

Lineup for Sunday's Media@SAfm show

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



- should creative agencies use international celebrities to endorse local brands?
- marketing manager, Jacqui Mabuza on Mango Airline;
- advert of the week from Kalahari.com;
- [Andrew Human](#), outgoing CEO of [The Loerie Awards](#) on the upcoming African Experiential Summit;
- [Clover](#)'s fresh branding initiative which entrenches a "Way Better" theme;
- [Kay Karriem](#), editor of *Kuier* on the second anniversary of the magazine;
- [Mike Abel](#), chief executive partner and co-founder of [M&C Saatchi Abel](#), South Africa reflect on South African advertising with special reference to The Loerie Awards; and
- [Angela Barter](#) from @Communications, on Green PR.

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

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