

ITEM No. 5043/56

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16 May
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POLAND

LISTENING FACILITIES

PROPAGANDA 2600
Anti-Western 2601 a

LATEST RADIO AND WIRED RADIO
STATISTICS IN POLAND.

SOURCE AUDIENCE ANALYSIS SECTION: Radio Warsaw I, 12 May 1956, 18.30 hrs, mon.p. 651 Radio Problems. Excerpts

AUDIENCE ANALYSIS SECTION COMMENT: This is the most detailed statistical break-down of radio and wired radio in Poland so far published this year. The figures correspond roughly to the fragmentary statistics published earlier in the year.

EVALUATION COMMENT: None

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".... the program of the Polish Radio reaches its listeners by various routes. There are three basic groups of radio subscribers: over 1,700,000 subscribers of tube sets, over 1,400,000 subscribers of wired-radio loudspeakers, and a small group of 50,000 subscribers of crystal sets. We might also mention the 75,000 huge loudspeakers installed in cities and small towns which, on the whole, make life for the inhabitants of our country unpleasant.

"... The average number of tube sets, loudspeakers and crystal sets per 1000 inhabitants is 110. In towns it is 180, but in rural areas only 62.

"... Thus there is still much to be done in the countryside, where the radio set plays a very important role, because there are still many places in our country which newspapers reach with three days delay, where mobile cinemas are rare guests, and stage companies hardly ever call. In all these places radio is the best and quickest source of information and entertainment. And it is in such places that the radio has its most regular and best listeners, and the Research Bureau its most regular correspondents. "... As far as desity of listening facilities is concerned, the city of Warsaw is leading, followed by the city of Lodz and the Gdansk and Stalino-grod voievodship. At the bottom of the scale are the Bialystok, Lublin, Rzeszow and Kielce voievodships. The Kielce voievodship, in the very center of our country has only 63 radio subscribers per

(more)

1000 inhabitants, compared to 212 in WARSAW.

"... the comparison becomes still more clear-cut, when we compare WARSAW City with WARSAW voievodship. The respective figures are 212 and 91. WARSAW City occupies the first place in Poland, and WARSAW voievodship the 13th. Similarly, LODZ City is second, and LODZ voievodship 14th.

But listening facilities are not everything -- a good reception is just as important. In order that every one may receive the program satisfactorily we shall have to cover the country with a suitable network of broadcasting stations and wired radio relay junctions, and improve the techniques of broadcasting and relaying. Last year the power of the POZNAN station was increased, and this year WARSAW is to be stepped up. "... We receive many letters from listeners who complain that they receive our program with atmospheric disturbances and shistling sounds, or that they cannot receive one of the two programs at all. Owners of loudspeakers sometimes complain that the reception is bad, or they complain about the service at the relay junction.

(The author of the talk appeals for letters describing the quality of reception in detail).

End.