

Jedd Cokayne heads the AMF

The MediaShop's Jedd Cokayne has been confirmed as the newest chairman of the Advertising Media Forum (AMF).

The AMF is a collective of media agencies and individuals that includes media strategists, planners, buyers and consultants. Jedd's duties will include chairing executive committee meetings and overseeing all portfolios, ensuring that the required deliverables are met. Committees include outdoor, print, radio, TV, research, mobile and industry liaison.

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