

This Sunday on Media@SAfm

This Sunday, 14 November 2010, the programme for <u>Ashraf Garda</u>'s Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include the big winners of the Vodacom Journalist of the Year Awards; an eye on Chris Moerdyk; Ogilvy Cape Town's Stimoral Infinity as ad of the week; roundtable discussion on the use of anonymous sources (guests include Mzilikazi Wa Afrika and Robert Brand); James Lamberti of InMobi and his research findings on mobile advertising; Lucky Moshimane on the launch of a community newspaper in Diepsloot; and Ornico's Natalie Dell compares banking industry ads (Ad Police).

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