



# Association of Caribbean Mediaworkers

Unit 1, Upper Level, Elan Place, 137 Eastern Main Rd,

St. Augustine, Trinidad & Tobago

T: 1 (868) 296-8009

E: [acmmail@gmail.com](mailto:acmmail@gmail.com)

W: [www.acmediaworkers.com](http://www.acmediaworkers.com)

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## Self-employment Workshop for Journalists

AS THE GLOBAL economic turbulence begins to affect the local media industry, the Press Association of Jamaica (PAJ) will next month host a workshop to equip media practitioners to offer their skills as self-employed professionals.

The workshop on 'Marketing Professional Media Skills' will be held at the PAJ's offices, 5 East Avenue, Kingston 10 on Saturday, April 4 from 9:30 a.m. to 1p.m. Communication specialist and journalist, Yvonne Grinam-Nicholson will expose participants to the nuts and bolts of starting up a small communication business.

International Management Consultant Dr Trevor Hamilton will update participants about opportunities in the local and international labour market for media and communication services. He will underscore the need for practitioners to re-skill and retrain to take advantage of the changing media landscape. During April, the PAJ will also host workshops on Advanced News-writing Techniques for media and communications practitioners in central and western Jamaica. These workshops are geared for media practitioners with one year or more experience.

In western Jamaica, the workshop will be held on April 3 and 4 at the Wexford Court Hotel in Montego Bay, and the presenter will be Senior Gleaner Reporter Arthur Hall. The central Jamaica's workshop will be held weekly from April 7 to May 6 at the Northern Caribbean University in Mandeville, where the main presenter will be Jamaica Observer Editor-at-Large Garfield Myers.

Meanwhile, PAJ President Byron Buckley will conduct two workshops on Media Relations Skills. The first will be held on May 12 to 14 at the PAJ offices in Kingston, while the second will be held on May 22 and 23 in Montego Bay. These workshops are intended to benefit communications, marketing and public relations practitioners.

### Workshop Registration:

Marketing Professional Media Skills, Kingston  
Caudene Robinson @ 6316390, [pressassociationjamaica@gmail.com](mailto:pressassociationjamaica@gmail.com)

Advanced News-writing Techniques, Montego Bay  
Janet Silvera @ 3926566, [silverajenet@hotmail.com](mailto:silverajenet@hotmail.com)

Advanced News-writing Techniques, Mandeville  
Glendon Baker @ 8695826, [manchesterclarion@yahoo.com](mailto:manchesterclarion@yahoo.com)

Media Relations Skills, Kingston and Montego Bay  
Byron Buckley @ 4408393, [buckley2@hotmail.com](mailto:buckley2@hotmail.com)