

Immediate

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat
Prasar Bharati house
Copernicus Marg, New Delhi -110001

No: P-1/012(33)/2019-Ops

Dated: 23.02.2020

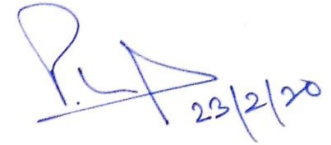
Office Memorandum

(No. 04/2020-Ops.)

Subject: Broadcast Guidelines during lockdown period - *regarding*

Please find attached the broadcast guidelines with immediate effect for AIR and DD during lockdown period due to Coronavirus Pandemic.

2. This issues with the approval of CEO, Prasar Bharati.



(Prakash Veer)
DDG(Ops.)

Encl. As above

To:

1. Pr. DG: NSD, DG:News
2. E-in-C (BO), E-in-C (SI&CS)
3. All ADGs, All DDGs in the Network
4. DDG(T) for uploading on Prasar Bharati Website

Copy for information to:

1. Staff Officer to CEO, Prasar Bharati
2. PS to Member (Finance)

Broadcast Guidelines during lockdown period

A) ESSENTIAL RADIO SERVICES

AIR - National:

All India Radio may operate the two national services as mentioned below as essential services that would be available in all modes and may be utilised by any station for relay in case of contingency:

- a. 24x7 Bilingual National News Service in Hindi and English – to be produced by NSD Delhi
 - i. National News Service to designate a Bilingual Morning Hour and a Evening Hour dedicated to COVID-19 related latest summary of factual position
 - ii. The designated slots to be 30 min in Hindi and 30 min in English
 - iii. The designated slots to be advertised widely so that there is mass awareness on the same
 - iv. These updates to be available in all modes and subsequently made available digitally in a designated playlist for use by private media
- b. 24x7 Vividh Bharati in Hindi – to be produced by Mumbai
 - VB service, pre-recorded Hindi entertainment content with periodic insertion of
 - news updates from (a)
 - additionally a segment on Good News Stories on COVID-19 recovery/fight-back to be produced by NSD

BOTH SERVICES TO CARRY HIGH FREQUENCY SPOTS/JINGLES ON

- ***SOCIAL DISTANCING***
- ***STRICT OBSERVANCE OF LOCKDOWN***

AIR - Regional

- 1) Stations with one MW/FM channel may relay the National News Service produced by NSD Delhi with appropriate insertion of local/regional news bulletins and informational content in local/regional languages subject to local circumstances and conditions.

- i. Regional designated slots to follow National Slots in local/regional language dedicated to COVID-19 related latest summary of national factual position and local position in that region
- ii. The designated slots to be advertised widely so that there is mass awareness on the same
- iii. These updates to be available in all modes and subsequently made available digitally in a designated playlist for use by private media

2) Stations with more than one MW/FM channel, may relay

- a. the National Vividh Bharati service on the additional channel with appropriate insertion of local/regional news bulletins and informational content in local/regional languages subject to local circumstances and conditions

OR

- b. local language Vividh Bharati service on the additional channel with appropriate insertion of local/regional news bulletins and critical informational content in local/regional languages subject to local circumstances and conditions.

3) All relay FM transmitters to run the National Vividh Bharati service.

4) Good News Stories on COVID-19 recovery/fight-back may be produced in local/regional language as well for insertion in local language Vividh Bharati where feasible.

Note:

1. Zonal ADGs in close coordination with Pr. DG, NSD may decide the regional window depending upon the local condition and capabilities of the concerned centre/RNU.

2. In case of contingency as a fall back option the National News service may relay the audio of DD News.

B) NON-ESSENTIAL RADIO SERVICES

The following non-essential radio services may be suspended with immediate effect during the lockdown

ESD

- 5) All ESD services
- 6) All transmitters dedicated to ESD

DRM

- 7) Pure DRM mode operations
 - a. DRM transmitters may be operated on analogue / simulcast mode to relay the National News Service subject to local circumstances and conditions

FM

- 8) Stations with a 3rd FM channel may relay audio of DD News or DD India subject to feasibility

C) ESSENTIAL TV SERVICES

National Channel Operations:

Live operations:

The following 3 channels will remain on a live mode to address any emergency situation.

DD National - To run as it is with a reduced manpower & appropriately modified FPC

DD News - To run as it is with a reduced manpower & appropriately modified FPC. Clean stream of the same to be available without ticker, and logo for relay by Hindi belt channels.

DD India - To run as it is with a reduced manpower & appropriately modified FPC. Clean stream of the same to be available without ticker, and logo for relay by Hindi belt channels.

- DD News/DD India to designate a Bilingual Morning Hour and a Evening Hour dedicated to COVID-19 related latest summary of factual position
- The designated slots to be 30min in Hindi and 30 min in English
- The designated slots to be advertised widely so that there is mass awareness on the same
- These updates to be made available digitally in a designated playlist for use by private media
- Additionally a Good News Segment to be produced on COVID-19 recovery/fight-back

Non-Live Operation:

The following channels should operate in the mode as mentioned below:

DD Bharati	–	To run on play out mode
DD Kisan	–	To run on play out mode
DD Sports	–	To run on play out mode
DD Urdu	–	To simulcast DD News

Regional Channel Operations:

- Regional designated slots to follow National Slots in local/regional language dedicated to COVID-19 related latest summary of national factual position and local position in that region
- The designated slots to be advertised widely so that there is mass awareness on the same
- These updates to be made available digitally in a designated playlist for use by private media
- Additionally a Good News Segment to be produced in local/regional language on COVID-19 recovery/fight-back

Hindi Belt Channels:

To simulcast DD News with a suitable insertion of local bulletins / content as required.
They will receive the clean feed of DD News and will use the respective logo and ticker.

Non-Hindi belt Channels:

To simulcast DD India with a suitable insertion of local bulletins / content as required.
They will receive the clean feed of DD India and will use the respective logo and ticker.

Note:

1. Zonal ADGs in close coordination with DG, News may decide the regional window depending upon the local condition and capabilities of the concerned Kendra/RNU.

2. All satellite channels to run in high frequency scroll messages and video messages on:

- **Social Distancing**
- **Strict adherence to lock-down and any other COVID-19 related emergency updates**

DTH & C-Band Operations

Being an essential service, DTH Todapur unit may have seamless operations as usual.

Also the C- band operations from various locations may have uninterrupted service.

D) NON-ESSENTIAL TV SERVICES

The following non-essential services may be suspended with immediate effect.

a. Analogue Terrestrial Transmitters:

All analogue terrestrial transmitters operations may be suspended except in

- J&K
- Leh, Ladakh
- Lakshadweep
- A&N Islands/
- Puducherry, Sikkim,
- and any other Kendra that generates daily news bulletins with no satellite footprint may continue with local terrestrial operations, so that the daily local news transmission is not disrupted.

b. Digital Terrestrial Transmitters

DTT operations may be suspended

Note:

- Sales Division may take the advertisers into confidence to align with the above decisions on committed campaigns, commercials and sponsored programs.

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