

Sunday's lineup for Media@SAfm show

This Sunday, 18 November 2011, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- a debate on whether the use of celebrities to endorse products has the returns for investment;
- the [BidorBuy](#) lasted television commercial;
- Talking to the winners of [PICA Awards 2011](#);
- a review of the recent controversial [UNHATE worldwide campaign](#) by clothing chain [Benetton](#);
- brand [Sasha Martinengo](#) who celebrates [5000 radio shows](#); and
- [Rob Stokes](#) of digital agency [Quirk](#) and [Nikki Cockcroft](#) reflects on the [2011 Bookmarks](#) wards.

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

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