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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