

Sam Kekovich

AFL

"Slammin'" Sam Kekovich is an Australian media personality and former Australian rules football player. He is well known for his controversial behaviour, both on and off the field, and his lamb industry advertisements. He is also well known for his satires as spokesman for Meat and Livestock Australia (MLA) to promote lamb.

Kekovich started his career with the North Melbourne football club in 1968, and in the following year, won the club's best and fairest award, represented Victoria, and was the club's top goalkicker, kicking 56 goals. From that point, his brilliance was displayed only in flashes due to injury and other non-football activities, including soccer, trampolining, and posing naked in the "Truth" newspaper. However, he did play a major role in the club's breakthrough premiership win in 1975 under AFL great Ron Barassi. Sam holds the dubious honor of being North Melbourne's only player who was absent from the club's 1975 Premiership team photo.

After playing 125 VFL games for the Kangaroos between 1968 and 1976, he moved to Collingwood in 1977, but only played four games, retiring that season.

He has carried on his flamboyant style into the media sector, being most notable for his rants on the ABC show *The Fat* and a breakfast show on Melbourne radio station 3AK. Kekovich also is a radio presenter on Melbourne Sports Radio Station, SEN 1116. He also appears on Triple M's pre-match AFL coverage and is on pti (pardon the interruption) Australia on ESPN.

Kekovich's direct-to-camera TV monologues are done deadpan and use wide-ranging cultural references. They normally place in contrast many disparate or incongruous verbal images and ideas, ending with him saying his trademark, "You know it makes sense. I'm Sam Kekovich." He has performed these 'rants' on commercials for North Melbourne FC membership drives, Dan Murphy's bottle shops, and, perhaps most famously, encouraging people to act less 'unAustralian' on Australia Day by eating lamb.



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