



## **PROGRAMME STAFF ASSOCIATION OF AIR & DD**

Cordially invites you for a seminar on the theme

**"THE CONCEPT AND PRACTICE OF PUBLIC SERVICE  
BROADCASTING IN A MULTI CHANNEL ENVIRONMENT"**

On 8th January 2011, Saturday  
from 10.30 a.m. to 1.00 p.m.

at

**Devaneya Paavanar Library A/c Hall, LLA Building,  
(Adjacent to British Council Library)  
Mount Road, Chennai - 600 002.**

*All are welcome*

**AIR & DD - THE VOICE & VISION OF INDIA**

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## **ITINERARY**

*Welcome Address by*

**Shri. R. Srinivasan**, General Secretary, PSA

*Session Presided by*

**Shri. Sanjay Kumar**, President, PSA

*Inauguration of the Seminar by Lighting of Lamp and Keynote Address*

**Future Plans in Personnel Front in Prasar Bharati**

by

**Shri. V. SHIVAKUMAR,**

MEMBER (PERSONNEL)

PRASAR BHARATI BOARD, NEW DELHI

### **Distinguished Speakers**

The Phenomenon of 24/7 News Channel and their impact on civil society and policy makers.

**Shri. ARUN RAM,**

Metro Editor, The Time of India.

Status and funding of public service Broadcasters in different Nations.

**Shri. Dr. G. RAVINDRAN,**

HOD - Department of Journalism & Communication,  
University of Madras.

Positioning AIR & DD in a Multi Channel Scenario -  
Perspectives of a Media Personality.

**Shri. R. BHAGWAN SINGH,**

Consulting Editor, Deccan Chronicle.

Challenges faced by Public Service Broadcasting.

**Shri. G. JAYALAL,**

Deputy Director General (P), AIR New Delhi.  
General Manager, (Personnel), Prasar Bharati.

### **Vote of Thanks**

**Shri. A. Rajavelu,**

State Secretary, PSA - T.N.

*\* High Tea will be served from 10am,  
pls be in your seats by 10.15 am and put your mobiles on silent mode during the session.*

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