

Message from CBS : - 07/01/2015(Wednesday)

1. As per decision taken in the RPCC, all the stations in Orissa are requested to mount special programmes on issues related to Girl Child on 24th January, 2015, which is to be observed as 'National Girl Child Day'

All the special Audience programmes of that day should include various issues related to Girl Child like .(i) Child marriage.

(ii) Girls to School

(iii) Boys impression about girls,

(iv) Retention of Girls in schools and so on,

Stations are also requested to schedule 2 nos of Award winning programmes on Girl Child on that day.

Girl children should also be involved in the Anchoring and Compering of various programmes of that day.

For Announcement of both the transmissions Girls Children, should also be involved.

Stations may engage regular announcers also to guide them.

Contractual formalities in this regard have already been completed with Department of Women and Child Development and UNICEF.

2. Message for AIR Baripada and Keonjhar, regarding broadcast of 30 secs spot of "Consumer Affairs" from their ends in Shantali Language.

Broadcast schedule:-

Broadcast 2 spots per day in film music programme from 8th January, 2015 to 14th January, 2015 and broadcast 1 spot per day in film music programme from 15th January, 2015 to 31st March, 2015.

Total 90 spots per stations.

Broadcast equal number of Bonus spots in Tribal Programme.

Now we are feeding the spots. Concerned Stations please record.

3. This has a reference to our satellite message dtd. 9th December, 2014 and 10th December, 2014.

No other station, except AIR Jeypore has sent the schedule of broadcast of 30 secs. spot "Consumer Affairs in oriya and different dialects from its ends to CBS, AIR, Cuttack.

Since, the client is pressing hard for the schedule of spots broadcast for monitoring purpose, Stations are once again requested to send the schedule immediately to CBS.

If the client terminates the contract on the ground of non-receipt of the schedule, the concerned stations will be held responsible for loss of revenue.