



PRASAR BHARATI
INDIA'S PUBLIC SERVICE BROADCASTER
COMMERCIAL BROADCASTING SERVICE
ALL INDIA RADIO: CUTTACK
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Letter no-CK/CBS/2(10)/2013/

Date-09.07.2013

1. **Schedule of Day Brandings during Car Festival 2013.**

The schedule of Day Brandings during this year's Car festival is as below:


Sl. No.	Date	Clients	Remarks
1.	11.07.2013	NABARD	Every client is entitled for 450 Secs. FCT along with 10 Greetings for each Day's booking.
2.	12.07.2013	NABARD/ SC & ST Dept.	
3.	13.07.2013	NABARD	
4.	14.07.2013	NABARD, Labour Commission, Women & Child Dvt.	
5.	15.07.2013	NABARD, Commercial Tax	
6.	16.07.2013	NABARD, Agriculture	
7.	17.07.2013	NABARD, SC & ST Dept.	
8.	18.07.2013	NABARD, Forest, Women & Child Dvt., IFFCO	
9.	19.07.2013	NABARD, Women & Child Dvt, SIHFW	

This schedule is applicable for all the Stations in Odisha except FM Rainbow & Vividh Bharati, Cuttack. Stations are requested to use the FCT of 450 Seconds & 10 Greetings each by the Clients for each day's booking in their Morning Devotional/ Afternoon Devotional / Yuva Vani/ Women/ Rural & F&H Programmes. The broadcast of commercial Spots are to be spread out to all the three transmissions. At no point of time two greetings should be broadcast consecutively.

Stations are requested to mail to CBS, Cuttack each day's Commercial DP Sheets by 4PM next day which is to be submitted to the Clients as proof of their broadcast.

2. **Schedule of Sponsorship during Car festival, 2013:**

The department of Agriculture, Govt. of Odisha has sponsored the F& H Programmes of all the Stations of Odisha on 12, 14, 15, 16, 17, 18, & 19th July, 2013 and Morning Devotional Programmes on 11th July, 2013 (Total 8 days). For this sponsorship we are feeding on today's RN a Spot of the duration of 20 Seconds which is to be broadcast six times each by every station during this sponsorship period Opening & Closing Credit Line as usual is to be given. It is further requested that Spots are to be incorporated in these programmes in such a manner that there will be atleast 05 mts gap in between two spots.

Yours Faithfully,

(Suhas Mohanty)
Asst Director (Prog.)

To
The Station Directors/Programme Heads
All India Radio,
CUTTACK / SAMBALPUR/ JEYPORE / BHAWANIPATNA.
BERHAMPUR/ BOLANGIR/BARIPADA/ KEONJHAR/ ROURKELA/JORANDA & PURI.