

New AMASA committee ready for ALP applications

The newly appointed AMASA (Advertising Media Association of South Africa) board, committee and chair of the Johannesburg Chapter have announced that they are ready for applications for the ten places available on the AMASA Learnership Programme (ALP) for careers in the media and advertising world.

South African media companies will employ and mentor the successful candidates through internship opportunities. They will also be enrolled into the AAA Media Management module endorsed by AMASA and attend the AMASA Media Planning Workshop.



Application forms can be downloaded from www.amasa.org.za/burseryfund.php and must be completed and submitted without supporting documentation to lynj@continentaloutdoor.com by 16 May 2014. Selected candidates should be available to commence employment in early June 2014.

New committee

The newly voted Johannesburg Chapter committee are:

- Cherylann Smith (social media/digital consultant/guru - consultant to AMASA)
- Gareth Grant (senior media strategist, FNB)
- Gordon Patterson (incoming vice-chairperson)
- Ilsa Grabe (business unit head, Carat)
- Linda Gibson
- Lyn Jones (Continental Outdoor, outgoing chairperson)
- Michelle Randall (new business manager, Universal Music & Brands)
- Mpho Maseko (senior manager, SABC Marketing)
- Ricardo Lopes (media and marketing manager, Kellogg Company)
- Sanele Mgaga (Business Intelligence Unit: Media Strategy SABC)
- Tsatsi Hamilton Rankapole (portfolio manager, Radmark)
- Wayne Bischoff (MD, Habari Media, incoming chairperson)

- Wayne Bishop (MD, PHD)

These experts will represent the industry through the various AMASA activities and portfolios by applying their individual views, expertise, time and passion to evoke change and upliftment in the advertising media industry.

New board

The AMASA Board has been increased to provide umbrella support to the AMASA committee, whilst focussing on re-writing the constitution in line with new company legislation and its fiduciary responsibilities. The board will drive the strategic direction, in collaboration with the committee, to take AMASA into the future.

- Gordon Muller (GMS Quadrant)
- Karen Bailey (Cinevation)
- Lyn Jones (Continental Outdoor Media)
- Rob Smuts (RMS Media)

- Virginia Hollis (Magnetic Connection)

The core focus will remain unchanged - to focus on the education levels of those with an interest in the media, marketing and advertising industry, with a view to improving knowledge and skills in media decision making techniques and their use.

For more, visit: <https://www.bizcommunity.com>