

horse or the leisurely speed of a ship at sea.

It is interesting to recall future there will be two

years ago. This is because broadcasters faced up to the challenge of television and brought to the medium experimentation, diversity of programming and a quite new approach in many aspects of broadcasting activities.

That this paid dividends is apparent. Radio has not only captured back many of its listeners but has gained new ones. The ready availability and consequent wide popularity of transistor radios had much to do with this, of course, but the real credit must go to broadcasters themselves for their adaptability in reorganising their programming to suit the changing needs and moods of the listening public.

The industry in Australia continues to show its vitality by the modernising of equipment and premises and increases in hours of service.

There has been a welcome increase in news and current affairs programs, which are filling a need of the listening public.

The entire broadcasting industry is to be commended for the part it has played in the development and operation of radio services.

I wish the industry every success for its operations in 1969.

## 2CH helps newcomers

Sydney's 2CH radio station has probably done more to help the masses of migrants arriving every year than any other radio station in Australia.

At the request of the Department of Immigration, 2CH set up a foreign languages department to help migrants settle more quickly.

Today, 2CH devotes 15 hours a week to foreign language broadcasts, including Italian, Greek, and Lebanese, with a listening audience of more than 200,000.

Perhaps the best known personality in the foreign language department is Mrs. Lena Gustin who is affectionately called "Mamma Lena".

More than 150,000 members of the Italian community listen to "Mamma Lena" as she broadcasts in her copperplate Italian.

Lena Gustin is one of the very few women ever to have been honored with the Cross of Knighthood by the Italian Republic and she is the first Italian-Australian woman ever to be made a Member of the British Empire.

The Programs Director of 2CH, Mr. P. Geeves, said: "Mamma Lena" has become almost a legend to the Italian community.

"She gives them strength and courage when they first arrive in the country and even when they have been in Australia 15 years she still continues to help them."

The idea of the programs is to help migrants get over their loneliness and nostalgia and this is what we achieve."

Each day more than 100 letters pour in from five States of Australia from migrants either wanting help or congratulating the radio station on their program.



MAX ROWLEY, chief "groover" at Station 2CH, is one of Sydney's veteran disc jockeys.



MRS. PHOPHE JAMES-DIMITRI, 2CH Greek bilingual compere (left), and Mrs. Lena Gustin, 2CH Italian bilingual compere.

Another bilingual compere is Mrs. Phophe James-Dimitri who has a Greek program with more than 50,000 listeners.

Each year 2CH selects two migrants to revisit their homelands as first prize of a Soccer competition.

The migrants, who are carefully screened, revisit their homelands as lucid ambassadors with all expenses paid.

For more than ten years now, 2CH has been helping migrants to help themselves and become Australian citizens.

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