

Programme for Sunday's Media@SAfm show

This Sunday, 15 August 2010, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107FM nationwide, will include chatting to Lars Reichelt, the real CEO of Cell C, about the company's [rebranding and the controversy](#) around Trevor Noah's YouTube skit; Derek Carstens, brand director of FNB and former marketing head of the 2010 LOC, about FNB's High court win in the [battle over Soccer City](#); Raymond Louw, SA Press Council chairman, asking what's the next gambit by the media over the [Media Tribunal and Protection of Information Bill](#). Andrea Quaye, marketing manager of Carling Black Label will speak about how the brand has evolved to reflect the SA man in 2010; Nicholas Keller of Benchmark Sport Holding will reveal who the judges are and what the awards criteria are for the inaugural [2011 Virgin Active Sport Industry Awards](#); Gareth Knight provides a rundown on the latest innovations and trends to emerge at the [Tech4Africa conference](#); and a well-known personality in media / marketing will be profiled on the Eye On... slot. Advance comments or questions can be sent to ashraf@safm.co.za or media@safm.co.za, [Twitter](#) or [Facebook](#).

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