

OUTGOING CIPHER MESSAGE  
Confirmation Copy

TO: \_\_\_\_\_

MUN28 9 JAN 64

TO RICHARDSON  
FM: SMITH COPY DAVIS BUNESCU

U R G E N T III 091503

REPORT ON RUMANIAN BROADCASTING FOLLOWS:

CHANGES IN THE RUMANIAN BROADCASTING DEPARTMENT WHICH BEGAN LAST AUGUST WERE PREDICATED ON THE BELIEF THAT THE STOPPAGE OF JAMMING COULD CREATE NEW AUDIENCES FOR US. THUS OUR INTENT WAS NOT ONLY TO KEEP PRESENT AUDIENCES BUT TO CAPTURE NEW AUDIENCES AND IN PARTICULAR YOUTH. PROGRAM CHANGES WERE MADE IN FOUR PARTICULAR AREAS:

1. IN THE EARLY MORNING BLOCK THE EMPHASIS ON HEAVY POLITICAL COMMENTARY WAS CHANGED SINCE WE FELT THIS WAS TOO DIFFICULT FOR LISTENERS TO ABSORB IN THESE HOURS. THUS POPULAR MUSIC WAS USED TO ATTRACT LISTENERS TO THE SHORTER POLITICAL COMMENTARY SET WITHIN THE PROGRAMS AND WRITTEN PARTICULARLY FOR THE MORNING AUDIENCE. IN ADDITION, FOR THE FIRST TIME IN THE HISTORY OF THIS STATION, THE SHOW WAS PRESENTED LIVE, AND NOT ON TAPE, IN ORDER TO ESTABLISH A CLOSER RELATIONSHIP WITH THE AUDIENCE, AND A SINGLE VOICE WAS USED TO GIVE COHESIVENESS TO THE PROGRAM AND TO START BUILDING PERSONALITIES ON THE STATION.

2. THE EARLY EVENING BLOCK OF PROGRAMS WAS ALSO COMPLETELY RESHAPED BUT OF COURSE HERE THE EMPHASIS ON POLITICS WAS CONTINUED. A NEW PANORAMA KIND OF SHOW, "THE WORLD TODAY," WAS PREMIERED ON THE STATION, PRESENTED EVERY NIGHT, LIVE. IN ADDITION A PROGRAM OF POPULAR WESTERN HITS WAS SCHEDULED LIVE EVERY NIGHT TO LIGHTEN THE POLITICAL TONE OF THE STATION AND TO ATTRACT YOUTH AND PARTICULARLY STUDENTS AT A SET TIME EVERY EVENING. THIS SHOW IS FOLLOWED BY POLITICAL PROGRAMS OF PARTICULAR SIGNIFICANCE TO YOUTH. IN "THE WORLD TODAY"

MORE

MUN28 PAGE 2 U R G E N T

A PERSONALITY IS FEATURED AND IN THE HOUR BLOCK WITHIN WHICH THE POPULAR MUSIC IS HEARD A SINGLE EMCEE IS USED. IN BOTH CASES WE ARE CONTINUING TO BUILD PERSONALITIES ON THE STATION AND GIVING GREATER COHESIVENESS TO PROGRAMS WHICH MAY OTHERWISE NOT BE TOO RELATED.

3. THE LATE NIGHT BLOCK HAS BEEN CHANGED TO AN INFORMATIVE POLITICAL PROGRAM WITH UPDATED NEWS AND FRESH POLITICAL COMMENTARY, RATHER THAN AS IN THE PAST REPEATS OF EARLIER SHOWS.

