



Broadcasting Station **2CH**  
47 YORK STREET, SYDNEY, 2000

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

GPO BOX 4161 SYDNEY NSW 2001  
TELEGRAMS TWOCH  
TELEPHONE 29 3322  
TELEX 21515

Station 2CH is understandably proud of being the first Sydney Radio Station to broadcast to immigrants in their own languages. Over the years this extremely specialised operation has posed many problems, but we have always managed to solve them and our greatest reward has been the gratitude of immigrants starting a new life in a new land.


Ten years ago, when I first met Signora Lena Gustin, I sensed that she could make a unique contribution to 2CH's established Italian programmes. Her voice was warm and simpatico, her command of Italian was unexcelled but above all Lena has a gentle nature and a deep understanding of immigrant psychology. From that time forward Cav. Gustin and her husband, Dino, have helped to build 2CH's Italian bilingual features from strength to strength.

Some of the achievements during that decade have been truly remarkable. Listeners in four Australian states have written us more than a quarter million letters and 3,500 prizes were distributed in the course of various exciting contests. Fifteen prizewinners were flown back to Italy by Qantas for holidays as goodwill ambassadors of Australia.

The social conscience of Italian listeners was clearly demonstrated in their heartwarming response to several major charity appeals conducted by 2CH such as the Sicilian earthquakes and floods in Florence.

In addition, 2CH's bilingual programmes have a proud record of helping migrants to integrate into their new environment; more than 2,000 listeners have applied to the Station for help in learning English.

The second decade of this specialised 2CH service to listeners should prove a challenging and stimulating experience for all of us.



(Philip Geeves)  
2CH PROGRAMME DIRECTOR.

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