

## **Message Dated : 08.08.2014 (Friday)**

1. This instruction is for all AIR Stations.

Due to relay of running commentary of 4<sup>th</sup> Cricket Test Match between India and England, the schedule 30 minutes sponsorship of "Banani" of 9<sup>th</sup> of August, 2014 will be postponed for broadcast on 12<sup>th</sup> of August, 2014 at 7.30 P.M. from AIR, Cuttack.

Hence, all AIR Stations are requested to relay this Programme from AIR, Cuttack on 12<sup>th</sup> of August, 2014 from 7.30 P.M. to 8.00 P.M.

2. This instruction is for all AIR Stations.

Regarding broadcast of 60 second spot of "Breast feeding" by women and child Department, Bhubaneswar.

Broadcast schedule:-

Broadcast one spot per day in film music programme from 9<sup>th</sup> of August, 2014 to 11<sup>th</sup> of August, 2014 – Total three spots per station.

Broadcast equal no of bonus spot in women programme.

Spot is available on our website and concern stations mail.ID.

However for the convenience of the stations now we are feeding the spot, please record.

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

Broadcast schedule:-

Broadcast one spot per day in film music programme from 10<sup>th</sup> of August, 2014 to 18<sup>th</sup> of August, 2014 – Total = 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", Use existing spot.