

## 21: Back and better than ever before!

Bizcommunity.com's [Biz Takeouts Marketing & Media radio show](#) is back and bigger than ever before! This time around we've teamed up with the highly successful and energetic internet radio station [2OceansVibe Radio](#) and the multi-talented [Brendan Jack](#) to host the show every Wednesday 5pm-6pm via audio-streaming. The lineup this evening, 16 May 2012, features entrepreneur [Rich Mulholland](#).



**BIZCOMMUNITY  
MARKETING & MEDIA SHOW**

The Biz Takeouts Marketing & Media Show aims to take South Africa's biggest online marketing, media and ad industry platform to the airwaves and give 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.

### Intelligent, irreverent programming

[2oceansVibe Radio](#) delivers intelligent, irreverent programming via its seasoned and well-known show hosts, and mixes this social commentary with a healthy dose of cutting-edge and trending music that hasn't been created on the conveyor belt of sausage factory pop hits. On air Monday through to Sunday, and accessible globally 24 hours a day via [iPhone](#), [Blackberry](#) or [Android apps](#), or simply by [logging on to the site](#), 2oceansVibe Radio delivers solid intelligent radio with the best choice of music available - all at the touch of a button.



Wednesday 11 April 2012 saw the first of the new Biz Takeouts shows, with Jack ([@brendanjack](#)) taking to the digital airwaves from the trendy new 2oceansVibe Radio ([@2OVfm](#)) studio in Melrose Arch, Johannesburg. [Jack](#) is a writer, performer, marketer, producer, director, voice artist, comedian and satirical self-help novelist who won several international advertising awards while at the eighth most creative agency in the world. He also co-created [Crazy Monkey](#), a comedy troupe who [appeared on MTV worldwide](#), and his feature films include [Straight Outta Benoni](#) and [Footskating 101](#).



Brendan Jack

Jack, who takes over the reins of the show from *Stuff* editor and columnist [Toby Shapshak](#), has been adding his unique and humorous touch for the past month. Comments Jack, "I'm aiming to get insights from marketing and media insiders and experts, on a variety of topics, but not in an overly serious manner. Listen and learn. Or just listen."

### This evening's lineup

- **Show host:** [Brendan Jack](#) ([@brendanjack](#))
- **In-studio guest:** [Rich Mulholland](#) ([@RichMulholland](#), [@PresoRockGod](#)), the founder and owner of innovative presentations-strategy firm Missing Link, is a speaker, guest lecturer, blogger and columnist for [Longevity](#) and *Destiny Man*. He's also a [Biz contributor](#).
- **Weekly news roundup:** [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#))



### Discussion topics

- What is the future of digital agencies and what is needed to revolutionise them?
- In the current trend of many agencies, how can agencies differentiate themselves and streamline marketing so that

people pay attention to them instead of their being part of the rest of the noise?

## How to listen

For the very best highlights of marketing and media news in South Africa and Africa:

- Internet radio: 2oceansVibe Radio
- Streaming audio: [www.2oceansviberadio.com/listen-live-now/](http://www.2oceansviberadio.com/listen-live-now/)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@brendanjack](#), [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#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.

### For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
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