

Message dated : 20.01.2015 (Tuesday)

- 1) This instruction is for all AIR stations regarding broadcast of one hour sponsored phone-in Programme.

All AIR stations please note that a one hour sponsored Live Phone-in Programme will be broadcast from AIR, Cuttack on Girl Child Day i.e on 24th January 2015 from 9.30 AM to 10.30 AM.

Subject of the Programme is " Issues related to Girl Child".

Experts will be present in our studio during that time on telephone numbers 0671-2303149 to answer any queries of the listeners pertaining to the subject matter of the programme.

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

- 2) This message is for AIR Sambalpur, Jeypore and Baripada.

We have sent two nos of script of state institute of Rural Development (SIRD) by e-mail to these stations. They are requested to prepare their script in dialect versions and produced it. The duration of the spot is 30 Seconds.

AIR Sambalpur will produce in Sambalpuri dialect, Baripada in Shantali and Jeypore in Desia. This may be given top priority as broadcast of these spots are to begin from 27th January 2015.

- 3) This message is for all AIR stations regarding broadcast of 30 Secs spot on SIRD in odia language which was given yesterday.

All AIR stations are requested to broadcast one spot per day in FILM Music Programme from today i.e 20th January 2015 to 6th March 2015. Total 46 Spots per station. There are three tracks rotate all the tracks.

Broadcast equal no of bonus spot in Rural or Women Programme.

Now we are feeding the spot, pl. record.

Cotd...p

- 4) This instruction is for all AIR Stations.

Department of Women and Child Development has taken Day Branding for State Hook-Up on Girl Child Day i.e 24th January 2015.

As per Day Branding norms 450 Secs FCT along with 10 free Greetings are to be spread out all the transmission from station end.

Stations may please note that Greetings and Spots are not to be used in Film Music, News, Relay and commentaries.

Now we are feeding Greetings and Spots of Women and Child Development. Please record.

The durations of the Spots are one 30 Secs and two 60 Secs.

- 5) AIR Sambalpur, Jeypore, Bhawanipatna, Berhampur and Baripada. Please record 15 Mts Sponsored Programme "**Meenara Duniya**" by UNICEF for broadcast on 21st January 2015 over your Station or relay of this programme from AIR, CUTTACK from 2.45 PM to 3.00 PM , Same Day. Now we are feeding the Programme pl. record.
- 6) All AIR stations are requested to relay 30 Mts Sponsored Programme "**Kantha Kahe Kahani**" from AIR Cuttack on 21st January 2015 from 6.15 PM.