

ITEM No. 5076/56

AH
17 May
AA Ref.No. P-248

POLAND

REGIME PROGRAMMING POLICIES

PROPAGANDA 2600
Anti-Western 2601 a

BUDGET OF RADIO AND TELEVISION

SOURCE AUDIENCE ANALYSIS SECTION: Trybuna Ludu, No. 107 (2620),
17 April 1956, p.4. Item: Further Debate On The Budget In the Seym
Commissions, signed (lg).

AUDIENCE ANALYSIS SECTION COMMENT: None

EVALUATION COMMENT: None

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"In the evening the Commission discussed the budget of the Polish Radio and Television. The estimates of the two institutions were reported by deputy Banach; deputies Kruczkowski, Polewka, Wycech, and others took part in the debate.

The budget of the Polish Radio has been increased by nearly 43 million zlotys in comparison with the last year. The broadcasting time is to be increased by 8.8 per cent in 1956 and of television time is to be stretched up to 416 hours. It was emphasized in the discussion that both the Polish Radio and the Television have made some improvements, in particular, radio broadcasts have become more attractive by the introduction of new formats and by enlivening the programs. This indisputable progress has been achieved on a still backward and weak technical basis, both so far as radio and television are concerned. Great efforts are being made to remedy this technical backwardness: a new transmitter for foreign broadcasts will be constructed, the television studio is to be shortly transferred to the Palace of Culture and Science, and it is going to receive its first transmission car from the USSR about the middle of this year.

Broadcasts of the Polish Radio are securing a widening range of influence. The mail office received 44,500 letters from the listeners in March alone, of which 85 per cent were addressed to wave 49. Foreign broadcasts of the Polish radio are being relayed to most European countries, the editors of these broadcasts receive letters from practically all the continents.

The Commission took, however, a critical attitude toward many problems of the work of radio and television.

(more)

The deputies criticized the schedule of the Polish radio, which is still unsatisfactorily co-ordinated, particularly so far as the programs of Warsaw I and II are concerned. Problems of Weltanschauung are unsufficiently considered in the programs of the Polish Radio and broadcasts for the countryside show many failings.

Deputy Kruczkowski pointed to the overgrowth of slots in radio and television. This is a dangerous ailment which threatens all the institutions of culture and propaganda; it is followed by the bureaucracy and officialdom which rule in these institutions. The editorial staff of the television now employs nearly one hundred persons while only a few hundreds of television sets are available in the whole country.

There was also a discussion on the popularization of television.

A number of television sets was bought abroad. Scarcely 20 per cent of them have been sold to the public and the remainder lies around in the stores. Television sets are still very expensive. After a long discussion in the presence of the representatives of three ministries, the price of imported television sets was decreased by 1,500 zlotys. The Commission recommended the revision of the production plan and the suggested price of the home-made television sets as well as it proposed that the price of imported sets should be lowered to 5,000 zlotys paid in twelve instalments.

While making savings on the establishments in the editorial staff of radio and television it is desirable to expand the mail department, which does a useful and fruitful job and cannot cope with its task. In order to improve the level of broadcasts the amount of money earmarked for authors' fees should be increased. These fees now constitute only eleven per cent of the whole radio budget. It results in the flight of writers from the radio.

The Commission will submit its motions to the debate in the Sejm.

End.