Emily Floyd, Daniel Schulz-Garcia, and Archibald Rowan

Host intro: With 49.5 million listeners in Brazil today, radio is an institution as Brazilian as samba itself. Brazil was the birthing ground of the short wave transmitter and has the oldest history of radio in Latin America. But it hasn’t remained static - radio has been growing and changing with the years, from its birth early in the 20th Century through repeated dictatorships and into the modern era. For WTUL, this is Archibald Rowan, Daniela Garcia-Schulz, and Emily Floyd reporting.

Track 1: In its earlier years, radio in Brazil was shaped heavily by a series of dictatorships. Elise Dietrich is a PhD candidate in Tulane University’s Latin American Studies program and also hosts a Brazilian music program on WTUL under the name DJ Sereia. She gives us some background on radio during the dictatorships, and prior nationalist regimes.

ACT/Elise: “Radio Nacional was this radio station that they started in Rio in the 1930’s that was really closely connected to Getulio Vargas, and the Estado Novo, and that was sort of the beginning of radio” they would put out very nationalistic programs and have these singing programs that all had really nationalist motives behind it

Track 2: Luis Rocha grew up in Coronel Fabriciano outside Belo Horizonte in Southern Brazil during the dictatorship.

Ham: He told us that Radio was only music that was being Brazilian and a tribute to Brazilian culture and that many artists were resultantly forced off the air.

Track 3: But radio has changed since the dictatorship. With the growth in social freedoms has come greater commercialization.

Alex Souto was born in São Paulo but lives today in Connecticut. He characterizes the state of radio today in his native country as...

ACT/Alex: “muito muito commercial e humor barato e também a repetição, né... toca a mesma música todo dia dez vezes ao dia.” (Very very commercial, with cheap humor
and also repetition... they play the same music every day, ten times a day)

Track 4: Although radio has become more commercialized, it still plays an important role in people's lives. Lucas Vernak is a host for 98.1 FM Belo Horizonte in southern Brazil. His station plays music but also provides traffic updates,

ACT/Lucas: Sim, sim podemos ajudar muita gente. Chegar ao medico mais facil, fazer seu corrido facilmente, evitar pasar por lugares que tem retenção. (Yes, yes, we are able to help many people ... Arrive at the doctor’s more easily, make their commute smoothly, avoid passing through areas that have congestion)

Track 5: In BH's traffic clogged streets Lucas's station offers an essential service. Frequent listeners develop personal relationships with radio hosts.

Jean Godhino a resident of Niteroi outside Rio de Janeiro says

ACT/Jean: Se fosse para confiar mesmo, confiaria no rádio. Que é o médio de telecomunicação mas antigo que temos. (If it were about trust, I would trust in the radio. It is the oldest form of communication that we have.)

Track 6: Lucas Vernak agrees

ACT/Lucas: Hoje o radio e diferente, antes as pessoas solo conheciam a voz, Hoje, as pessoas conhecem quem e o dono da voz. o locutor, ele é conhecido não só pela voz, mas também pela pessoa (Today radio is different, before people only knew the host’s voice, today people know who owns that voice. The host is recognized not just for his voice, but also as a person)

Track 7: Lucas enhances this personal relationship by using the internet. He begins each show by greeting people on facebook. His station has an internet presence but mainstream radio stations aren't the only ones going online. Elise Dietrich elaborates

ACT/Elise: There is a movement of young Brazilian musicians who are making their own music, producing their own albums and then releasing them for free on their websites and people can go and download them.

Ambi: New music released on internet

Track 8: Even as traditional radio becomes more and more commercialized, radio on the internet is dynamic and interactive. Radio in Brazil continues to maintain relevancy for Brazilians of all ages and walks of life,
from influencing popular trends in music and culture to easing the daily commute. Radio was born in part Brazil and Brazilian radio continues to innovate and evolve into the 21st Century. For WTUL, this has been Archibald Rowan, Daniela Garcia-Schulz and Emily Floyd reporting.