

## This Sunday on Media@SAfm

This Sunday, 30 October 2011, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- [James Monteith](#) from [BMI Sport](#) on the media coverage and brand exposure during the [2011 Rugby World Cup](#);
- ad of the week from [Hunters Dry](#);
- Khosi Zwane-Siguqa, editor of *Drum*, on the magazine's past 60 years;
- a talk on the brand of Hulisani CC Ravele;
- a look at the concept of data journalism and how well South African journalists use data in their stories; and
- a look at the recent IBM chief marketing officer study with Nicholas Maweni.

Send advance comments or questions to [ashraf@safm.co.za](mailto:ashraf@safm.co.za) or [media@safm.co.za](mailto:media@safm.co.za), [Twitter](#) or [Facebook](#).

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