

Message Dated : 01.07.2014 (Tuesday)

1. This instruction is for all AIR Stations.

Department of ST and SC Development, Odisha has taken sponsorship of 30 minutes Bandana / Devotional programme on State Hook-up on 2,3,4,5,6,7,8 and 9th July, 2014 – Total 8 days.

FCT allowed 120 seconds for each programme.

Broadcast Schedule:-

Opening Credit line plus 60 seconds spot before programme.

Closing Credit line plus 60 second spot after programme.

Credit line will be - “ଏହି କାର୍ଯ୍ୟକ୍ରମର ପ୍ରାୟୋଜକ ଅନୁସୂଚିତ ଜନଜାତି ଓ ଅନୁସୂଚିତ ଜାତି ଉନ୍ନୟନ ବିଭାଗ, ଓଡ଼ିଶା”

This sponsorship are to be broadcast by station from their end.

Now we are feeding the Credit line and spots of Department of ST and SC Development Odisha, please record.

2. This instruction is for all AIR stations.

Department of ST and SC Development, Odisha has taken sponsorship of 15 minutes **Srikshetra Madhuri** Programme on state Hook-up on 3,4,5,6,7,8,9 & 10th July,2014.- Total 8 programme.

FCT allowed 60 second for each programme.

Broadcast schedule:-

Opening Credit line plus 60 second spot before programme.

Closing Credit line after programme.

All AIR Stations may please note that this programme will be broadcast from 8.30 A.M. to 8.45 A.M. from PC AIR, Cuttack.

Stations are requested to take relay of this programme from AIR Cuttack and enter the details in Daily Production Sheet.

3. This instruction is for all AIR Stations.

The 30 minutes sponsored programme “**Kantha Kahe Kahani**” will be broadcast from AIR, Cuttack tomorrow i.e. on 2nd July 2014 at 6.15 P.M.

All AIR Stations are requested to take relay of this programme from AIR, Cuttack.

4. This Instruction is for all AIR Stations.

Directorate of State Institute of Health and family welfare, Odisha has taken sponsorship of 30 minutes Bandana / Devotional programme on state Hook-up on 3,4,5,6,7 and 8th July 2014. Total 6 programme.

FCT allowed 120 second for each programme.

Broadcast schedule :-

Opening Credit line plus 60 second spot before programme.

Closing Credit line plus 60 second spot after programme.

Credit line will be - “ଏହି କାର୍ଯ୍ୟକ୍ରମର ପ୍ରାୟୋଜକ ରାଜ୍ୟ ସ୍ୱାସ୍ଥ୍ୟ ଓ ପରିବାର କଲ୍ୟାଣ ବିଭାଗ, ଓଡ଼ିଶା”

This sponsorship are to be broadcast by station from their end.

Now we are feeding the Credit line and spot of state Institute of Health and Family Welfare, please record.

5. This instruction is for all AIR stations regarding broadcast of 60 seconds spot on Deugue.

Broadcast schedule for AIR Jeypore, Sambalpur, Bhawanipatna, Puri, Rourkela, Berhampur, Joranda & Bolangir.

Broadcast one spot of Odia dialect in film music programme from 2/7/2014 to 4/7/2014

Total – 3 spots.

Broadcast schedule for AIR Baripada and Keonjhar.

Broadcast two spot of shantali dialect in film music programme from 2/7/2014 to 4/7/2014 – Total 6 spots.

All AIR Stations may please note that there is no bonus spot as the client has availed 50% concession.

Caption of the spot is ନିଧୁ ମଉସା । Stations are requested to use the existing spot.