The 36th edition of the Cuban Radio Festival is in session

Yuzaima Cardona is the General Director of Cuban Radio.

By: Abel Rosales

The event, which is taking place in the central-eastern province of Camagüey and is gathering around 200 delegates and guests, was inaugurated on Tuesday at the Santa Cecilia convention centre, also known as the City of Tinajones.

"Everything we learn here, we will put into practice in all our stations," said Yuzaima Cardona, General Director of Radio Cubana. 'We thank Camagüey for organising this festival. May these be moments of professional growth,' Cardona pointed out in her inaugural address.

The theme of the festival is 'Artificial Intelligence in Broadcasting'. 'Between innovation and identity' is the title of the keynote lecture given by Calixto Rodriguez, a Master of Artificial Intelligence who has been a professor and researcher at Don Bosco University in El Salvador since 2004.

'Does what we hear on the radio always come from a human being?' This interesting point of view allowed the audience to delve into new technological tools and their ethical use in the present day. The day concluded with the following panels: 'Generative artificial intelligence for sound content production'; Innovation, Challenges and Ethics; Social Networks; Political Communication; and Subversion against Cuba in the Post-Broadcasting Era. 'New configurations and audiences as protagonists of radio'.

The festival will include visits to sites of economic and social interest, as well as the presentation of awards. It will also feature a lecture by Abel Aguilera, Master of Historical Sciences at the Fidel Castro Centre, titled 'Fidel Castro and the importance of radio for the revolutionary struggle'.

The National Cuban Radio Festival will bring together the country's best journalists, researchers, and artists from 3 to 8 June 2025.

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