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## 30 Years Later "The Brazilian Hour" Has Even a Chinese Version

Contributed by Newsroom  
Wednesday, 04 June 2008

Produced in a state-of-the-art studio within the Cultural Sector of the Brazilian Consulate in Los Angeles, The Brazilian Hour is celebrating its 30th anniversary in 2008 always hosted by its Brazilian creator, music expert Sergio Mielniczenko.

The Brazilian music and culture program was first broadcast from KXLU-LA 88.9 FM on the campus of Loyola Marymount University in 1978, where it continues to be aired weekly on Saturdays and Sundays from 9 am to 10 am. It can also be heard live on <http://www.kxlu.com/>.

Produced as a public service of The Ministry of Foreign Affairs of Brazil, the show began in 1978 to promote Brazilian music and culture in the United States. The program was introduced at radio station KXLU-LA 88.9 FM on March 5th of that year.

In 1981, the program went from local to national with satellite distribution covering the United States. Currently, the Brazilian Hour can be heard over 30 stations in the US from Alaska to Arizona, to New York, Puerto Rico, and Guam.

It was also in 1981 that the Brazilian Hour went international and was made available for distribution to most Brazilian Embassies throughout the world in Portuguese, English and Spanish followed by French; more recently, a pilot program has begun in Chinese.

The Brazilian Hour became known for introducing different styles of Brazilian music to American audiences, as well as featuring new and established artists. Hundreds of musicians and personalities who have an important role in the Brazilian cultural world have participated on the show.

A few of these who have gained universal musical appeal are represented among the following: Antonio Carlos Jobim, Moacir Santos, Gilberto Gil, Caetano Veloso, Gal Costa, Sergio Mendes, Djavan, João Bosco, Oscar Castro Neves, Roberto Menescal, Flora Purim, Aírto Moreira, Luciana Souza, Paulo Moura, Lenine, Seu Jorge, Céu, Bebel Gilberto, Eliane Elias, Dori Caymmi, Joyce.

Representing the broader Brazilian cultural world the show interviewed among other Brazilian notables: poet João Cabral de Melo Neto, landscape designer Roberto Burle Marx, Indianist Orlando Villas-Boas, filmmakers Joaquim Pedro de Andrade and Nelson Pereira dos Santos, writer Fernando Meirelles, and Athlete of the (20th) Century Edson Arantes do Nascimento, better known as Pelé.

The Brazilian Hour has its Internet site where many recent shows can be heard. The program is hosted and produced by

Sergio Mielniczenko. Part of the Brazilian Hour celebrations in 2008 will be a Djavan concert at the John Ansen Ford Amphitheater, June 13, at 8 pm.

Service

The Brazilian Hour: <http://www.brazilianhour.org/>