

There are many press associations. And there is the UJPA – and that is for a good reason!

Especially in the United States there is a multitude of journalistic organizations. They not only pursue different goals, but also have a different scope and offer different services. Included among them are professional associations as well as interest groups and associations that wish to place a very specific specialty within the media.



The services offered by UJPA have been tested for years. Therefore, an interdisciplinary team, consisting of experienced press professionals such as journalists, editorial teams and copywriters on the one hand and research professionals and online marketers on the other hand, can offer a profound palette of services in order to provide effective press and media work. Successes and concepts arise from years of experience, an extensive understanding of the world of the press and media and the ability to quickly and particularly in great depth work out the clients' goals.

UJPA is not an association in the classic sense known from numerous providers, but a journalistic service that introduces topics into the media. For example, topics relevant to the press deriving from the environment of associations, organizations and corporations are placed within numerous media. Hereby, the clients benefit from the resources and synergistic effects of the international cooperation that the UJPA has been cultivating for years.

The UJPA supports mainly companies within the media industry, agencies, TV and radio. Individuals such as journalists or press photographers can only join via cooperative associations. The UJPA is particularly proud of their cooperation with the IAPP, the International Association of Press Photographers. The focus of our activities is the cooperation with press associations and media companies. Wellknown clients have been placing their trust in UJPA as a partner for valuable journalistic services for many years.

