

AMASA sheds some light on load shedding at February meeting

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Advertising and media industry players will discuss the controversial topic of "Load Shedding" at February's AMASA meeting.

"It's an immensely hot topic at the moment with advertisers raising the question of compensation from media owners," says Rob Smuts, Chairman of AMASA. "Whether compensation is justified or not will be open to debate."

Discussion will revolve around just how badly, if at all, circulations, viewership, listenership and readership have been affected by the current wave of power outages.

"Some leading industry players have already publicly expressed views on the subject, shedding their own loads..." says Rob. "AMASA welcomes healthy debate, especially concerning a topic that has the ability to deeply affect our industry."

AMASA's Load Shedding meeting will take place on the 6th February, 16h00 for 16h30 sharp at the JSE, Gwen Lane, 1 Exchange Square Sandown. Entrance for AMASA members is free whilst non-members are R50 each.

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