

Message Dated : 29.08.2014 (Friday)

1. This message is the extract of CSU's R.N. dtd. 27.08.2014.

Message is –

All Stations may kindly note that the instruction issued by the Dy. Director Programme (Commercial) DG: AIR for accepting cash upto 10,000/- for advertisements over AIR stations. This will help to boost revenue.

For the benefit of all, the instructions are uploaded on CSU's website.

2. This instruction is for all AIR Stations.

Due to relay of running commentary of 3rd one day international cricket match between India and England, the schedule 30 minutes sponsorship of "Banani" of 30th August, 2014 will be postponed for broadcast on 1st September, 2014 at 7.30 P.M. from AIR, Cuttack.

Hence, all AIR Stations are requested to relay this Programme from AIR, Cuttack on 1st September, 2014 from 7.30 P.M. to 8.00 P.M.

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

Broadcast schedule:-

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

Broadcast equal no of bonus spot in Tribal Programme.

Caption of the spot is "ଢିଧୁ ଉଢ଼଼଼". Use existing spot.

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

Broadcast schedule:-

Broadcast one spot per day in film music programme from 1st September to 3rd September, 2014 – Total 3 spots per station.

Caption of the spot is "ଢିଧୁ ଉଢ଼଼଼", use existing spot.

Station may please note that there is no bonus spot as the client has availed 50% concession.

5. This instruction is for all the AIR stations.

ADG Commercial is very particular about the receipt of time sold statement in time. All AIR stations are requested to send the time sold statement in the new format to CBS, AIR, Cuttack through our mail before end of 1st week of every month.

6. This instruction is for all AIR Stations.

CBS, AIR, Cuttack is uploading its instructions every day in its website i.e. 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.