

Message Dated : 30.06.2014 (Monday)

1. Department of Women and Child Development has taken Day Branding for state Hook-up on 03,07, and 08/07/2014. Total 3 days.

As per Day Branding norms 450 second FCT along with 10 free Greetings are to be Spread over all the transmissions from Station end.

All Stations please record the Greetints and the spots, to be used as FCT, which we are feeding now.

Stations may please note that Greetings and Spots are not to be used in Film Music, News, Relay and Commentaries.

We are now feeding the Greetings and spots of Women and child Development, please record.

2. IFFCO has taken Day Branding for state Hook-up on 4th July, 2014.

As per Day Branding norms 450 second FCT along with 10 free Greetings are to be spread over all the transmissions from Station end.

Stations may please note that Greetings and spots are not be used in film music, News, Relay and Commentries.

We are now feeding the Greetings and Spots of IFFCO to be used us FCT, please record.

3. This instruction is for all AIR Stations regarding broadcast of 25 second spot of Horticulture.

Broadcast Schedule:-

Broadcast two spots per day in Rural Programme from 1st July,2014 to 8th July,2014-

Total 16 spots. Broadcast equal nos of bonus spots in Tribal or Rural Prog.

Now we are feeding the spot, please record.

4. This instruction is for AIR Bolangir.

The one hour in house sponsorship with Branding of Katha Rakhiba AIDs Rokiba- Mo Pasanda by OSACs, BBSR will be broadcast from AIR Cuttack on Every Sunday from 9.00 A.M. to 10 A.M. from 6th July 2014 to 22nd March 2015. Total 38 programmes.

AIR Bolangir is requested to take relay of this programme from AIR Cuttack and enter in Daily Production sheet.