

Message Dated : 09.12.2014 (Tuesday)

1. All Stations please broadcast 30 secs spot of "Consumer Affairs" in film music programme with effect from 11th December, 2014, till 31st March, 2015 as per the schedule given here under. This schedule is for the month of December, 2014 only. Schedule from January to March will be given later.

Broadcast Schedule:-

One spot per day on 11th, 13th, 18th, 20th, 25th, 27th, and 29th December, 2014 = Total 7 spots.

Broadcast equal number of bonus spots in category-2, preferably in Women programme and Youth programme.

Stations please note that spots of different Themes are to be broadcast in a day. That is spot of one Theme in film music and spot of different Theme as its bonus.

We are now feeding 30 secs spot of Consumer Affairs of 15 different Themes for use of stations. Please record.

2. This message is exclusively for AIR, Jeypore.

Since AIR, Jeypore has already produced spots in various consumer Affairs Themes, the station is requested to start broadcast of these spots in Desia, Soura and Kui dialects from 11th December, 2014, onwards.

The contract period ends on 31st of March, 2015. In this period, AIR Jeypore has to broadcast 90 numbers of spots, each in Desia, Soura and Kui dialect in film music programme, preferably in the morning transmission. Equal numbers of bonus spots are to be broadcast in Farm and Home and Rural Programmes.

AIR Jeypore is requested to prepare a detailed schedule of spots on "Consumer Affairs" Themes for the contract period, That is, from 11th December, 2014 to 31st March, 2015 and send it to CBS, AIR, Cuttack for onward transmission to the client.

While preparing the schedule, AIR Jeypore may please note that, none of the spots are to be repeated in a day and equal justification may be given to all the spots. This will be in addition to Odia spots for which instruction is given in the 1st message.

3. This message is for AIR, Sambalpur.

AIR Sambalpur is requested to go ahead with production of 11 numbers of spots on consumer Affairs Theme in Sambalpur dialect, the scripts of which were prepared earlier by them. They may start broadcast of these spots immediately after its production, under intimation to CBS, AIR, Cuttack.

AIR Sambalpur is also requested to follow the instruction, given to AIR Jeypore on the preparation of schedule of broadcast of spots on Consumer Affairs themes. Total no of spots is 90 and are to be broadcast in Film Songs. Equal number of bonus spots are to be broadcast in Farm and Home Programme. This will be in addition to Odia spots for which instruction is given in the 1st message.

4. AIR Sambalpur, Jeypore, Bhawanipatna, Berhampur and Baripada, please record 15 mts sponsored programme "**Meena ra Duniya**" by UNICEF for broadcast over your stations on 10th December, 2014, That is tomorrow, or take relay of this programme from AIR, Cuttack from 2.45 P.M. to 3.00 P.M. same day.