

Programme for Sunday's Media@SAfm show

This Sunday, 20 March 2011, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include: Adidas SA MD Winand Krawinkel on the global rebranding of Adidas; CNN Johannesburg bureau chief Kim Norgaard on media coverage of the Japanese earthquake, tsunami and nuclear leak [[twitterfall](#)]; Ken Preston on the launch of a book on brands; TBWA's [followup](#) on the *Zimbabwean* [Trillion Dollar](#) campaign with the newspaper's editor and agency creatives; newsreader Adrian Steed; and [Playboy's](#) editor Peter Piegl on the relaunch in South Africa. Send advance comments or questions to ashraf@safm.co.za or media@safm.co.za, [Twitter](#) or [Facebook](#).

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