

Message Dated : 07.08.2014 (Thursday)

1. This instruction is for AIR Jeypore regarding broadcast of 40 second spot of Mid-day meal in Desia, Soura and Kui dialect.

Broadcast schedule:-

Broadcast one spot per day in film music programme on 08,09,10 and 11th August, 2014.

Language of spot - Desia = Total 4 spots

Broadcast equal no of bonus spot in Tribal programme.

Broadcast one spot per day in film music programme on 12,13,14,15th of August, 2014.

Language of spot - Soura = Total 4 spots

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

Broadcast one spot per day in film music programme on 16,17,18,19th of August, 2014.

Language of spot - Kui, = Total 4 spots.

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

Station may please note that all the dialect spots are exist with the station. Use these spots.

2. This instruction is for AIR Sambalpur, Rourkela, Bolangir and Bhawanipatna regarding broadcast of 40 second spot of Mid-Day Meal in Sambalpuri dialect.

Broadcast Schedule:-

Broadcast one spot per day in film music programme from 8th of August, 2014 to 19th of August, 2014. =Total 12 spots per station.

Broadcast equal no of bonus spot in Tribal programme, use existing spot.

3. This Instruction is for AIR Baripada and Keonjhar regarding broadcast of 40 second spot of Mid-Day Meal in Shantali dialect.

Broadcast Schedule:

Broadcast one spot per day in film music programme from 8th of August, 2014 to 19th of August, 2014. =Total 12 spots per station.

Broadcast equal no of bonus spot in Tribal programme, use existing spot.

4. This Instruction is for AIR Berhampur, Puri and Joranda regarding broadcast of 40 second spot of Mid-Day Meal in odia dialect.

Broadcast Schedule:-

Broadcast one spot per day in film music programme from 8th of August, 2014 to 19th of August, 2014. =Total 12 spots per station.

Broadcast equal no of bonus spot in women or Rural programme, use existing spot.

5. This instruction is for all AIR stations of Odisha.

Stations are instructed to send their fortnightly D.P sheets through Email only to CBS, AIR,Cuttack to avoid unnecessary paper jam and save money making it a paper less office.