

Message Dated : 27.11.2014 (Thursday)

1 Message from CBS:-

All AIR stations, please note that 30 minutes In-House sponsorship programme "BANANI" on 29<sup>th</sup> November, 2014, That is Saturday, will be a phone-in-programme, which will be broadcast live from AIR Cuttack from 7.30 p.m. to 8.00 p.m. subject of the programme will be "ଓଡ଼ିଶାରେ ବନ୍ୟ ସମ୍ପଦ ଓ ତାହାର ସଂରକ୍ଷଣ" ।

Experts will be in our studio during that time on Telephone numbers. (0671-2303146) & (0671-2303149), to answer to any queries of the listeners pertaining to the subject matter of the programme.

All Stations are to relay this programme on the same day and give wide publicity of the programme well in advance from their ends to attract and involve more number of listeners.

2. All AIR Stations are requested to send their monthly revenue statement for the month of November, 2014 by 28<sup>th</sup> November, 2014 to CBS, positively, for compilation and onward transmission to Directorate.

3. All AIR Stations please broadcast 20 secs. spot of "Lift Irrigation" in Film music programme, one spot daily, with equal number of bonus spot in Farm and Home Programme, from 28<sup>th</sup> November, 2014 to 13<sup>th</sup> December, 2014.

Now we are feeding 2 number of spot of lift Irrigation, which will be broadcast in rotational basis. Now stations please record.

4. All AIR stations, please note that "Orissa State AIDs control society" has taken Day Branding of 1<sup>st</sup> December 2014, on the occasion of World AIDs Day, on state hook-up.

Accordingly all stations are to broadcast Day Branding greetings and sports of "OSACS" as FCT on that day from their ends as per day branding norms. Total 10 number of free greetings of OSACS and 450 secs FCT to be used on that day, which is to be spread over all through the 3 transmission as per Day Branding norms.

Day Branding greetings are to be made live by AOD. Which will be :

୧. ସ୍ୱର୍ଗରୁ ଏଡ୍‌ସ୍ ହୁଏନା, ସତକର୍ତ୍ତା ଓ ସଚେତନତା ହିଁ ଏହାର ନିରାକରଣ

୨. ରୋଗକୁ ଘୃଣା କରନ୍ତୁ, ରୋଗୀକୁ ନୁହେଁ, ଏଡ୍‌ସ୍ ରୋଗୀ ପ୍ରତି ସମ୍ପେଦନଶୀଳ ହୁଅନ୍ତୁ ।

For FCT we are feeding some spots of OSACS. All stations please record.

All the stations are also requested to mount suitable programmes on AIDs awareness on 01.12.2014 as decided in the last RPCC meeting.

5. AIR Sambalpur, Jeypore, Bhawanipatna, Berhampur and Baripada, please record 15 mts sponsored programme "**Meena ra Duniya**" by UNICEF for broadcast over your stations on 28<sup>th</sup> November, 2014 or relay of this programme from AIR, Cuttack from 2.45 P.M. to 3.00 P.M. same day.

Now we are feeding the programme, please record.