

*RadioMorfosis Cuba 2024 is
inaugurated*

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Photo: Abel Rosales

Havana, August 20 (RHC) --The event, which brings together prominent Cuban radio executives and artists, as well as guests from Colombia, Mexico and Spain, analyzes the evolution of radio to

date. Coinciding with the 102nd anniversary of the emergence of the medium in the country, it is a celebration for those who work in radio.

"Listeners now have the freedom to choose what to listen to and when to listen to it, without limitations of time or place," said Yuzaima Cardona, general director of Radio Cubana, at the opening of the meeting.

She highlighted the possibilities of online radio and live broadcasts, which guarantee that radio programs are just a click away in any corner of the world. "In this first edition of *RadioMorfosis* Cuba 2024, we want to explore all the facets of radio in the modern epic," he concluded.

For his part, Gabriel Torres Espinosa, president of the Ibero-American Association of Educational and Cultural Television (ATEI), reflected on the role of radio in the present and its reach, especially in Latin America.

Until August 21, *RadioMorfosis* Cuba 2024 will take place at the Habana Libre Hotel, with panels dedicated to dramatizations, radio in cinema, podcasts, university radio stations in Ibero-America, children and youth audiences, and advertising and sponsorship in public media.

RadioMorfosis is a radio and interactive format of the Asociación de Televisiones Culturales y Educativas Iberoamericanas (ATEI) that brings together different international specialists in a given country to discuss media and communication technologies.

<https://www.radiohc.cu/index.php/en/noticias/nacionales/363283-radiomorfosis-cuba-2024-is-inaugurated>



Radio Habana Cuba