

# Radio channels and different Department

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- ❖ REGIONAL CHANNELS
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- ❖ RADIO AUTOBIOGRAPHY

- ❖ ARCHIVES DIGITAL LIBRARY
- ❖ DIGITAL SOUND ARCHIVES
- ❖ PROGRAMME EXCHANGE LIBRARY
- ❖ TRANSCRIPTION UNIT
- ❖ REFURBSHING UNIT
- ❖ INTERNATIONAL RELATION UNIT
- ❖ NEWS SERVICE DIVISION
- ❖ EPORTING UNIT
- ❖ TALKS AND CURRENT AFFAIRS  
UNIT
- ❖ FEATURE UNIT
- ❖ MONITORING UNIT

## REGIONAL CHANNELS

- ❖ Regional channels of AIR are located mostly in the state capital and linguistic cultural regions of every state.
- ❖ 127 channels in 28 state and 8 union territories
- ❖ Air Infotainment programmes
- ❖ Broadcast on MW frequency
- ❖ Promote art and culture
- ❖ Most accessible among AIR channels

## LOCAL RADIO STATION

- ❖ New concept of broadcasting in India
- ❖ 86 station on FM to cater small towns
- ❖ Provides utility services and reaches right in to the heart of the community
- ❖ LRS is down to earth, intimate and uses uninhibited approach
- ❖ The programmes of LRS are area specific.
- ❖ Flexible and spontaneous enough to enable the station to function as the mouth piece of local community.

## FM RAINBOW

- ❖ Launched at a time when listening was declining especially in big cities
- ❖ In AM mode music reception is not of rich qualities as in stereophonic cinema halls or on digital electronic devices.
- ❖ At present AIR have 391 FM transmitters
- ❖ Covers 31.54% of the area and 44% of population
- ❖ FM Rainbow channel is available at 22 places - Delhi, Kolkatta, Chennai, Mumbai, Lucknow, Kanpur, Jalandhar, Cuttak, Panji, Banglore, Kodaikanal, Coimbatore, Kochi, Puducherry, Tiruchirapalli,hyderabad, Madurai, Trinelvelli, Chandigarh, Vijaywada, Srinagar,&visakhapatanam.
- ❖ The FMchannel includes pop music, film songs, classical and devotionalmusic, newsetc.

## FM GOLD

- ❖ 1<sup>st</sup> September , 2001 at Delhi
- ❖ Composition - 30% news and current affairs, 70% entertainment programming
- ❖ Duration 18 hours
- ❖ Available in four metros- Delhi, Mumbai, Kolkatta, Chennai and one Ludhiyana
- ❖ Provide information interlinked with entertainment and being information update on traffic, airlines, railways, weather reports.

## DTH SERVICES

- ❖ DTH radio channel is a satellite service
- ❖ For TV sets
- ❖ Uplinking facility at Todapur, Delhi
- ❖ Cover entire country as well as neighbouring countries.
- ❖ 24 hour digital service
- ❖ Repetition are kept minimum



## VIVIDH BHARATI

- ❖ Commercial wing of AIR through its central sales unit at Mumbai
- ❖ 15 main commercial broadcasting service centers located in different parts of country
- ❖ 10 marketing divisions
- ❖ Strictly adhering to the Broadcast and commercial codes

**To be continue.....**

**Thank You**