

# Profile

Talent Management



## SAM MAC

Sam Mac is a clever, quick witted media performer who has developed his own unique presenting style that resonates with audiences across TV, radio and the digital space.

Sam can be seen every weekday as the weather presenter on Channel Seven's *Sunrise*, a role which has seen him bungee jump live on the show, go fully nude in a Japanese Onsen, and even write, record and perform his own song with *The Wiggles*. He is also a regular fill-in co-host for Larry Emdur on *The Morning Show*.

Sam has found his feet in the world of social media, entertaining his 172k Instagram followers with snaps from the *Sunrise Weather* road. Sam's humorous and candid content has seen his followings soar and earned his postings the feature of a weekly *New Idea* magazine column, *On The Road with Sam Mac*. Sam's highly engaged social media following has allowed him to collaborate with brands such as BabyLove, Peloton, Uber, South Australian Tourism, Pet Stock, Bunnings, Xero, Politix and Ampol to name just a few.

Sam's popularity and natural ability to connect with his viewers also inspired him to write his own book, *Accidental Weatherman*, released April 2021 by Hachette. It's a hilarious tale of what happens when an Adelaide boy who knows nothing about meteorology scores the coveted weatherman gig on *Sunrise*. He also published his first picture book *Suddenly One* in 2024, which celebrates the milestones of a baby's first year.

A first for the *Sunrise* team, in 2019 Sam scored a nomination for the biggest award in Australian television, the Gold Logie. Campaigning fiercely with his tagline '*Mac The Logies Great Again*,' Sam took his Mum and cat, Coco, to the awards, a first for any Australian Cat. Sam said the nomination was a compliment to the entire *Sunrise* brekky team.

Sam is an ambassador for *R U Okay* and *Beyond Blue* and an advocate for men's mental health. This passion saw him bare it all in a choreographed dance/strip routine on *The Real Full Monty*, with the motivation to start a conversation and raise awareness for men's mental health. The show, which received an overwhelming response, saw Sam receive thousands of direct messages from complete strangers thanking him for his courage and compassion.

Dancing his way onto our screens in his unique style, Sam was a contender on *Dancing with The Stars* in 2022. Further television credits include being the narrator of

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Seven's successful dating show *First Dates*, and hosting of the prime-time comedy panel show *Best Bits!*

A sports enthusiast, Sam was a regular on *Googly Box*, the digital series, during the 2015/2016 summer cricket season and is one half of Comedy Football Team *The B-League*.

Sam was host of the 2015 on-line series *Fall out Zone* which was the TenPlay spin off live stream of *I'm a Celeb Get Me Out of Here*. In 2014, Sam was co-host of *The Thursday Night Sports Show* live on Channel One with Mel McLaughlin. He has also been a regular guest on Network Ten's *The Project* and injected his own flavour to the 2014 *Glasgow Commonwealth Games* coverage for Network Ten. Sam was previously a field reporter on Ten's brekkie show *Wake Up* covering news and entertainment and putting his own signature twist on interviews.

Originally from Adelaide, Sam got his big break in radio when he won the SAFM *Who Wants to Be a Co-Host on Air* competition. This led to Sam hosting his own late night show on SAFM. From there he joined Triple M's *Wil and Lehmo* show as their writer, panel operator and on-air segment host. Sam has also hosted Austereo's National *Hot 30 Countdown*.

For three years Sam was in Perth on Austereo's *Em & Sam Mac Show & Lisa, Baz and Sam*. He moved to Sydney in 2013 and is heard regularly on Triple M and Nova.

As the roving weather presenter on *Sunrise*, Sam is still based in Sydney but spends a lot of time on the road. He lives with his fiancé Rebecca James and their 2 young girls, Margot and Mabel.

## **Talent Manger**

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