First Choice - January 2009

WUSF, University of South Florida

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As of January 20, 2009, 44 presidents will have taken the oath to “faithfully execute the office of the President of the United States.” *American Experience*, an acclaimed PBS television series, offers a definitive and compelling look at seven of these presidents: Franklin Delano Roosevelt, Harry Truman, Lyndon Johnson, Richard Nixon, Jimmy Carter, Ronald Reagan and George H. W. Bush.

WUSF TV/DT is proud to present this series on Sunday nights at 8 p.m. throughout January and February. Narrated by David McCullough, Linda Hunt, Jason Robards, Stacy Keach, and David Ogden Stiers, *American Experience* is brought to life through archival footage and analysis from noted historians and family members of the former leaders. Their stories remind us that past, present and future presidents faced and continue to face many of the same issues. How strong a role should government take in sustaining the economy? Does the two-party system faithfully reflect the will of the people? Should the United States police the world? How important is military service?

The legacies, victories and failures of seven history-making presidents still echo in the 21st century.

For a closer look at *American Experience*, please look inside.
**WUSF TV/DT January Highlights**

**GARDEN PATHS**
This bountiful program is devoted to helping new and expert gardeners create beautiful backyards and gardens. Host Jodi Olson explores a variety of famous and lush garden sites to gather ideas, proven techniques and new approaches to make any yard more attractive.

**Airs Saturdays at 11:30 a.m., beginning January 3**

**RICK STEVES’ IRAN**
Join Rick as he explores the most surprising and fascinating land he’s ever visited in this groundbreaking travel special. Experience Iranian life today in its historic capital and in a countryside village.

**Airs Monday, January 12, at 9 p.m.**

**OF SHARKS AND MEN**
Humans reacted to sharks with a mix of fear and fascination long before Jaws. This brilliantly filmed series investigates the relationship between humans and this awe-inspiring ocean dweller, and separates myth from fact in the process.

**Airs Thursdays at 9 p.m., beginning January 15**
Launching a new television program takes more than just “lights, camera, action!”

It takes more than a year of research into the topics that are most important to the citizens of the region. It requires more than six months working to find a committed funding partner, and more than three months of set-building, and production staff meetings.

Starting this month, Florida Matters, WUSF 89.7’s award-winning program, will have a counterpart on television. It’s thanks to the creative efforts of WUSF staff and the generous financial support of The Mosaic Company.

A leading producer of fertilizer made from phosphate, a natural resource found in Florida, Mosaic helps farmers grow food across the world. Known for its partnerships with regional civic organizations and groups, Mosaic also helps grow a host of charitable and non-profit enterprises, including the expansion of WUSF’s public service programming. Mosaic helped make a televised version of Florida Matters possible by generously sponsoring the program for the first 13 episodes.

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According to David Townsend, Mosaic's assistant vice president of public affairs, the company believes that, "programs like Florida Matters, which inform the public about vital current issues, help us all make better decisions for our state. Supporting it is Mosaic's way of supporting the central Florida community." He adds that giving back to the community is part of Mosaic's corporate culture.

"Enriching communities is one of our company's core values," notes Townsend. "We have a long legacy of strong community involvement, and we take our responsibilities as corporate citizens very seriously. Mosaic employs 3,000 people in central Florida. That's a large footprint and it gives us an opportunity to influence this region in a positive way. Partnering with WUSF Public Broadcasting seemed an ideal way to do that."

As a result of that partnership, a long-standing vision at WUSF Public Broadcasting will become a reality: Florida Matters will become a television program as well as a radio show. "The radio and TV programs will complement each other," notes WUSF general manager, JoAnn Urofsky. "The two shows will tackle the same topics, but feature different experts offering their perspectives." She adds that the show's guests will explore vital topics concerning regional business, arts, civic and cultural issues.

"It'll be a show and tell format," notes WUSF's station manager, Tom Dollenmayer. "Expect a mix of interviews, discussions and segments outside the station. We might discuss a current exhibit at an area museum. If possible, we'll also take you there to see the artwork for yourself. Television is a visual medium and we intend to take full advantage of its potential."

The result will be deeper coverage and increased reporting about the central Florida community.

Urofsky says, "This kind of local programming is one thing we can't get from NPR or PBS. It has to be created at the station, by reporters who are part of the community. Nobody knows Florida better than the people who live here."

WUSF Public Broadcasting is working on broadening and deepening its connections with experts who represent the diversity of the state and of the audience.

