

ITEM No. 7284/56

EI/HW

August 31

AA Ref.No. H-82

HUNGARY

REGIME RADIO PROGRAMMING POLICIES

PROPAGANDA 2600
Anti-Western 2601 a

SOURCE AUDIENCE ANALYSIS SECTION: Magyar Radio, August 22, 1956, page 3.

AUDIENCE ANALYSIS SECTION COMMENT: Excerpt of an article discussing new program changes to be put in to effect probably in October, after the end of daylight saving time.

EVALUATION COMMENT: None

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... Our chief aims are the following: inform our listeners more quickly and thoroughly; give broader and more thorough information of a higher standard; better satisfy the listeners' wish for entertainment. Of the new programs there will be a daily one of light music, -18.10 - 19.30 hrs. - with the collaboration of newspapermen. Every once in a while for one or two minutes these men will speak colorfully and interestingly of the more important events of the day. During the evening peak hours there will be more folk and dance music. The "live" operahouse broadcasts will be increased and become regular features. In the autumn we shall give a series of Liszt and Bartok concerts and more broadcasts of foreign concerts. The plan for a program series entitled "Magyar Pantheon" is finished. This number will give the best of the Hungarian intellectual life. We have made a collection of the best works of the Hungarian and world literature. This will be broadcast in the course of the next year. The number of theatrical broadcasts and radioplays will be increased. The educational opportunities, too, will be greater: a series of the fine arts will be added to the Radio University program. Apart from Russian lessons, we shall begin teaching a Western world language, probably French.

End.