4. WEEKEND PROGRAMMING WAS COMPLETELY REVISED. SOME SHOWS WERE LENGTHENED, SOME WERE DROPPED COMPLETELY, AND MORE EMPHASIS WAS GIVEN TO CULTURAL PROGRAMS SINCE IT IS FELT THAT RUMANIAN INTELLECTUALS HUNGER FOR MORE CONTACTS WITH THE WEST IN THIS REGARD. RELIGIOUS PROGRAMS ARE IN THE PRESENT TENDENCY

LENGTHENED, SOME WERE DRAWN TO CULTURAL PROGRAMS SINCE IT IS FELT THAT RUMANIANS HAVE A HUNGER FOR MORE CONTACTS WITH THE WEST IN THIS REGARD. RELIGIOUS SHOWS WERE REVISED AND STRENGTHENED AND IF THE PRESENT TENDENCY TOWARD UNITY IN THE CHURCH CONTINUES IT IS PLANNED TO INCREASE EMPHASIS ON RELIGION. IN ADDITION SHOWS WERE PUT ON REFLECTING THE ACTIVITIES OF RUMANIANS IN THE WEST. AGAIN WE USED SINGLE PERSONALITIES IN THE MORNING AND EVENING TO PULL THE SHOWS TOGETHER, AND TO EFFECT A CLOSER RELATIONSHIP WITH THE AUDIENCE.

ON THE FOREGOING IT SHOULD BE POINTED OUT THAT THE RUMANIAN STATION WAS THE FIRST RFE STATION TO BEGIN LIVE PROGRAMMING ON SUCH AN EXTENSIVE AND REGULAR BASIS. THIS REDUCES THE APPARENT QUALITY OF A STATION WHICH RELIES HEAVILY ON TAPE AND RESULTS IN AN IMMEDIATE REACTION TO NEWS DEVELOPMENTS. AS A RESULT, OUT OF FIVE HOURS WHICH THEY PRESENT EACH DAY, FOUR OF THESE HOURS ON THE AVERAGE NOW REPRESENT ORIGINAL PROGRAMMING - AND THEY HAVE DONE THIS WITH NO INCREASE IN STAFF.

MORE

MUN28 PAGE 3 U R G E N T

THEIR MOST SPECTACULAR EFFORTS SO FAR WERE THE SPECIAL MUSICAL SHOWS BEAMED TO RUMANIA DURING THE CHRISTMAS SEASON. THESE MUSICAL SHOWS WERE IN STEREO AND REPRESENT A NUMBER OF FIRSTS. THIS WAS THE FIRST TIME STEREO MUSIC HAD EVER BEEN HEARD IN RUMANIA SINCE THESE RECORDS ARE NOT AVAILABLE THERE. WE BELIEVE THIS WAS THE FIRST TIME STEREO BROADCASTS HAVE EVER BEEN BEAMED OVER SHORT WAVE AND WAS THE FIRST TIME ANY WESTERN BROADCASTER HAS BEAMED STEREO INTO A SATELLITE COUNTRY. SPECIAL MUSIC TO FIT THE CHRISTMAS SEASON WAS PRESENTED BY THE STATION NIGHTLY FROM DECEMBER 22 THROUGH NEW YEAR'S EVE. ON THE LAST NIGHT A COMPLETE ALL-NIGHT SHOW OF DANCE MUSIC IN STEREO WAS BEAMED INTO RUMANIA. (NOTE: PENDING EVIDENCE OF LISTENER REACTION, REQUEST NO PUBLICITY OUTSIDE ORGANIZATION RE THESE STEREO BROADCASTS.)

THE BIGGEST PROBLEM THE STATION FACED LAST AUGUST WHEN IT BEGAN REVITALIZING ITSELF WAS THE AGE OF ITS STAFF WHICH, ON AN EDITORIAL LEVEL, AVERAGES 55. WE HAVE TRIED TO MEET THIS PROBLEM HEAD ON BY GOING AFTER RUMANIAN TRAINEES, THOUGH WE KNEW THAT IN THE EXILE WORLD THE RUMANIANS ARE THE MOST DIFFICULT TO FIND. WE THEREFORE WROTE ADS OF SPECIAL APPEAL TO RUMANIANS LIVING IN PARIS AND HAVE RECEIVED OVER 150 RESPONSES, OF WHICH ABOUT 50 ARE FROM RUMANIANS IN WHOM WE HAVE INTEREST. MR. BUNESCU GOES TO PARIS NEXT WEEK FOR INTERVIEWS WITH THE FIRST GROUP. WE FEEL QUITE HEARTENED BY THIS RESPONSE BECAUSE WE HAVE YET TO TRY OTHER CITIES IN WHICH WE KNOW THERE ARE RUMANIANS.

END MSG