

# Sunday's Media@SAfm show to feature Egyptian revolutionary hero

This Sunday, 27 May 2012, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- agenda setter feature on minister [Blade Nzimande](#)'s call for a boycott of the *City Press* newspaper over the Zuma Spear portrait
- Egyptian revolutionary hero Waleed Rashed on marketing tools and strategies used in last year's Egyptian revolution
- Ad of the week: The AA insurance ad
- Branded feature: Radio and TV Sports presenter [Kwena Moabelo](#)
- 140BBDO, the Grand Prix winners at the Apex Awards for its Hunters Dry campaign
- Does product placement work? with guests Grazyna Koscielska and Yvone Johnston
- Craig Towill on the launch of - ADcom Media (an advertising and communications magazine) and
- [Kate Wilson](#) on the growth of *Women's Health* magazine.

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), [Facebook](#) or [@ashrafgarda1](#) on Twitter.

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