

Message Dated : 30/07/2014 (Wednesday)

1. This Instruction is for all AIR Stations regarding broadcast of 60 second spot on Malaria in Odia dialect.

Broadcast schedule:-

Broadcast one spot per day in film music programme from 2nd August, 2014 to 4th August, 2014 = Total 3 spots per station.

There is no bonus spot as the client has availed 50% concession.

Caption of the spot is “ନିଧୁ ମଉସା” ।

Stations are requested to use the existing spot.

2. This instruction is for AIR Jeypore regarding broadcast of 60 second spot on Dengue in Desia, Kui and Soura dialect.

Broadcast schedule :-

Broadcast one spot per day in film music programme from 1st August, 2014 to 9th August, 2014 = 9 spots, rotate all the dialect spots.

Station may please note that there is no bonus spot as the client has availed 50% concession. Caption of the spot is “ନିଧୁ ମଉସା”. Used existing spots.

3. This instruction is for AIR Baripada and Keonjhar regarding broadcast of 60 second spot on Diarrhea in shantali dialect.

Broadcast schedule:-

Broadcast one spot per day in film music programme from 4th August 2014 to 6th August, 2014 =Total 3 spots per station.

Broadcast equal no of bonus spot in Tribal or Rural programme.

Caption of the spot is “ନିଧୁ ମଉସା” ।

Stations are requested to use the existing spot.

4. In spite of repeated instructions to send the Daily production sheets, we are yet to receive the same from AIR, Jeypore, Baripada, Bolangir, Keonjhar, Puri and Joranda stations for the fortnight 1st of July, 2014 to 15th of July, 2014. These stations are requested to send it by to-day i.e on 30th July, 2014 in our mail.ID: cbs.cuttack2008@gmail.com.