

Message Dated : 23.07.2014 (Wednesday)

1. This instruction is for AIR Jeypore regarding broadcast of 60 second spot of 102 Ambulance in Desia, Soura and Kui dialect.

Broadcast schedule:-

Broadcast one spot per day in Desia dialect in film music programme from 24th July, 2014 to 7th August, 2014. Total =15 spots.

Broadcast equal no of bonus spot in Tribal programme or Rural programme
Broadcast one spot per day in Soura dialect in film music programme from 24th July, 2014 to 7th August, 2014= 15 spots.

Broadcast equal no of bonus spot in Tribal Programme.

Broadcast one spot per day in Kui dialect in film music programme from 24th July, 2014 to 7th August 2014 = 15 spots

Broadcast equal no of bonus spot in Tribal Programme.

Station may kindly note that the instruction for production of the spot has been given on 21st July, 2014, used these spots. Also send the copies of the spots to CBS, Cuttack by 10A.M. tomorrow.

2. This Instruction is for all AIR stations.

There is one 40 second spot on Rural Development in after Evening Regional News. All AIR stations are requested to take relay of this spot from AIR, Cuttack from 23/07/2014 to 19/11/2014.

3. It is observed that some of the stations have not sent the Daily Production sheet for the fortnight 1st of July, 2014 to 15th July, 2014. They are requested to send it immediately, as CBS is not able to raised bill due to lake of the D.P. Sheets.

4. The instructions for all AIR, stations CBS, Cuttack are uploaded every day in its website www.cbscuttack.com. Stations are requested to devise a mechanism to download & monitor our instructions without any failure to avoid non-broadcast of spots & Jingles.

5. This message is for all AIR stations, taking relay of 30mts sponsorship programme "Banani" from AIR, Cuttack, Every Saturday from 7.30 P.M. to 8.00 P.M. That programme of 26th July, 2014 will be a live phone-in programme on subject 'ବନୀକରଣ କାର୍ଯ୍ୟକ୍ରମରେ V.S.S ର ସହଯୋଗୀତା'

Experts will be in our studio during broadcast of that programme listeners may interact with them regarding any of their queries, pertaining to the subject matter of the programme over phone. Our phone numbers are **(0671) 2303146 and (0671) 2303149.**

Stations are requested to give wide publicity regarding this well in advance to attract more listeners.