

Lineup for Sunday's Media@SAfm show

This Sunday, 23 October 2011, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- the winners of the [Pendoring Awards](#) 2011;
- [Dulux's "Let's Colour"](#) moving walls advertisement;
- a review of the new e-book, [How to get quoted in the media](#), which has been released by co-authors Damaria Senne and Christelle du Toit to help SMMEs and NGOs negotiate the media landscape;
- television presenter and fashion model, Sashi Naidoo;
- Vuyo Mviko on the new community TV channel, Bay TV, recently launched in the Eastern Cape;
- the [TopEnd Survey](#) with Allan Todd from [RamsayMedia Research Solutions](#); and
- Nicholas Maweni from IBM South Africa on the global study which reveals that [chief marketing officers are struggling to prove the return on marketing investments](#).

Send advance comments or questions to ashraf@safm.co.za or media@safm.co.za, [Twitter](#) or [Facebook](#).

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