

media

CHAMPIONS

WHO WE ARE

Media Champions is a boutique sports media consultancy and media training business formed in 2010 by experienced journalists and broadcasters Anthony Hudson and Adam White.

WHAT WE DO

We specialise in creating and delivering media training programs for professional athletes, coaches and administrators.

We help sports professionals take control of their public image by teaching them:

- to be more aware of how they are perceived through the media and if required how to change that perception
- to understand how to be well prepared for each media appearance
- skills to be comfortable and confident in any media situation on any platform

HOW WE DO IT

We customise all our training programs to suit the participant, often in collaboration with the club's media representative or player manager who are also welcome to attend.

We teach established media training techniques to help stay in control in interviews but also emphasise the importance of providing honest insights into sporting life to be more relatable to the public.

Our programs are delivered one-on-one or in small groups of up to five as this encourages participants to be open about their media experiences in a confidential environment.

WHAT THEY LEARN

Our tailored programs will enable the participant to:

- understand how the media works
- take responsibility and control of their own or the team's public perception
- make the media work for them
- improve their presentation skills
- understand and use social media effectively

We provide comprehensive individual feedback for all participants.

WHO WE WORK WITH

Media Champions has worked extensively with numerous AFL clubs including high-profile players from the men's and women's programs as well as senior and assistant coaches, CEOs and Presidents.

With a deep understanding of a wide variety of sports, Anthony and Adam have also delivered programs in cricket, golf, netball, basketball and multiple Olympic sports as well as to sporting venues, management companies and not-for-profit organisations.

WHY WE ARE DIFFERENT

We began Media Champions because we recognised a gap between what the athlete knows about the media, and what the media knows about athletes. We believe we help the athlete bridge that gap.

We have a thoughtful, personal and creative approach and are uniquely positioned because of our knowledge and many years of experience in both sports media and training.

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OUR CLIENTS



TESTIMONIAL

“Collingwood has worked with Anthony Hudson, Adam White and Media Champions for a number of years. Our view is that media literacy and competency are necessary for professional athletes, coaches and key spokespeople in a sports world funded primarily by media rights revenue and associated coverage. Anthony and Adam have assisted many of our athletes, coaches and key spokespeople to develop their media skills and build an understanding of the symbiotic relationship that exists between athletes, their sports and media. In our experience, no-one better explains the ‘what’ and the ‘why’ of this reality or better prepares sportspeople to embrace it.”

Stephen Rielly, General Manager Media and PR
Collingwood Football Club

ANTHONY HUDSON is one of Australia’s leading sports commentators in a media career spanning more than twenty-five years. After gaining a journalism degree from RMIT, Anthony started as a news reporter before a commentary journey which has taken him from 3AW to Channel Seven, Channel Ten and currently Fox Footy and SEN. He has been awarded the AFL’s Most Outstanding Broadcaster award for either radio or TV on eight occasions.

ADAM WHITE has been a leader in sports media for more than twenty years on both sides of the microphone. He is currently both the Program Director and Breakfast host of radio station RSN 927 and is a former commentator and executive producer of the ABC’s AFL and cricket coverage. He also has extensive experience as a television reporter and producer with Channel Ten, Fox Footy and ESPN.