

STATE ELECTION COMMISSION (Election Authority)

(Jammu & Kashmir Panchayat Raj Act, 1989)

Union Territory of Jammu & Kashmir

Nirvachan Bhawan, Rail Head Complex Jammu

Phone No: 0191-2477519 Fax No - 0191-2477389 Email ID: ceo-jk@nic.in

"Greater participation for a Stronger Democracy"

Director Information & Public Relations,
Department of Information & Public Relations,
Government of Jammu & Kashmir, Srinagar.

No: - 24 / SEC / PyL / 2020 / 1423-24

Dated: - 25-11-2020

Subject: - Conduct of Elections to the District Development Councils (DDCs) and Panchayat By-Election 2020 - Carrying of Video Spots- regarding.

Madam,

In reference to the subject cited above, I am directed to request you to kindly carry the print and electronic media campaign as per the detailed action plan annexed.

Matter may be treated as Election Urgent

Secretary
State Election Commission
UT of Jammu & Kashmir

Copy to:

1. Deputy Director Information o/o CEO, J&K for necessary action.
2. Office copy for

Plan/Schedule

(37)

S.N O	Type of Media	Medium	Particular/Name of the programme	Duration/Period of Campaign/DIPR rates
1	Electronic Media (Satellite TV Channels)	Satellite TV Channels	Oulistan News Channel (Video Spots) (i) 8.30 AM to 9.30 AM during Salam J&K programme = 2 Times (ii) 7.00 PM Kashmiri News Bulletin = 1 times (iii) 8.00 PM Urdu News Bulletin namely Urdu Khabernama) = 1 times (iv) 8.30 PM During Khabernama Teh Tak = 1 Times (v) 9.00 PM during JK Prime = 2 times	w.e.f 24-11-2020 to 08-12-2020 Video Spot (60 Seconds Approx.) Video spots on rotation basis
		Satellite TV Channels	JK24x7 News Channel (Video Spots) (i) 1 times in morning during News Hours (ii) 2 times in evening during News Hours	w.e.f 24-11-2020 to 08-12-2020 Video Spot (60 Seconds Approx.) 3 times a day during prime time / Video spots on rotation basis
		Satellite TV Channels	News-18 Urdu 2 times i.e during & after JK News Bulletin	w.e.f 24-11-2020 to 08-12-2020 Video Spot (60 Seconds Approx.) 2 times a day during prime time
		Satellite TV Channels	ZEE Salam 2 times during evening News Bulletin	w.e.f 24-11-2020 to 08-12-2020 Video Spot (60 Seconds Approx.) 2 times during evening bulletin
		Satellite TV Channels	Any other prominent channel (if any) will be decided by DIPR, J&K	w.e.f 24-11-2020 to 08-12-2020 Video Spot (60 Seconds Approx.) 2 times per day
		Local Cable Network Channels	(i) Take 1 Channel 4 times per day during prime times (ii) JK Channel 4 times per day during prime times (iii) Vandi TV 4 times per day during prime time (iv) SEN Channel, 4 times per day during prime times (v) 7 Plus, 4 times per day during prime times (vi) JK AC, 4 times per day during prime times (vii) Any other prominent cable Channel/s 4 times per day during prime time	w.e.f 24-11-2020 to 08-12-2020 Video Spot (60 Seconds Approx.)

	DD Channel	Video Spots (i) During 8:00 AM to 9:00 AM Good Morning J&K Programme - 1 times (ii) During 7:15 pm to 7:30 pm Urdu News DD Kashmir - 1 times	w.e.f 24-11-2020 to 08-12-2020 Video Spot (60 Seconds Approx.) 2 times per day
Print Media	4 Leading Newspapers of Jammu Division (In English and Hindi) & 4 Newspapers in Kashmir Division, (English and Urdu)	Print Advertisement Quarter page	w.e.f 25-11-2020 to 08-12-2020 Every after 2 days gaps

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