

Primedia appoints Melissa McNally to BRC board

Primedia Broadcasting has appointed its consulting specialist for research, Melissa McNally, to the board of the Broadcast Research Council of South Africa (BRC). The BRC is a non-profit industry body which operates as an independent entity to commission and oversee the delivery of broadcast industry research.

McNally has 15 years of research consultancy experience and an MA in research psychology from the University of the Witwatersrand. In her current role, she is responsible for research across all four radio stations, as well as Eyewitness News.

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