



# Discover the effect media has on its audience with AMASA and Randall Abrahams at the October Meeting

Issued by [Amasa](#)

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Join us on the 8th October for the next AMASA meeting where guest speaker Randall Abrahams shares his presentation titled "The effect of media on the audience" which focuses on the overall levels of media coverage and how it plays a cumulative role in affecting consciousness and behaviour.

Some marketers may look at their audience in terms of income and other demographic profiling criteria but this month we're given an anthropological view of how media permeates daily life and the media cues consumers learn from which drive their behaviour.

Don't miss this month's influential speaker...and don't forget to invite your colleagues from the industry to attend!

**Date:** Wednesday 8 October 2008

**Time:** 16h00 for 16h30

**Venue:** The JSE, 1 Exchange Square, Gwen Lane, Sandown - parking available at Village Walk

**Cost:** AMASA Members - Free; Non-Members - R50.00

## About Randall Abrahams

Randall has been the Station Manager for regional stations Good Hope FM and Yfm, He was also General Manager for Public Commercial Radio at the SABC overseeing Good Hope FM, Metro FM and 5fm.

Randall is currently a partner at PR company Total Exposure and runs his own multi-media marketing company RAMM cc. During his tenure in the broadcast field, Randall has held industry positions such as the Chairperson at the National Association of Broadcasters and been a board member of the Advertising Standards Authority

Contributing to our media landscape, Randall is a freelance journalist for publications such as *Financial Mail*, *Tribute*, *Y Mag*, *Advantage* and *Blink* and has been an SA *Idols* competition judge for four seasons as well as having been a judge for international *Idols*.

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