David Klement, director for the Institute for Public Policy and Leadership at USF Sarasota-Manatee, is one resource. "I worked on the pilot episode exploring proposed amendments to the Florida Constitution, which aired in October," he says. "I was thrilled to be a part of it. The televised edition of Florida Matters fulfills our mission to educate the community. It's a natural partnership."

Urofsky adds, "We're delighted to make this program a reality, and so grateful for everyone's support and hard work. Our state is experiencing tough times and more than ever, the WUSF audience wants smart discussion, cool analysis and solid facts about the issues that matter to this community."

Townsend couldn't agree more.

"Mosaic wants to support the community—and there's no greater support we can offer than raising the level of discussion. That's exactly what this program does, and exactly what the WUSF audience demands. They're well-educated and interested in the world around them. Those are the kind of people we like to reach."
Happy New Year!

To paraphrase Dickens, 2008 was the best of times and the worst of times. What a groundbreaking, historic year it was—a year of financial shocks and historic transformations. At WUSF Public Broadcasting, we celebrate the potential of 2009.

This inauguration month is an excellent time to look back at the legacy of American presidents. Throughout January and February, WUSF TV/DT is airing American Experience, a PBS series featuring the definitive biographies of seven world-changing presidents, including Franklin Delano Roosevelt, Harry Truman, Lyndon Johnson, Richard Nixon, Jimmy Carter, Ronald Reagan and George H. W. Bush.

January also marks the debut of the televised version of Florida Matters, a counterpart to our weekly public affairs radio segment. In this issue of First Choice, we explore the passion, hard work and support that helped make this a reality, including the decision of The Mosaic Company to support us in this vital venture.

We live in interesting times. It’s our job to keep you informed and aware of the challenges. Our New Year’s resolution for 2009? To keep bringing you more of the programming and innovation you love.

We know the future arrives—ready or not. We’re busy preparing for the months ahead in 2009. Expect a lineup of compelling programming and special events. As a WUSF member, you’ll be the first to know.

Happy New Year from all of us at WUSF!

JoAnn Urofsky General Manager
Hail to the Chiefs

American Experience looks back at seven world-changing American presidents. During the 20th century, the Oval Office became the center stage for the drama of contemporary American and world history. This award-winning PBS series, airing every Sunday night at 8 p.m. on WUSF TV/DT, represents a rich and valuable body of work, presenting a perfect blend of cinematic technique, historical perspective and compelling narrative. This biographical series includes:

- **FDR:** Franklin Delano Roosevelt restored hope to a hopeless nation, led the country during its greatest war and championed the common man. January 11, 8 p.m.
- **Truman:** The story of the improbable rise of a gritty American original. January 18, 8 p.m.
- **LBJ:** One of the most astute, perplexing and larger-than-life figures in recent American history. January 25, 8 p.m.
- **Nixon:** Richard Nixon inspired divided passions in America as one of the most enigmatic political figures of his day. February 1, 8 p.m.
- **Jimmy Carter:** The story of an ambitious peanut farmer who rose to become America’s 39th president. Unaccomplished in his single term, Carter turned to humanitarian work as an ex-president. February 8, 8 p.m.
- **Reagan:** The life of the president who saw America as a “shining city on a hill” and himself as its heroic defender. February 15, 8 p.m.
- **George H. W. Bush:** An exploration of the patriarch of a political family whose influence still resonates in modern American life. February 22, 8 p.m.
British Invasion!

Britain has been maligned for mad cow disease and bad dentistry. One thing people say about this sceptered isle is true, however: British television is simply brilliant. Beginning this month, WUSF TV/DT hosts an evening of quality British dramas each Tuesday for our legions of Anglophile viewers who have eagerly awaited the new lineup:

Lark Rise to Candleford
Julia Sawalha, Ben Miles and Olivia Hallinan star in this adaptation of Flora Thompson’s enchanting memoir of her Oxfordshire childhood. The vanishing world of rural England is seen through the eyes of a bright teenage girl, Laura Timmins. It’s a poignant glimpse into the daily lives of craftsmen, farm workers and landed gentry at the end of the 19th century. Tuesdays at 8 p.m.

Doc Martin
Think of it as House meets All Creatures Great and Small. This comedy explores the misadventures of Doc Martin, a socially inept, neurotic London surgeon. After developing a blood phobia, he relocates to a fishing village in Cornwall to practice bloodless medicine — and the results are bloody hilarious. Martin Clunes, the veteran comedic actor, stars. The second season will encore in January and February with new episodes airing this spring. Tuesdays at 9 p.m.

