

# AMASA calls for media agencies or media owner ALP partners

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The primary focus of AMASA (Advertising Media Association of South Africa) is the education of people with an interest in the media, marketing and advertising industry, with a view to improving knowledge and skill in media decision-making techniques and their use. This year AMASA is allocating ALP (AMASA Learnership Programme) positions to 10 gifted graduates who wish to embed their careers in the media and advertising world and is seeking top agency partners.

For the past six years AMASA has partnered with South Africa's leading media companies which take on the mentorship of the ALP interns and fast-track their hands-on experience. During the programme, the ALP candidates will receive quality training from both AMASA (theoretical) and these partner agencies (practical). Each intern will receive a six-month remunerated contract with their host company. This is a win-win situation for all parties; agencies receive passionate graduates who are undergoing theoretical training (AMASA Workshop and AAA) as part of the partnership and the ALP students receive solid practical experience at the country's leading media agencies or owners. The agency/media owner will need to ensure that their intern(s) are developed and grown in the practical arena of media planning, media marketing or sales.

These 10 successful candidates will also be enrolled into the highly acclaimed AAA Media Management module endorsed by AMASA, as well as attend the popular AMASA Media Planning Workshop.

All interested media agencies or media owners who are interested in the 50/50 intern or training partnership that AMASA provides can contact Lyn Jones at [lynj@continentaloutdoor.com](mailto:lynj@continentaloutdoor.com). A full breakdown of the partnership costs will be provided to interested partners.

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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