

ic man with -bor outlook

RICHARDSON

is warm with enthusiasm when he
kfast show or his family in Turra-

the breakfast show has been his domain

SED RADIO

be people are commuting then.

"People seem to be get-
ting up at five now, and
of course many others
work all night."

As Sydney has expanded
so have the numbers of
night owls and early risers.
Many of them receive
"cheerio" calls from the
Gary O'Callaghan Show.

Gary said: "I mostly call
groups of people — cabbies,
nurses, butchers, and
people at the city markets.

"Once I called a fellow
in the Antarctic and, of
course, there are Stan
at the City Morgue and
Mac at the Signal Sta-
tion.

"This way I don't feel
lonely at all."

Gary has a popular gim-
mick, too — Sammy Spar-
row.

A little after eight each
morning, from Monday to
Friday, Sammy, who is
sponsored by a bank and
a smallgoods firm, "visits"
the Gary O'Callaghan
Show.

Although Sammy has
many young fans, he isn't
in the program just for
boys and girls.

Gary and Sammy "dis-
cuss" topical affairs.

Sammy "lives" in the
Opera House, where he has
a flat at the top of the
building.

Gary's wife, Dorothy, and
the six O'Callaghan chil-
dren — Kieran, John, Ni-
cholas, Anne Maria, Lucy,
and Maria — are all
ardently fond of Sammy.

"VARIETY UNSURPASSED"

Mr. Ken Evans, who has worked in radio in Britain for
eight years, believes Australian radio offers listeners the
greatest variety in the world.

Formerly program mana-
ger of 2CH, he is visiting
Sydney briefly.

Mr. Evans says: "The
big difference between
radio here and overseas is
that, with six commercial
stations and two national
stations in Sydney alone,

the listener is offered so
much more.

"The only commercial
radio now conducted for
England is Radio Luxem-
bourg for which I have
been program manager for
the past four years — the
programming and timing
of interviews are done in
London."

★ RADIO 2GH is under-
standably proud of the suc-
cess of its Arrivederci Roma
program, which has reached
its 10th anniversary.

SESSION PRAISED

Mr. Philip Geeves, the pro-
gram director, is enthusiastic
about the talent of Arrivederci
Roma's personality, Mrs. Lena
Gustin, MBE, known to listeners
as "Mamma Lena."

He says: "We were the first Sydney
radio station to broadcast to immi-
grants in their own language.

"Over the years this extremely
specialised operation has posed many
problems but we have always managed
to solve them.

"Our greatest reward has been the
gratitude of immigrants who are start-
ing a new life in a new land."

WARM VOICE

Mr. Geeves, who speaks several lan-
guages and has a feeling for many
more, adds: "Ten years ago, when I
first met Signora Gustin, I sensed she
could make a unique contribution to
2GH's established Italian programs.

"Her voice is warm and simpatico,
her command of Italian is unexcelled,
but above all Lena has a gentle nature
and a deep understanding of immigrant
psychology."

From that time, Mrs. Gustin and her
husband, Dino, have helped to build
up 2GH's Italian bi-lingual features.

Mr. Geeves comments: "The social
conscience of Italian listeners was clearly
demonstrated in their heartwarming
response to several major charity ap-
peals conducted by 2GH—such as the



MRS. LENA GUSTIN

Sicilian earthquakes and the floods in
Florence.

"More than 2000 listeners have ap-
plied to the station for help in learning
English."

Mr. Hamilton Huntley, 2CH station
manager, is equally proud of the suc-
cess of Arrivederci Roma and other
Italian programs which Lena Gustin
presents.

He says: "These past 10 years have
been a rewarding experience; I have
seen the program become an important
facet of station activity."

As well as the MBE, Mrs. Gustin
has the second highest Italian honor,
The Cross of the Cavaliere.

Songwriter Nino Cavallaro was in-
spired by her to write his popular song,
"Mamma Lena."

UW is — fun — excitement — personalities — top 40 — news — current events.

