

# 143: Radio advertising as a medium with Hailstorm and SPARK media

On the next [Biz Takeouts Marketing & Media radio show](#), Thursday, 6 August 2015, from 9-10am, show host Warren Harding starts the show by looking at radio advertising.



We're joined in studio by the founders of Hailstorm radio advertising specialist, Gordon Laws and Louis Raubenheimer to find out more about what the agency offers, the power of radio advertising and how to effectively use radio as a marketing tool.



Then we are joined by John Bowles, Chief Operations Officer for newly launched media sales powerhouse, SPARK media, a brand new media sales house in the marketing and advertising industry. The Caxton subsidiary is borne out of the fusing between NAB, the local newspaper's national advertising sales company, and Habari Media, specialists in digital sales.

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Gordon Laws and Louis Raubenheimer
- *Via Telephone:* John Bowles

## How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

## Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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