

# AMF announces new board

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At a special board meeting held last week, the Advertising Media Forum's new board allocated portfolios for the coming year.

FCB Headspace's Joanne Scholtz was elected as the in-coming chair; she will swop this position in six month's time with MindShare's Donald Liphoko, who was elected deputy chair. Scholtz retains responsibility for the public relations portfolio while Gordon Muller from OMD Media compiles the media section in AMASA's upcoming book. Muller is chair-designate for 2005, but the succession plan has yet to be finalized.

Other portfolios have been assigned as follows:

Treasurer: Britta Reid (MediaCompete)

Secretary: Brenda Wortley (Media CC)

Electronic: Elana de Swardt (MediaedgeCIA)

Print/Outdoor: Gordon Patterson (Starcom)

Interactive Media: Wicus Swanepoel (Optimedia)

Industry Relations: Paul Middleton (Ebony & Ivory)

Research: Mike Nussey (MindShare)

The AMF is a non-profit company that provides a platform for media strategists, planners and purchasers to co-ordinate a common policy to promote acceptable standards and practices in the media industry. justifiable sales polices, pricing strategies and transactions amongst media owners.

## **Editorial contact**

C-Cubed Communications on behalf of the Advertising Media Forum

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