



## A FACE FOR RADIO?

The DJs on the UK's biggest Polish radio station include a Slavic shock jock and an ex-Miss Poland, reports **Paul Oswell**

A beauty queen and a shock jock with a Slavic temper are among the DJs now broadcasting to the UK's one million resident Poles on Radio Orla. The first Anglo-Polish radio station - "Orla" means eagle, referring to Poland's White Eagle emblem - aims to be much more than just a reassuring "sounds of Poland" station for homesick expats.



The station, launched six months after BBC Radio closed its Polish language services, is broadcast 70% in Polish, 29% in English and there's also a Slovak show.

Twenty-five thousand people a week listen in online and 40,000 tune to the FM frequency around west London. Orla aims to educate Poles in the UK and teach Brits about Polish culture.

"While we have programmes to help Poles with their English, we also hope the dial can turn the other way," says station manager George Matlock. "We have programmes like London Bridge which monitor UK media and public attitudes to Poles. They help us right wrongs and set the record straight."

So far, so admirable. On the front line are presenters such as Lukasz Foster, talismanic breakfast-show DJ known for his short fuse. He may have to compete across the airwaves with the titans of Radio One, but he has some choice weapons in his armoury - when was the last time Chris Moyles played Polish reggae for instance?

For fellow presenter Karolina Goarзда (above), the term "a face for radio" was never less appropriate, as Miss Poland 2003 brings glamour to the station. The non-visual nature of the medium doesn't stop her presenting a fashion show with the suitably fluffy name of FAB.

"I am thrilled to be giving it a try and I am proud to be a voice for Poland," she says. Spoken like a true beauty-pageant contestant, we say.

Hear Radio Orla online at [www.radio-orka.com](http://www.radio-orka.com), or on 91.8FM in London.

PHOTO: TONY FRENCH

Radio Orla to największa w Wielkiej Brytanii polska radiostacja. Powstała w pół roku po zamknięciu polskiej sekcji BBC. 70% audycji nadawanych jest po polsku, 29% po angielsku - radio chce dotrzeć również do słuchacza angielskiego. Drobną część ramówki emitowana jest po słowacku.

Jedną z prezenterek jest tu była Miss Polonia, Karolina Gorazda (w jej przypadku określenie "twarz radiowca" nie mogłoby być mniej stosowne).

Słuchaj online na [www..radio-orka.com](http://www..radio-orka.com) albo na 91.8FM w zachodnim Londynie.



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