

Message Dated : 21.01.2015 (Wednesday)

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 will broadcast from AIR, Cuttack on Girl Child Day i.e. on 24th January, 2015 from 9.30 A.M. to 10.30 A.M.

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

Experts will be present in our studio during that time on telephone numbers 0671-2303146 and 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 instruction is for all AIR stations.

Department of women for child Development, BBSR has taken Day Branding for state Hook-up on Girl Child Day i.e. 24th January, 2015.

As per Day Branding norms 450 seconds spots as FCT alongwith 10 free Greetings are to be spread out all the transmission from station end.

All AIR Stations may please note that Greetings and spots are not to be used in film music, News, Relay and commnetries.

There are 4 nos. of Greetings and one 30 sec. and two nos of 60 sec. spots of Women and child Development, rotate all Greetings and spots.

Now we are feeding the Greetings and spots, pl. record.

3. This instruction is for all AIR stations regarding broadcast of one hour sponsored phone-in programme.

All AIR Stations may please note that one hour sponsored Live Phone-in Programme by Food and Civil Supply, BBSR will be broadcast from AIR, Cuttack on 25th January, 2015 from 9.00 A.M. to 10.00 A.M.

Subject of the prgoramme is "ଓଡ଼ିଶାରେ ଜାତୀୟ ଖାଦ୍ୟ ସୁରକ୍ଷା ଆଇନ୍ ଅଧୀନରେ ନୂଆ ରେସନ କାର୍ଡ ପାଇଁ ହିତାଧିକାରୀ ଚୟନ କାର୍ଯ୍ୟକ୍ରମ"

Experts will be present in our studio during that time on telephone nos 0671-2303146 and 0671-2303149 to answer any qurries of the listeners pertaining to the subject matter of the programme.

All AIR stations are requested to take relay of this programme from AIR, Cuttack 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.

4. This instruction is for AIR Balangir.

Due to broadcast of Live phone-in sponsored programme on 25th January, 2015 from 9.00 A.M. to 10.00 A.M., the scheduled Katha Rakhiba AIDs Rokiba –Mo Pasanda will be broadcast from 10.00 A.M. to 11.00 A.M., same day from AIR, Cuttack. So, AIR Balangir is requested to take relay of this programme from AIR Cuttack on 25th January, 2015 from 10.00 A.M. to 11.00 A.M.

5. This instruction is for all AIR Stations regarding broadcast of 40 and 45 secs. spots of UNICEF.

All AIR Stations may please note that the broadcast schedule of these spots have already been send by concern station email.ID, download the same and broadcast accordingly.

Now we are feeding the spots. Please record.

6. AIR Sambalpur, Jeypore, Bhawanipatna, Berhampur, and Baripada, please record 15 minutes sponsored programme “Meenara Duniya” by UNICEF for broadcast on 22nd January, 2015 over your stations or relay of this programme from AIR, Cuttack from 2.45 P.M. to 3.00 P.M. same day.

Now we are feeding the programme, please record.