

WWW.WOW!

PMA's new website is now online. It's packed with information, news, offers and views. The news section keeps you up-to-date with what's happening with PMA — and you can also register colleagues to receive our monthly e-newsletter. We think we've covered everything you might need to know about training with PMA in our new FAQ section, but drop us an email if there's anything you think we've missed. The search facility is an easy way of finding exactly the workshop you're looking for. Continuing developments will include adding podcasts, video clips and more. All feedback and suggestions gratefully received by: curtis.bollington@pma-group.com.



Visit PMA's new website at www.pma-group.com

talking good comms to the public sector

Keith Elliott is speaking at the public sector's Good Communications Awards on Wednesday 30 May at the Marriott Hotel, in London's Grosvenor Square. His talk will cover 'What is the future for printed communications will text-speak ever become acceptable in print?' The conference takes place from 11am to 4pm with an awards dinner in the evening. All public sector communications departments are invited. PMA is also judging key categories of the awards, we are also a sponsor of the event. If you would like a free ticket to the conference and exhibition, contact riva@pma-group.com. You can also let us know if you would like to book a place for the awards dinner in the evening.

keith makes front page news — then delivers a paper

This month Keith Elliott has appeared on the front page of the *Miramachi Leader*, met Shawn Graham, Premier of the state of New Brunswick, and the chief of the Micmac tribe, Noah Augustine. This was all in a good cause. He was on a press trip to help regenerate an area with 70% unemployment by promoting the wonderful fishing. Despite floating icebergs, he caught (and released) plenty of salmon. He is also off to deliver a paper to far eastern publishers on how we tackle news gathering in the UK and Europe for the Asia Pacific Publishing Convention conference in Kuala Lumpur in August. Should be good for his Airmiles collection. Must remind him about his carbon footprint...

**tricky training problem?
we'll help you solve it**

If the training course you need doesn't appear in the brochure or on the website, don't worry. We design workshops around your problems and find solutions that fit your staff needs. Most offices have people with different skill sets at different levels. We know how to bring everyone up to speed efficiently. Our tutors will adapt their expertise to solve your problems. This month we're training teams on a new content management system; sorting out a programme for print designers who also have to work across the web; helping to recruit a new board member with a media training crew; looking into new media opportunities for a corporate client; and we're taking an alternative look at market research — we'll rise to any challenge... Call Vicky Chandler or Riva Elliott on 01480 300653

podcasting postgrads for the summer

Within the next few days we will have filled our summer postgraduate course. Each year the standard of applicant gets higher and higher and we pack in more and more skills. This summer our postgrads will be filing stories straight into a content-managed website as well as producing a magazine. They will also learn how to compile and edit a sound and video podcast. We know with all these skills their dream of becoming a journalist should be assured. Meanwhile, there's a whole lot of learning to be done....

If you would like to apply for the winter course, we are taking applications from now. Contact: melanie.gilbert@pma-group.com

pma summer school: how to start a media career

Places are filling up for this one-day introduction on how to go about getting a career in the media, be it journalism, PR, TV or radio. Available dates are 18 and 24 August. Contact gemma.austin@pma-group.com

pma schools visits

Do you know of a school or college that would be interested in a one-day introduction to journalism and the media? We're happy to visit to give interested groups the same one-day experience as our summer school, including lots of practical involvement. For more details, contact vicky.chandler@pma-group.com