

Message Dated - 11.07.2016

Message from CBS Cuttack to all AIR Stations, regarding additional booking of Spots, In house Sponsorships and Day Branding over State hook-up on the occasion of Car Festival Puri.

We are giving Schedule of broadcast in details now.

Broadcast 1 spot of UP Tourism, Language Hindi, per day in any Category -2 programme on 12th, 13th, 16th, 17th, 18th, 19th, 20th and 21st July 2016. Broadcast equal number of Bonus spot in any Category - 2 programme.

Broadcast 1 spot of Odisha Tourism, Language Odia, per day in Film Music on 12th, 13th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th and 31st July 2016 and 1st and 2nd August 2016 - Total 20 Spots.

Broadcast equal number of Bonus spot in any Category - 2 programme.

30mts Sponsorship of Bandana Programme has been taken by I & PR Department, Odisha on 12th, 13th, 16th and 17th July 2016. This Sponsorship will be broadcast from AIR Cuttack. All Stations are to take relay from 6.05 AM to 6.35 AM of this programme.

From 18th July to 8th August, 2016 30 Mts Sponsorship has been taken by I & PR Dept. of Bandana Programme or Devotional songs programme on State hook up.

Sponsorship of these 22 number of Programmes are to be broadcast from Station end.

In the beginning of the programme opening Credit Line with one 30 Secends spot of I & PR Department.

2 Spots of 30 Secs in between the programme and one spot of 30 Seconds with Closing Credit Line at the end of the Programme.

Credit line will be ଏହି କାର୍ଯ୍ୟକ୍ରମର ପ୍ରାୟୋଜିତ “ସୂଚନା ଏବଂ ଲୋକ ସମ୍ପର୍କ ବିଭାଗ, ଓଡ଼ିଶା ସରକାର” ।

For 15th July 2016 State Institute of Health and Family Welfare Odisha has booked Day branding, over State Hook up.

All AIR Stations are to broadcast 10 number of Day Branding Greetings of 5 Seconds duration, ~~each~~ and 450 Seconds FCT, which are to be spread over all the Transmissions on that day, in all the programmes, except, News, Relays, Commentaries and Film Music Programmes.

We are now giving spots and Day Branding Greetings one by one. Stations please record.