

This week's lineup on Media@SAfm show



This Sunday, 22 July 2012, the programme for Ashraf Garda's Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:

- A discussion on the Future of Media Conference as it moves to the airwaves. We get feedback on the 'Future of TV' with Chris Botha, the 'Future of Radio' with Gordon Muller and the 'Future of Print' with Brendan Seery.
- We get the backstory on actor William Shatner becoming the face and voice of the Dial Direct ads. The marketing department discusses the actual ad campaign
- RSG's breakfast show host Cobus Bester is featured in the Branded slot
- Jackie Burger, editor of *Elle*, discusses the Elle Female Factor survey and 16 years of Elle SA
- Sound bytes of key speakers at the South- North Conversations conference at the University of KZN hosted by the International Association of Media and Communications Research (IAMCR2012)
- Beatrice Le Coultre on using mobile to deliver effective research.

Send advance comments or questions to ashraf@safm.co.za or media@safm.co.za, [Facebook](#) or [@ashrafgarda1](#) on Twitter.

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