



The Sounds of Brazil radio network Overview

The Sounds of Brazil with host Scott Adams was conceived in 1990, prompted by the rise in popularity of a new commercial radio format for American adults 25-64 called 'Smooth Jazz'.

Adams envisioned a weekly two-hour Brazilian music program which would mirror the 'Smooth Jazz' format (which features contemporary instrumental jazz artists like David Sanborn and Kenny G along with pop singers such as Sade, Anita Baker and Luther Vanderross), but with a "Brazilian twist", by featuring a carefully selected blend of Bossa Nova, MPB and Brazilian Jazz, formatted specifically for a US audience.

'The Sounds of Brazil with Scott Adams' enjoys a consistent, growing market-by-market national audience base. The program first aired in 1992 and has since served more than 50 commercial radio markets with its unique approach to the promotion of Brazilian music and culture through mass appeal entertainment.

Early on, Adams decided to pursue affiliate radio stations in the competitive world of the 'for profit' broadcast industry which further sets 'The Sounds of Brazil with Scott Adams' apart from all other Brazilian music radio shows – most of which are programmed to adhere to non-profit, community and University radio programming criteria.

As a result, 'The Sounds of Brazil with Scott Adams' quickly positioned itself as the 'most listened to' Brazilian music radio program in US cities as confirmed by Arbitron, the broadcast industry's rating service.

In Chicago, where its host station WNUA FM is a market leader for adult listeners, 'The Sounds of Brazil with Scott Adams' has regularly scored higher than WNUA FM's average in overall popularity according quarterly research and has been rated the #1 most listened to radio program for adults 35-64 for its time period on several occasions. Chicago is the 3rd largest radio market in the US.

Today 'The Sounds of Brazil with Scott Adams' radio program is also heard in 20 US cities by an estimated 2.3 million adult listeners weekly, consistently outperforming its host stations in ratings popularity and outdrawing other community-based Brazilian radio shows by a factor of 10:1 or greater.

'The Sounds of Brazil with Scott Adams' will begin its 14th year of commercially syndicated radio broadcast in April 2006.