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937.44/10-2450

TO : Department of State

FROM : HABANA, 906, October 24, 1950.

REF :

SUBJECT : INAUGURATION OF TELEVISION BROADCASTING IN CUBA.

DEPARTMENT OF STATE	
BUREAU OF INTER-AMERICAN AFFAIRS	FR DCR
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Television broadcasting in Cuba was officially inaugurated today at 12:30 p.m. when President PRIO threw the switch which sent the first picture signals through the air over Union Radio-Television. The ceremony took place in the Hall of Mirrors at the Presidential Palace, in the presence of officials of Union Radio-Television, the Cabinet, members of the armed forces, and the press. Dr. José MESTRE, President of Union Radio-Television and brother of Gear MESTRE, President of CMQ, S. A., and Gaspar PUMAREJO, President of Union Radio, also made brief inaugural speeches. Today being "Journalists Day" in Cuba, the President will hold a cocktail party in honor of the press this evening, which event will also be televised.

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From 7 to 9 p.m., the first regular studio program will get under way, with many stage, screen and radio celebrities of local reputation on the bill for the evening.

Union Radio will use Channel Four for its broadcasts.

Attached is a copy of the advertisement which appeared today in the local press covering this event.

[Signature]
First Secretary of Embassy

Enclosure: *AT*
Press clipping. (5 copies)

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