

## GENTE SHOW 09

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**Gente da Nossa** is a magazine-style show in the Portuguese language. Co-produced and hosted by Nellie Pedro since 1989, viewers have been waking up with Nellie every Saturday morning. Broadcast on CITYTV from 8 to 9 am, they share a cup of coffee while they watch Nellie engage in provocative and entertaining interviews with some of the hottest entertainers, community personalities and biggest political figures. Nellie asks the questions and gets the answers that Gente da Nossa viewers want to hear.

Every week the show features coverage of community events, promotes local artists and discusses current issues. Weekly features of the Azores are always included. Nellie's witty conversations are peppered with anecdotes, gossip and rumors. The program is recorded in studio and/or on location at some of the most inviting Portuguese community events and social gatherings.

**Gente da Nossa** is the most watched Portuguese television program in Canada! It's the only Portuguese language show viewed coast to coast, from Newfoundland to British Columbia and in Bermuda.

Nellie has received thousands of letters from her fans. Here's a few quotes from some viewers:

"Your television program is a breath of fresh air in the multicultural scene." **Teresa Dunham.**

"In my opinion, Nellie, you have opened the doors and have set an example as to what community journalism should be". **Jose F. Monteiro.**

"I find your show refreshing, honest and down to earth". **Joey Simoes.**

Advertising on **Gente da Nossa** is the most effective of all Portuguese television programs and less expensive than any newspaper and radio advertising.