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[Radio](#)

[Television](#)

[Site Contents](#)

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Spare Time

You are in: [London](#) > [London Local](#) > [Ealing](#) > [Spare Time](#) > Poles hit the airwaves but who's listening?



Poles hit the airwaves but who's listening?

Ramaa Sharma

Ealing is home to the UK's first Polish radio station.

Brain child of Londoner George Matlock, Radio Orla hit the internet airwaves in 2006. Based in Ealing, historically a popular place with Polish settlers, George thought it would be an ideal location for the station.

The station provides a mix of Polish and English music, it was hoped it would bridge the gap between new Polish migrants and the well established community. Ironically the station is more popular with natives in Poland than it is here.

The fact that it's an internet station may be playing a part. Breakfast DJ Mariusz says it's because there's a huge appetite for new music back home.

Mariusz Stepieński says:

"Because we live here we can play British music first [it's more accessible] ...in Poland they play the same music but a week later."

Mariusz is a new addition to the station and the country, with a decade of radio presenting under his belt, he's really hoping to make a mark here.

Radio Orla attracted 60,000 listeners one week in November 2007 and the organisers are confident the figures are steadily growing.

Hopes are now set on a FM licence that perhaps will bridge that gap between the old and the new.

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