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Media Release

Gong 2013 Creative Circle Awards welcomes Azhagiya Pandiyan as Head of Jury, Tamil



Azhagiya Pandiyan is Associate Editor (News & Special Duties) at Tamil Murasu. An established writer, newscaster and radio personality, he has more than a decade of media experience.

After completing his Masters in Media Studies on a British Chevening Scholarship in 1999, he was invited to join MediaCorp Radio in 2000. Over the next 5 years, he spearheaded major initiatives that saw 96.8FM going from strength to strength, receiving many accolades, both local as well as international.

He is an avid writer, and his highly successful writings for radio – *Varalaatril Indru* and *Vaanam Vasappadume* – have been published into books. Close to 10,000 copies of both books were sold in Singapore and Malaysia. The former programme won the Best Radio Programme award in Vasantham's Pradhana Vizha Awards in 2002.

A top student in Singapore in GCE 'O' Level Tamil as a 2nd language examination in 1980, he has also taught communication skills at Republic Polytechnic.

He was instrumental in achieving 2 PRISM (Public Relations In the Service of Mankind) awards given out by the Institute of Public Relations of Singapore (IPRS) with 2 different employers.

ABOUT THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS SINGAPORE

The 4As is a non-profit trade association that represents advertising, media and marketing communications practitioners, agencies, and related businesses in Singapore.

4As' key objectives are to elevate the stature of this industry, provide a collective voice for the community, and nurture talent and creativity. To achieve its goals, the association works in close co-operation with other key stakeholders such as trade associations, education institutions and government bodies.

Besides organizing year-long programs to benefit its members and the industry, 4As also runs three reputable industry awards that recognize outstanding talents in advertising creativity and media: The Creative Circle Awards or the Gong Show; the Students Creative Awards, commonly known as The Crowbars; and the Singapore Media Awards.

To date, 4As counts over 100 advertising and marketing communications practitioners, agencies and related businesses in Singapore as members. 4As member's account for almost 85% of annual Ad spend for Singapore

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