

BIG 92.7 FM ties up with Access Atlantech

Offers a one of its kind training program for aspiring Radio Jockey's

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The currently booming radio industry is seeing young talent getting attracted to it whether it is in production, engineering, creative or RJing. India's largest FM Network, BIG 92.7 FM, understands the importance of a good breeding ground for talent, which will ensure a strong and robust future for the category. In an endeavour to identify and nurture excellent talent and provide aspiring RJ's with an otherwise lagging formal training program, **BIG 92.7 FM, India's No. 1 FM Station** has joined hands with Access Atlantech Edutainment (I) Ltd. which runs the **SAE College, India** for an **RJ Training Course**. This tie up will fill the need gap that exists in the category and is just another initiative from BIG 92.7 FM that depicts thought leadership.

This 5 week certified training program will be conducted at SAE campuses across 10 cities in India viz. Delhi, Mumbai, Chennai, Bangalore, Kolkata, Hyderabad, Dibrugarh, Cochin, Coimbatore and Trivandrum

To ensure the best in the industry are imparting knowledge that is relevant and of best quality to the students, BIG 92.7 FM will have its very own in-house top management programming associates as visiting faculty. BIG 92.7 FM will also lend its studios for advance level training programs at regular intervals, which will ensure practical training and not just theoretical knowledge imparting. To top it all, BIG 92.7 FM will provide an opportunity to some of the best students to be a part of its organization by hiring them as RJ's, on successful completion of the course.

The course will offer a mix of traditional RJ training as well as future technology modules. The outcome shall aim at providing the student with skills on Radio, internet Radio and blog so as to bring in an integrated learning experience for the present and the much awaited future.

Speaking about the initiative **Mr. Lancelot Cutinha, Vice President, Human Resources, BIG 92.7 FM** said 'With the economy on a high trajectory growth, the industry at large has never experienced such a mismatch between supply and demand for talent as it exists today and this scenario calls for some going beyond conventional measures and some out-of-box thinking to address the issue. This is yet another initiative from BIG 92.7 FM in leading the development of the radio category.'

Speaking on the tie up, 'This initiative from AAT with BIG 92.7 FM is a continuing effort from our side to fill the demand gap and enable, offer a course which will be a direct industry driven one with core academics in place which ensures strong learning ground as well as a professional working environment for a student. An internationally aligned program SAE offers such programs with other global leaders as Steinberg, Digidesign and Apple in other parts of the world said, **Rathish Babu, CEO, AAT**.

To register for the course, please contact: rjenquiry@saeindia.net

- END - About BIG 92.7 FM

BIG 92.7 FM, India's No. 1 FM Station and the Radio initiative from Adlabs Films Ltd., since the

*launch of its first Station in September 2006, has expanded at sturdy speed and is poised to create history by successfully completing its goal for a pan India presence, spanning across 45 cities, 1000 towns and 50,000 villages to reach 200 million Indians across the length and breadth of the country. The Company has taken Radio as a medium of entertainment not only to the key metros, but also to virgin markets that have never before experienced this medium of entertainment and has already completed the same in 44 of the 45 targeted cities. In the first phase of its launches, BIG 92.7 FM set up Stations in the metros of Delhi, Hyderabad, Chennai, Kolkata, Bangalore and Mumbai. The second phase of launches has taken BIG 92.7 FM to several tier II towns at the end of which the total count will be taken to 45.*About AAT & SAE College India

Headquartered at Byron Bay Australia, SAE today has a worldwide network of over 50 colleges. Over the years SAEians have made their mark working on award winning films and albums, acclaimed animation projects throughout the global entertainment industry. In India, SAE was brought by Access Atlantech in 2000 and since then it has spearheaded the media education industry in India.

Media contacts For any information please contact: Nitin Tanksale, BIG 92.7 FM: 9989501909. 040-39189306, nitin.tanksale@big927fm.com .Visit us at: www.big927fm.com

For more information, Please contact:

Nitin Tanksale

Assistant Manager - Reliance- Adlabs Films

040-39189306

040-39888927

You can also visit www.big927fm.com for more information.