

Message Dated : 27.01.2015 (Tuesday)

1. All AIR Stations are requested to relay 30 mts sponsored programme "Kantha kahe kahni" from AIR Cuttack on 28th January, 2015 at 6.15 P.M.

2. This instruction is for AIR Sambalpur, Rourkela, Balangir and Bhawanipatna regarding broadcast of 30 second spot of SIRD in Sambalpur dialect.

Broadcast Schedule:-

Broadcast Two spots per day in film music programme from 27/1/2015 to 02/02/2015 and one spots per day from 03/02/2015 to 06/03/2015.

Total =46 spots per stations.

Broadcast equal no of bonus spot in Rural, Women of youth programme.

There are two tracks, rotate both the tracks. Stations may please note that this will be in addition to odia language spot instructed on 19th January, 2015. Now we are feeding the spots, please record.

3. This instruction is for AIR Jeypore regarding broadcast of 30 secs. spot of SIRD in Desia Dialect.

Broadcast schedule:-

Broadcast two spots per day in film music prog. from 27/1/2015 to 02/02/2015 and one spot per day from 03/02/2015 to 06/03/2015.

Total= 46 spots. There are two tracks, rotate both the tracks.

Broadcast equal no of bonus spot in Rural, women youth prog. the material has already exist with the station.

Station may please note that this will be in addition to odia language spot instructed on 19th January, 2015

4. This is a repeat instruction of dtd. 23/1/2015 for all AIR Stations regarding broadcast of 30 secs. spot of Leprosy in Odia Language.

Broadcast Schedule: -

Broadcast one spot per day in film music programme from 28th January, 2015 to 1st March 2015. Total =33 spots per station. All AIR stations may please note that there is no bonus spot as the client has availed 50% concession, there are five tracks, rotate all the tracks.

Now we are reeding the odia language spot of Leprosy, please record.

5. This is a repeat instruction of dtd. 23/1/2015 for AIR Sambalpur regarding broadcast of 30 second spot of Leprosy in Sambalpuri dialect.

Broadcast Schedule:-

Broadcast one spot per day in film music chunk from 28th January, 2015 to 3rd March, 2015. Total =35 spots.

Station may please note that there is no bonus spot as the client has availed 50% concession and they are to broadcast this spot alongwith the odia language spot as the sambalpuri dialect spot is additional booking.

The spots are already exit with the station.

6. This is a repeat instruction of dtd. 23/1/2015 for AIR Jeypore regarding broadcast of 30 seconds spot of Leprosy in Desia, Kui and Soura dialect.

Broadcast Schedule:-

Broadcast three spots per day i.e. one Desia, one Kui and one Soura dialect in film music chunk from 28th January, 2015 to 8th March 2015. Total =120 spots.

Stations may please note that there is no bonus spot as the client has availed 50% concession. The spots are already exit with the station.

This will be in addition to odia language spots instructed in the 4th message.

7. This is a repeat instruction of dtd. 23/1/2015 for AIR Baripada and Keonjhar regarding broadcast of 30 seconds spot of Leprosy in shantili dialect.

Broadcast schedule:-

Broadcast one spot per day in film music from 28th January, 2015 to 5th march, 2015. Total=37 spots per station. There is no bonus spot as the client has availed 50% concession. The spots are already exit with the stations.

This will be in addition to odia language spots instructed in the 4th message.