

Message Dated - 13-07-2016

1. Message from CBS, Cuttack for all AIR Stations regarding Rural Programme Sponsorship.

All AIR Stations may please refer to our Uplink message Dated 5th July, 2016 regarding 30mts Sponsorship of Rural Programme by Director Agriculture, Odisha, which was to be broadcast from your ends. 30mts sponsorship with 120 Seconds FCT per day.

This booking was for 12th, 13th, 14th, 15th, 17th, 18th, 19th and 20th July 2016.

We have fed spots to be used as FCT and sponsorship Credit Line on that day for use by stations, from their ends.

Spots fed are ok. But sponsorship Credit Line needs some correction.

Instead of ରାଷ୍ଟ୍ରୀୟ କୃଷି ଏବଂ ଖାଦ୍ୟ ଉତ୍ପାଦନ ନିର୍ଦ୍ଦେଶାଳୟ ଓଡ଼ିଶା, The correct sponsorship credit line will be ଏହି କାର୍ଯ୍ୟକ୍ରମର ପ୍ରାୟୋଜକ କୃଷି ଏବଂ ଖାଦ୍ୟ ଉତ୍ପାଦନ ନିର୍ଦ୍ଦେଶାଳୟ ଓଡ଼ିଶା ।

We are feeding the opening as well as Closing Credit Lines now. Stations please record and use it. Inconvenience for broadcast of 12th, July is regretted.

2. All AIR Stations may please refer to our Uplink message Dated 11th July 2016, regarding Day Branding by State Institute of Health and Family Welfare, Odisha over State Hook Up for 15th July, 2016.

All AIR Stations are to broadcast 10 numbers of Day Branding Greetings of 5 Seconds and 450 Seconds FCT, which are to be spread over all the Transmissions of that day that is 15th July, 2016 in all the programmes, except News. Relay Programmes, Commentaries, if any, and Film Music Programmes.

We have fed Day Branding Greetings and Spots of State Institute of Health and Family Welfare, to be used as FCTs, on that day, which are already with the stations.

Please broadcast it from your ends on 15th July, 2016.

For convenience of stations, now again we are feeding the same again. Please record.
