

ITEM No. 4591/56

HW
5 May
AA Ref.No. P-233

POLAND
REGIME PROGRAMMING POLICIES

PROPAGANDA 2600
Anti-Western 2601 a

PROGRAM OF THE POLISH RADIO

SOURCE AUDIENCE ANALYSIS SECTION: WARSAW I, 21 April 1956, 18.30, Monitoring p. 1191.

AUDIENCE ANALYSIS SECTION COMMENT: This is the opinion of the audience recruited from the educated class.

EVALUATION COMMENT: None

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(Extracts)

"Let us begin with the following question: In the opinion of the scientists, what should the program of the Polish Radio be like?

"It seems to me that this is a very difficult question, because everyone of us expects something else from the radio. It appears that the Polish Radio tries to follow the line that satisfies the needs of all our citizens. In my opinion this line is a compromise well adjusted to the needs of our community.....

"I would like to raise the question of the availability of the program. The newspapers and periodicals publish in most cases radio programs, but the newspaper doesn't always come in time. For instance, I receive my TRYBUNA LUDU only at 11 a.m. and sometimes even later. It appears that RADIO I SWIAT has a relatively small circulation. I think that efforts should be made to increase the circulation and that every registered listener should receive Radio I SWIAT.

"But is it possible?

"I believe, gentlemen, that you are aware that the decisive factor is the shortage of newsprint. As a matter of fact, RADIO I SWIAT has an insufficient circulation. I would like to illustrate it with some figures. The Hungarian Radio has about one million subscribers and its radio publication has the circulation of 120.000 copies. The Polish Radio has 3.300.000 subscribers and the circulation of its weekly amounts to 80.000 copies.

"It seems to me that this is a very important suggestion. Only with a program in hand one can take advantage of the radio in a manner that suits

(more)

best the listener as well as the radio. That has always worried me: this lack of a plan in our listening to the radio.....

"It seems to me that the function of the radio can be summed up in the following way: rest, entertainment, which often includes elements of instruction, and a great deal of educative matter. It would probably be difficult to transform the radio into a exclusive means of instruction and education. Many people do not know how to organize their leisure. This is exactly done by the radio.

"I wish to touch upon another important matter. More and more often we travel abroad and have contacts with other countries. The people in Poland listen willingly to reports of such journeys.

"It is so ?

"I feel that there is too little of it in the radio. I should think that when someone goes to China, Vietnam, to the countries of America for a international conference, he should be asked to say a few words about his impressions.

"This is supported by the listeners' wishes. We recieve an increasing number of letters requesting geographical talks.....

"To end our discussion I would like to ask yet another question: what don't you like in the program of the Polish Radio ?

"Sport reports running for hours they may take, let us say, even two hours.

"Too many repeats of the same announcements.

"Moreover, in my opinion, there is too much jazz music.....

"I am afraid that the last request would make you unpopular with the listeners."

End.