MI-5
This hip, intelligent, fast-paced BBC hit explores the down-and-dirty work of domestic-security intelligence agents in the MI-5 (the United Kingdom’s equivalent of the FBI) who deal with threats ranging from arms smugglers to religious extremists. Spycraft, it seems, is another trade at which the British excel. Tuesdays at 10 p.m.

Welcome Sheila Rue!

WUSF 89.7 welcomes its new program director, Sheila Rue. Sheila will be responsible for the direction, coordination and supervision of WUSF 89.7’s on-air sound and broadcast schedule. She’ll work closely with management, news and music staff to help develop and maintain engaging and exceptional public radio programming.

The Broadcast World Comes to Tampa

For four days this month, January 13-16, nearly 400 public broadcasting professionals will meet in Tampa for the National Educational Television Association (NETA). What’s NETA? It’s a professional association that serves public television licensees and educational entities in all 50 states, the U.S. Virgin Islands, and Puerto Rico. The organization connects people and ideas, by providing quality programming, educational resources, professional development, management support, and national representation. This year, NETA will be honoring the best in program production, promotion, outreach, and instructional media. The WUSF Public Broadcasting team will be there to participate in the workshops and seminars and celebrate public television’s commitment to exceptional educational television.

Opera Live!
The “Metropolitan Opera: Live in HD,” a series of live performances shown in high definition in movie theaters around the world, has become a hot ticket. The 2008-2009 season began this September — with six more performances to go. If you haven’t already saved the dates, here’s some information about the upcoming performances and where you can see them.

Upcoming Performances:
Jan. 10, noon: Puccini’s La Rondine with Angela Gheorghiu and Roberto Alagna.
Jan. 24, 1 p.m.: Gluck’s Orfeo ed Euridice with Stephanie Blythe and Danielle de Niese.
Feb. 7, 1 p.m.: Donizetti’s Lucia di Lammermoor with Anna Netrebko and Rolando Villazón.
March 7, 1 p.m.: Puccini’s Madama Butterfly with Cristina Gallardo-Domàs and Marcello Giordani.
March 21, 1 p.m.: Bellini’s La Sonnambula with Natalie Dessay and Juan Diego Florez.
May 9, 1 p.m.: Rossini’s La Cenerentola with Elina Garanca and Lawrence Brownlee.

Area Met Theater Locations:
AMC Regency 20
2496 W. Brandon Blvd., Brandon
AMC Woodland Square
20-3128 Tampa Road, Oldsmar
Regal Citrus Stadium Park Mall 20
7999 Citrus Park Town Center Mall, Tampa
Regal Hollywood Stadium 20
1993 Main St., Sarasota
AMC Sarasota 12
8201 S. Tamiami Trail, Sarasota
Even when I travel, I keep in touch with WUSF through its website. It’s like bringing a part of home with me wherever I go. I’m Dr. Richard Zielinski, associate professor of music at USF, and WUSF.org is my source for news from home when I’m abroad.
When we moved back to the states, we eagerly followed that show and Things Considered, Car Talk with Karl Haas. “We became addicted to that program,” says Martha. Piano Jazz, Riverwalk? We like it all!”

Martha and Garland Forbes

Ask Martha Forbes why she and her husband, Garland, have been devoted WUSF members for the past 20 years and Martha doesn’t hesitate to answer.

“It’s about having priorities and putting your money where your mouth is,” she says. “It’s really simple. If you enjoy something and don’t support it, you open the door to losing it.”

The Forbes, who live in Dunedin, first fell in love with public broadcasting during Garland’s years in the Air Force. Stationed overseas, they listened to various programs, including Adventures in Good Music with Karl Haas. “We became addicted to that program,” says Martha. “When we moved back to the states, we eagerly followed that show and others on public broadcasting stations.”

Martha admits to more addictions, including Morning Edition, All Things Considered, Car Talk and Wait Wait... Don’t Tell Me! She laughs as she pauses to catch her breath. “I could go on and on,” she says. “What would we do without A Prairie Home Companion, Marian McPartland’s Piano Jazz, or Riverwalk? We like it all!”

Giving back to community is nothing new for the Forbes. As a renowned endodontic micro-surgeon, Garland showcases the works of regional artists on the walls of his three offices. He was also recently honored by U.S. Rep. Gus Bilirakis for organizing and executing his annual “Plant 1,000 Trees Before You Die” campaign.

Due to Garland’s efforts, more than 4,000 trees were planted in Pasco, Pinellas, Hillsborough, Hernando, and Polk counties this past year.

