidding BUT ---- Dr. Pepper is a favorite here and there and will only do in some cases.. It is like I crave it sometimes.. Ice Tea or if I am drinking a little then it depends on the places but Jack/coke will do just fine or Tequila (Don Julio) of course.

Favorite Color: Blue

Favorite Movie: The Right Stuff - or - Scent of a Woman

Favorite Actors: Depp, Damon, Deniro, Pacino, Penn Crow, Cruise, Garcia, Hanks, Hoffman and one day myself (not trying to be cocky just confident there) !!!

Favorite Actress: Roberts

Favorite Designers (clothes): Versace – Armani for classic fashion. Ralph Lauren – Wilkes

Favorite Sport (to play and to watch): Football when I want to get it on – Golf when I want to relax.

Favorite Vacation Spot: I really don’t have one – My favorite is still yet to be found!!!!



ON MODELING:

fancyreba.com: I also know that among your other activities you are a model. How did it feel to be contacted by 23 different agents after attending your first model search in Chicago? Did you expect such a response?

Matt: Never ever did I expect that...? Who knows what they see or look for but my wanna be butt must have done something right?

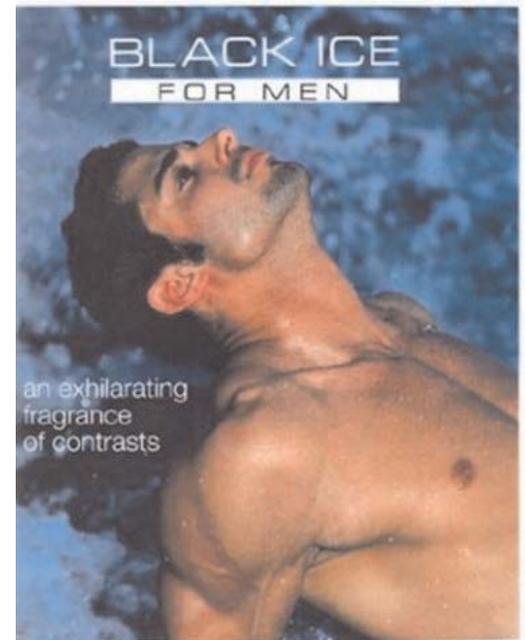
fancyreba.com: Being a model now, was there ever a time growing up when you went thru a 'geek stage' or were you always a head turner? At what point in your life did you realize you were above average in the 'looks' department?

Matt: This is funny – I was the geek emperor!!!!!! I was a half inch above 6'3" (what I am now) and weighed in at a whopping scale tipping buck 55... Maybe 160 on a day when I was soaking wet? People always called me sticks or bones. I played all sports that a school could offer but didn't grow then. It was not right after high school did I start to realize the wind could blow at 5 mph and knock me over! It was time for the gym to enter my life. Then I grew bigger and stronger and developed into myself more and I never knew or saw in the mirror a 'model'... I just saw the same thing but more developed. Only till the model stuff kicked

in did I start to take notice to this new found luck that I had in the looks dept? Then I paid attention to it and so did everyone else.

fancyreba.com: It's very obvious from looking at you that you obviously do quite a bit of 'body work'. You look great! How much do you work out? What is your routine? Do you follow a special diet? What do you recommend for anyone interested in getting in shape like you?

Matt: As far as the body stuff, it is all smoke and mirrors! OK OK, I am a wise ass too and always have been a class clown... Thank you for the compliment, that is nice. I work out 5-6 days a week. I do cardio for an hour and sometimes more along with a body part for that day. Some weeks I take totally off from the gym and surf and surf all week instead. I make it my work out so I don't miss or flake on it and I have fun too. I also run mountains out here in California too for a change or I run stairs?? I make sure to stay active and change it up a lot BUT every so often I get burned totally out and say "screw it" and I don't do anything (except maybe surf) . I let my body recover and take a vacation. When I am ready to get back I will know it and then I hit it hard! For anyone else trying to do it right... the best and true advice I can give (because everyone is different) is that diet and cardio exercise at least will get you leaner and tone... That is a fact for anyone unless you are not from this planet...



Matt shares more workout tips in the following pages >>>

"I DON'T CREATE THE ATTRACTION I ONCE DID!"

fancyreba.com: On a side note I'm curious about when you picked up surfing? Was it when you moved to California? Does everyone surf there? You may be interested to know that when Reba moved to California to work on the sitcom, her son Shelby picked up surfing. Keep your eye out for the young Mr. Blackstock.

Matt: I did pick it up when I moved out here – as a matter of fact (I can't believe that I am about to tell you this) I have a very funny story of this. When I first went with my friend Kimo who is from Hawaii, we were in San Diego (with his friend there) all 3 of us went to hop in the water. As we got to the surf spot we had to put on the wetsuits. We all kind of did the towel around the waist thing and worked our way into the suits. Now this is normally not a too difficult task but as I was trying to put on my friends wet suit who is a 40L – I just happen to be a 44L at the time (I was eating my wheaties) I was having a very hard time trying to do this gracefully. I looked like a fish out of water. ANYWAY- after the long bout I finally prevailed! As I turned to my friends who were in a conversation and watching the surf not paying much attention to me – I yelled "hey guys I am ready" they turned around and hit the ground laughing. SO as they were laughing uncontrollably everyone else who was in the parking lot wanted to see what was so entertaining so they looked – about 20 secs went by and I had in the range of 20 people laughing at me. It was then someone yelled from the crowd – Hey bra, I don't think you are going to be real comfortable laying on your board? I looked down at my front side as if to say "what is this moron talking about? Then I was like "Whoops"! – I put the wetsuit on backwards with the zipper in the front – OK, I had a blond moment there even though I have always had black hair. Now you ask yourself how they let me fly heavy pieces of metal around the air from point A to Point B thousands of miles away!!!! OK so that is it – but then I spent time living in Hawaii and growing as a surfer and then back in California where I do it regularly all the time and I am not so green anymore so I don't create the attraction I once did !!!!!!!!!!!!!



