

This Sunday on Media@SAfm

This Sunday, 13 March 2011, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include: Institute for the Advancement of Journalism (IAJ) executive director Michael Schmidt on plans for the institute; Fox TV and National Geographic regional director: Africa Thandi Davids on TV content in Africa; Brand Union's Anthony Swart on the convergence of companies; a debate the merits of Mandela's brand, 46664, becoming a global fashion item; KFC dropping its payoff line; Chrysler Jeep and social media company Domino following their social media campaign; and Nonthle Thema on her reality show, Nonthle takes Hollywood. Send advance comments or questions to ashraf@safm.co.za or media@safm.co.za, [Twitter](#) or [Facebook](#).

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