

ITEM No. 2839/56

HW
27 March
AA Ref.No. P-176

POLAND

REGIME PROGRAMMING POLICIES

PROPAGANDA 2600
Anti-Western 2601 a

ADVERTISING FOREIGN BROADCASTS

SOURCE AUDIENCE ANALYSIS SECTION: "Prasa Polska", Vol.IX, No.II, November 1955, p.6; Item: Dwa glosy o jednej dyskusji, by Andrzej Czalbowski.

AUDIENCE ANALYSIS SECTION COMMENT: None

EVALUATION COMMENT: None

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(Excerpt)

While evaluating the content and form of the Polish Radio weekly "Radio i Swiat" the author stated:

"In the part devoted to foreign broadcasts, the fragments of Moscow, Berlin and Prague programs are represented. The readers would certainly like to learn how the other broadcasting stations work which, as they know from listening to them, have better and more interesting programs, more modern equipment and are more effective. The column of foreign programs is also in need of expansion. Besides the few radio stations already mentioned, there exist other in the countries which are friendly with us. No disaster would happen if "Radio i Swiat" started to give the time of opera broadcasts from Milan, musical ones - from Paris, Monte Carlo, etc.. The more so, that - let us not beat about the bush - people listen to them anyhow."

End.