

AMASA Johannesburg 2011

Progress made with regards to the transformation of the advertising industry

Introduction

The Advertising Media Association of Southern Africa (AMASA), is a registered Section 21 company, and since its inception as a professional body in 1971, has been at the forefront of media education and training in South Africa.

AMASA as a voluntary body focuses on media education, organises monthly meetings in open forums to share knowledge relevant to the advertising and media industries, has a bursary plan for those wanting to enter the world of media and organises annual workshops for planners, strategists and advertisers at all levels.

AMASA makes an accountable difference to those wanting to enter the world of media, and for personnel already in the industry, to gain knowledge and insight on a regular basis to assist them be on top of their game at all time.

As a non-profit making organisation, it is able to interface with other commercial educational organisations like the AAA School of Advertising, and currently is responsible for the development and examination of the media management modules for this organisation through its member body and for the actual delivery of lectures and workshops.

In an effort to further widen the net and to ensure that media planning in South Africa is well served by young talent from all communities, AMASA has created a number of bursaries over the past years which are made available to deserving students. All profits from advertising and the sale of the textbook go towards maintaining this bursary fund which is a key focus for AMASA. Obviously the continued success of AMASA hinges on the existence of a strong and motivated membership. Our members consist of anyone that has an interest in advertising and the media that carries it. AMASA also organises media planning workshops. These are intensive four-day workshops, are normally held in the Burg, and accommodate approximately 70 delegates.

Media Management Course

AAA School of Advertising

Each year, the Johannesburg committee appoints members to champion its Education portfolio. Working closely with the AAA School of Advertising, committee members are responsible for setting exam papers, monitoring course material and for arranging top class lecturers who give freely of their time to impart their knowledge to learners.

Bursary Fund (ALP)

Johannesburg

AMASA's Bursary Fund (ALP) seeks to bring fresh media talent into the current staff-starved industry. Monies are accumulated through AMASA's Fund Raising efforts each year. The ALP (AMASA Learnership Programme) is a jointly funded partnership initiative with participating Media Agencies and Owners. It offers the following to successful graduates:

- Internship at leading media agencies and media owners
 - AAA media course
 - AMASA Workshop
 - Monthly remuneration (stipend)
 - Opportunity for long term employment
- 2 talented young people recruited into Media in 2009
 - 3 talented young people recruited into Media in 2010
 - All ALP recipients offered were offered full-time employment at their host Agencies

Annual Workshop

Johannesburg

AMASA's annual workshop, held over four days in August at Little Switzerland in the Drakensburg is designed to equip delegates with the fundamentals of media planning and take them through a series of lectures where practical guidelines are given on how to construct a winning media strategy.

Our guest speakers are select media experts and captains of industry who give freely of their time. Delegates, in groups, will be asked to respond to an actual client brief with a full media strategy. A panel of judges will work through the resulting strategies, step by step with each group, providing practical and immediately useful guidance.

MDDA Workshop (partnership since 2010)

The South African Media Development and Diversity Agency (MDDA) commissioned AMASA to run its Media Planning workshop to specifically train MDDA beneficiaries on the basics of advertising, media and related processes. The partnership saw AMASA linking both small commercial and community media to available networks, training and industry opportunities. Our primary objective was to equip the MDDA delegates with essential skills and knowledge relating to the set up and marketing of small media businesses, right through to selling ad space more effectively to clients and agencies.

2010 synopsis

- 31 JHB learners through the AAA media course (90% Black, Coloured, Asian)
- 47 delegates through the AMASA Workshop (80% Black, Coloured, Asian)
- 3 talented young minds through our Learnership Programme (100% Black)
- MDDA workshop (17 MDDA funded media owners)

2011 to date

- 4 ALP learners (100% Black)