

Media@SAfm to feature SABC's Olympic ad campaign

This Sunday, 29 July 2012, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- A discussion on the [Women in Media](#) Awards winners
- [Tom Mboya](#) of Citizen TV in Kenya on being named overall winner at the CNN African Journalist of the Year Awards
- CNN Joburg bureau chief Kim Norgaard on the overall awards entries
- Ad of the week: SABC's Olympic ad campaign - we hear the views of the marketers and the agency, Leo Burnett
- The business thinking behind BMW's Springbok brand ambassador agreement
- Why outdoor advertising is working and
- Another look at the internet radio numbers with Mathew Buckland

Send advance comments or questions to ashraf@safm.co.za or media@safm.co.za, [Facebook](#) or [@ashrafgarda1](#) on Twitter.

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