fancyreba.com: Maybe not in the same way, but I'm sure you are still quite the attraction in your wet suit! Back on the subject though... As a model – describe both the best and the worst outfits you had to wear. Anything embarrassing?

Matt: That is a hard one to answer cause when you do shows or shoots you are used to getting all plastered in and geared up in some wacko crazy tie die fabric from another planet with a see thru part on it some place which all fits together and is labeled as the new look of fashion for a particular designer !!!!!

fancyreba.com: What's the best part of modeling/acting? I'm sure you get to meet some great people and travel to wonderful places. What is the motivation for you?

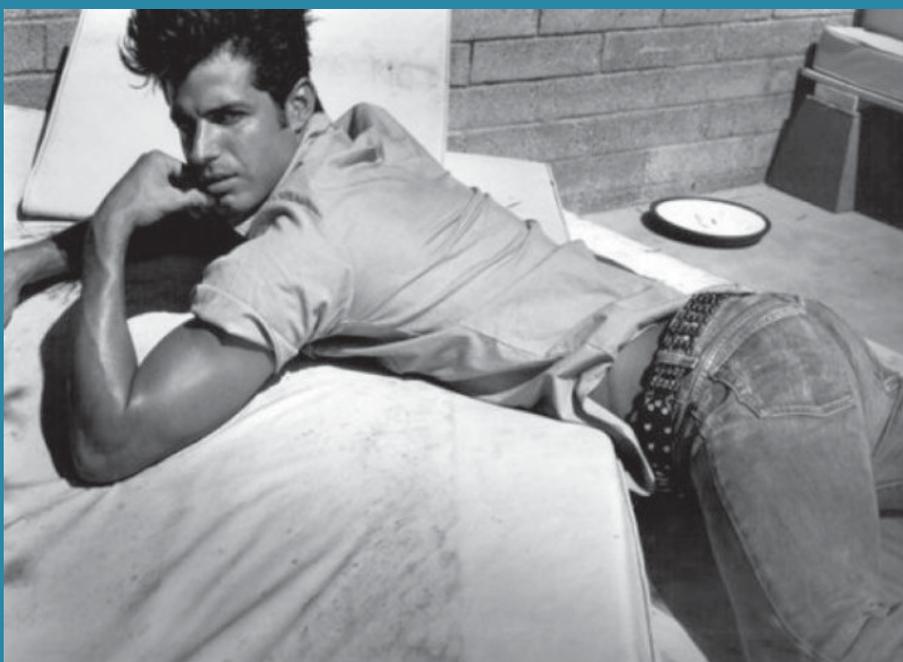
Matt: The best part is meeting people and working with the big stars I only watched on TV growing up as a punk kid. I get to see so many places around the globe and get paid for it. I have always been a lucky kid growing up and I was once again just that when I somehow stumbled and worked my way into this thing entitled life that I now lead. My motivation is that I am a perfectionist and an extremist – I motivate myself for the most part although I would be silly to say that I am not motivated by others to a degree. All I have to do is think of the people who laughed at me when I 1st started this life and said you are a dumb ass and you will NEVER make it, their faces I will remember and I will thank them also one day when I am on stage accepting my award in the future. I am a perfectionist though with that extreme thing going on and it will probably be the death of me someday because I will get there or die trying. I cannot quit and every day in the mirror I am reminded of what I was, what I have overcome thus far. I see what I am and will be. Success is my only option. I want to be able to help others when I do make it and give back 10 fold to them, for I have had more help than any one person deserves and I could not possibly complain and hope to get away with it. I could write a book here but I am going to start that later in life. For now in sum I can say that this is no simple task I have chosen and there is no easy way out. It could be so simple to just quit and go fly for a living with an airline or what ever I want at this juncture BUT those good ol' boys by the names of Desire, Will, Determination, Drive, and Never Settle seem to creep up from within my programming and say YEE HAW! We isn't giving up son! SO Keep on keeping on!

Workout Schedule: Five to six days a week, but Matt doesn't just concentrate on the gym, he makes sure to get outside and enjoy various sports.

His Abs: "Repetition is what gets you cut." He concentrates on crunches and leg raises while lying flat on the bench. "Think Rocky," he says.

His Legs: "Squats, because they also work every muscle in the body. For the cut, ripped look, I focus on leg extensions."

Cardio Workout: He used to compete as a light heavyweight boxer, and he continues to box for fun and exercise. He also hits the treadmill and loves to mountain bike.



Fitness philosophy: "I want to always better myself. So I turn on my Walkman, put up my hood and get in my zone. Again, think Rocky! Everyone hits a plateau in their workout but you need to keep going."

Typical Meal: "If you want to grow muscle, you need to consume one gram of protein per pound of body weight. No carbs at night. I only eat carbs during the day or they will turn to fat."