

## **Message Dated : 30.12.2014 (Tuesday)**

1. Refer uplink R.N. dtd. 9<sup>th</sup> December, 2014 regarding broadcast of 30 secs. odia language spot of consumer affairs.

To-day we are giving the broadcast schedule for the month of January, February and March'2015.

All AIR stations are requested to broadcast one spot per day in film music programme from 1<sup>st</sup> January, 2015 to 24<sup>th</sup> March, 2015. Total 87 spots per station.

Broadcast equal no. of bonus spot in women or youth programme.

Stations please note that spots of different themes are to broadcast on rotation basis.

The spots to be broadcast are already fed on 9<sup>th</sup> December, 2014 by unlink and is e-mailed in their respective stations IDS.

2. This instruction is for AIR Sambalpur, Balangir, Bhawanipatna and Rourkela regarding broadcast of 30 secs. spot of consumer affairs in Sambalpuri dialect.

Broadcast Schedule :-

Broadcast one spot per day in film music programme from 1<sup>st</sup> January, 2015 to 31<sup>st</sup> March, 2015. Total 90 spots per station. Broadcast equal no of bonus spot in Tribal Programme.

Stations please note that spots of different Themes are to broadcast on rotation basis.

Now we are feeding the spots, please record.

3. All AIR Stations please relay 30 mts. sponsored programme "Kantha Kahe Kahani" from AIR, Cuttack on 31<sup>st</sup> December, 2014 at 6.15 p.m.

4. This instruction is regarding introduction of 15 mts sponsorship programme "ଆମ ପରିବେଶ ଆମ ଜୀବନ" by pollution control Board, Bhubaneswar for all AIR, Stations of Odisha.

All stations may please note that this programme will be broadcast from AIR, Cuttack on every Thursday from 6.15 p.m. to 6.30 p.m. from 1<sup>st</sup> January, 2015 to 24<sup>th</sup> December, 2015 = Total 52 episodes.

Stations are requested to take relay of this programme from AIR Cuttack on every Thursday from 6.15 p.m. to 6.30 p.m. from 1<sup>st</sup> January, 2015 to 24<sup>th</sup> December, 2015 and enter the details in Daily Production Sheets.

As discussed in last RPCC meeting to give this programme a pan odisha every stations in odisha has to contribute some content for this programme, So for the next programme which is going to be broadcast on 8<sup>th</sup> January, 2015 AIR Sambalpur is requested to provide two nos. of short interviews of five mts. duration each on topic Health Hazards of Water Pollution, AIR Sambalpur further requested to send this programme to CBS, AIR, Cuttack by mail on or before 4<sup>th</sup> January, 2015.