

ITEM No. 3747/56

AH
12 April
AA Ref.No, H-45

HUNGARY
REGIME PROGRAMMING POLICIES

PROPAGANDA 2600
Anti-Western 2601 a

BING CROSBY, XAVIER CUGAT, AND SPORTS

SOURCE AUDIENCE ANALYSIS SECTION: Hung.Monit, 2 April 1956 and Esti
Budapest 28 March 1956, p. 4.

AUDIENCE ANALYSIS SECTION COMMENT: None

EVALUATION COMMENT: None

* * *

First you will hear the dance orchestra from the Leipzig radio, then in the second part of our program Xavier Cugat and his orchestra will play and Bing Crosby will sing. (The music continues, - the program lasts an hour. Crosby's programs are "Simoneta" - "You are the great moment of my life" etc.)

* *

A few weeks ago, the Hungarian radio started a new "Sunday Sport" program at 22.10 hours. It gives the opinion of coaches, of former world famous sportsmen, newspapermen of various sport events.

End.