

Message Dated : 12.12.2014 (Friday)

1. AIR Sambalpur, Jeypore, Bhawanipatna, Berhampur and Baripada, please record 15 mts sponsored programme “**Meena ra Duniya**” by UNICEF for broadcast over your stations on 15th December, 2014, or take relay of this programme from AIR, Cuttack from 2.45 P.M. to 3.00 P.M.

These stations are requested to broadcast promos of “Meena ra Duniya” programme, at least thrice a day in

- (a) Film song programme.
- (b) Farm & Home or Rural programme and in
- (c) Women, Youth or Children programme.

Promos are already with these stations, which were fed to them by CBS, when “Meena Ra Duniya” programme introduced.

(Now we are feeding programme of 15th December, 2014. Stations please record.)

2. This message is exclusively for AIR, Sambalpur. AIR Sambalpur is requested to produce a spot of one minute duration in sambalpuri dialect on the “Theme Jaundice” for which, back ground material is fed to it in its E-mail.ID.

AIR Sambalpur is also requested to share this spot after its production with AIR Bolangir, Bhawanipatna and Rourkela.

It may be noted that the broadcast of these spots is tentatively scheduled from 15th December, 2014 onwards.

3. This is in continuation of today’s uplink message.

All stations have already been intimated regarding broadcast of Day Branding Sponsored by Ministry of Consumer Affairs over State hook-up on 14th, 15th, 16th & 22nd December, 2014.

15 numbers of Spots of Consumer Affairs of 30 secs each & 7 number of Day Brading greeting have been fed to stations.

Stations are to broadcast it from their ends on above mentioned dates as per Day Branding norms, which means Total 15 number of spots & 10 number of fre greetings are to be broadcast in a day, which is to be equitably spread through out the Three Transmissions from station’s end.