Martha, who retired in 1998 as head librarian for the Library for the Blind and Physically Handicapped in Pinellas County, is a board member at the Dunedin Fine Arts Center. Avid supporters of the arts, the Forbes have filled their life and home with art and music.

“Music and art are a vital part of our life,” says Martha. “For that reason, WUSF 89.7 is also a big part of our life. We’re passionate about the news and entertainment programs, interviews, stories, and music.”

Five years ago, the Forbes raised their membership level to become Cornerstone Society donors, a level of philanthropic giving that offers a closer relationship with WUSF.

“As Cornerstone members, we’ve enjoyed meeting WUSF key team members and NPR personalities,” she says. “Meeting Corey Flintoff and Melissa Block were highlights for us.” She says they’re also looking forward to WUSF’s upcoming Danube River tour with Burt Wolf in July.

“That cruise is on my wish list,” says Martha. “It’s a wonderful opportunity to meet other WUSF members who are also addicted to art, culture and lifelong learning.”

For more information about WUSF’s Cornerstone Society membership, contact Cathy Coccia at 813-974-8624.

Why does Saint Leo support WUSF?

“The NPR/WUSF audience is made up of educated, curious individuals who want to learn more about the world,” says Ed Austin, assistant vice president for marketing. “These are the same kind of individuals who would be interested in the many educational benefits that Saint Leo University graduate degree programs offer.”

For more information on Saint Leo University, visit www.saintleo.edu.
Monday through Friday

Morning Edition with Carson Cooper 5-9 a.m.
Classical Music with Russell Gant 9 a.m.-1 p.m.
Classical Music with Bethany Cagle 1-4 p.m.
All Things Considered with Susan Giles Wantuck 4-6:30 p.m.
Marketplace 6:30-7 p.m.
Classical Music with Coleen Cook 7-10 p.m.
Jazz with Bob Seymour 10 p.m.-1 a.m.
Jazz 1-5 a.m.

Tell Me More 9-10 a.m.
The Diane Rehm Show 10-noon
Fresh Air noon-1 p.m.

Day to Day 1-2 p.m.
Talk of The Nation 2-4 p.m.

All Things Considered 5-6 p.m.
Florida Matters 10-11 a.m.
Sunday Baroque 11 a.m.-1 p.m.

Sunday

Jazz 1-6 a.m.
Classical Music 6-8 a.m.
Weekend Edition 8-10 a.m.

The WUSF Radio Reading Service (RRS) is accessible to those who qualify 24 hours a day via a special radio receiver, provided at no charge, or through the WUSF TV/DT Channel 16 SAP option.

WUSF 89.7 RADIO SCHEDULE

Monday through Friday

Morning Edition with Carson Cooper 5-9 a.m.
Tell Me More 9-10 a.m.
The Diane Rehm Show 10-noon
Fresh Air noon-1 p.m.

Day to Day 1-2 p.m.
Talk of The Nation 2-4 p.m.

All Things Considered with Susan Giles Wantuck 4-6:30 p.m.
Florida Matters (Friday only) 6-8:30 p.m.
Marketplace 6:30-7 p.m.
The World 7-8 p.m.
On Point 8-10 p.m.
To The Point 10-11 p.m.
BBC World Service News 11 p.m.-5 a.m.

Saturday

BBC World Service News 5-6 a.m.
World Vision Report 6-6:30 a.m.
Florida Matters 6:30-7 a.m.
Only A Game 7-8 a.m.
Weekend Edition 8-10 a.m.
Car Talk 10-11 a.m.
Whad’Ya Know? 11 a.m.-1 p.m.
Wait Wait... Don’t Tell Me! 1-2 p.m.
Weekend America 2-4 p.m.
BBC Newshour 4-5 p.m.

The digital switch

Next month, federal law will require that all full-power television broadcast stations begin broadcasting in digital format only. By February 17, 2009, viewers who rely on antennas to receive over-the-air broadcast signals will need to obtain separate converter boxes or purchase a TV with a digital tuner. All U.S. households are eligible to request up to two coupons—worth $40 each—to be used toward the purchase of up to two converter boxes.

Ready to convert? For more information, visit wusf.org and click on DTV Answers.
Watch Your Mailbox! It’s a new year—and that means it’s time to wrap up the old one by preparing your paperwork for your annual tax filing. So, watch your mailbox later this month for your 2008 WUSF tax receipt recording the contributions you made in 2008. And thank you again for your generosity!