



## **singing songs of freedom**



Join WUSF in celebrating America's men and women in uniform with PBS's annual National Memorial Day Concert on May 25. This music-filled tribute, hosted by Gary Sinise and Joe Mantegna from the West Lawn of the Capitol, features Grammy-nominated violin virtuoso Robert McDuffie

in performance with the National Symphony Orchestra conducted by maestro Erich Kunzel. In addition to inspired music, the program includes documentary footage and dramatic readings honoring Americans who have served our country. Dignitaries and artists include statesman and four-star general, Colin Powell, opera star Denyce Graves, actress Dianne Wiest, country music superstar Trace Adkins, Broadway actor Colm Wilkinson, and classical music superstar Lang Lang. Airs May 25, 8:30.p.m., on WUSF TV.



## Exploring new horizons!

**T**hese days, everyone is economizing. At WUSF Public Broadcasting, we're ahead of the cost-cutting curve. We're finding creative ways to be good stewards of your membership dollars. This issue of *First Choice* is one example. In order to save on printing costs and to be more eco-conscious, we've reduced the number of pages in our monthly magazine. Each issue will still feature timely information, along with our television and radio schedules. In the future, we plan to evolve towards a paperless, e-format on a variety of platforms and social networking sites.

As many of you have experienced, the media industry is rapidly changing. People not only rely on newspapers, television and radio to get news, but through social media and

networking. Sites like Twitter and Facebook have become invaluable news content sources. In order to continue providing you with the programming and content you rely on, we've created a presence on Twitter and a fan page on Facebook.

This month, our viewers and listeners will be filling their hearts with music. On May 25, WUSF TV airs PBS' award-winning *2009 National Memorial Day Concert* honoring the service and sacrifice of our men and women in uniform. A few days later, on May 30 at 10 p.m., WUSF 89.7 jazz director Bob Seymour has a very special treat for us. He's invited back long-time Jazz Legacy host, Larry Martin, for an evening honoring Benny Goodman and his music. Larry brought WUSF 89.7 listeners the sounds of classic jazz and the swing era for 15 years before his retirement in 2005. We look forward to hearing his familiar voice again. Finally, area music aficionados are gearing up for the Sarasota Music Festival, starting June 1. This acclaimed festival celebrates its 45th anniversary this year and we've been honored to sponsor it since its beginnings. This year's line-up features rising stars in the classical music scene and a world-renowned faculty who mentor them and also perform. Look for more information about this wonderful event inside these pages.

Looking for something inspired to do this summer? Visit our online events calendar for a guide to happenings in the greater Tampa Bay area. You might even run into one of our on-air hosts at the next arts and cultural event you attend. At WUSF, we feel the best social networking takes place in the real world.

Happy summer!

**JoAnn Urofsky** General Manager

Want to listen to such acclaimed programs as *Talk of the Nation*, *Fresh Air*, and *Day to Day*?

Now you can— on WUSF 89.7<sup>2</sup>, which broadcasts news and public affairs 24 hours a day, seven days a week.

To purchase your HD radio, visit [wusf.org](http://wusf.org). It's easy!

**wusf.org**



Larry Martin

## wusf spotlight

### CELEBRATING BENNY GOODMAN

On May 30, WUSF 89.7's jazz director Bob Seymour celebrates Benny Goodman's 100th birthday with a very special guest. Seymour has invited former WUSF jazz host, Larry Martin, to co-host an evening honoring the King of Swing. "I'm really looking forward to sharing Larry's expertise and enthusiasm with our audience again. I always learn something, and it's always swinging," says Seymour. The program includes Goodman's early recordings as a sideman, the hit songs with his quartet and orchestra and some sessions from his later years. "And, of course, we'll listen to his Carnegie Hall concert in 1938, which remains one of the most famous nights in American music," says Seymour. *Airs May 30, 10 p.m.*



“

I spend a lot of money on tickets to orchestra concerts, and it's really great when, on Sunday evenings, I can tune into *SymphonyCast* on WUSF 89.7 and hear a top-notch orchestra with a top-notch conductor and a top-notch program right in my living room.

I'm William Wiedrich and WUSF is my source for *SymphonyCast* – a very reasonable ticket to a great concert.

”



**William Wiedrich**

Conductor, University of South Florida  
Symphony Orchestra



## You Did It!

Despite the challenges of this turbulent economy, WUSF met and exceeded its FM **spring membership campaign** goal of \$400,000. "This is a real testament to the value the community places on public broadcasting," says Cathy Coccia, WUSF's development director. "We're thrilled with the campaign's success," says JoAnn Urofsky, general manager of WUSF. "It allows us to continue bringing meaningful, in-depth and objective radio programming to our region. That's always great news!"



## HOW TWEET IT IS

Have you tweeted lately? WUSF fans can now follow latest breaking news and information about upcoming events and programming on **Twitter** and **Facebook**. Go to [www.twitter.com](http://www.twitter.com) and search WUSF, and to [www.facebook.com](http://www.facebook.com) and search for WUSF Public Broadcasting. There you'll find updates on upcoming WUSF events and special programs, links to news stories on WUSF 89.7, and news articles and posts about the industry.

## PERFORMANCE

### OPERA LIVE!

The "Metropolitan Opera: Live in HD," a series of live performances shown in high definition in movie theaters around the world, has one more performance this season. **Rossini's La Cenerentola** is Saturday, May 9, at 12:30 p.m. in area movie theaters. Hot on the heels of her triumphant Met debut as Rosina in last season's *Il Barbiere di Siviglia*, Elīna Garanča portrays another Rossini charmer in this bel canto Cinderella story. Lawrence Brownlee is her Prince Charming. Veteran baritone Alessandro Corbelli demonstrates his impeccable comic timing to match the gravitas of Met favorite John Relyea. Conductor is Maurizio Benini. Visit the Met Opera website for cinema locations at [www.metoperafamily.org](http://www.metoperafamily.org).

## EVENT

### SARASOTA MUSIC FESTIVAL

For 45 years, the **Sarasota Music Festival (SMF)** has brought the best up-and-coming young musicians from around the world to Sarasota for three weeks each June. These talented students are mentored by world-renowned faculty who also perform. WUSF has partnered with SMF and its host organization, Sarasota Orchestra, since its beginnings, and for good reason. It's a showcase of new and established talent and a must see for area classical music lovers. This year's festival is June 1-20. Concerts are Thursdays, Fridays and Saturdays at the Sarasota Opera House and in the Beatrice Friedman Symphony Center. For tickets and info, visit [www.sarasotamusicfestival.org](http://www.sarasotamusicfestival.org), or call 941-953-3434, or 866-508-0611.



## NEWS

### LEGACY OF WAR

Sixty years after he covered the aftermath of World War II, Walter Cronkite returns to key European locations to recall his dispatches from London as the city launched its massive rebuilding initiative, from Nuremberg as war criminals were held accountable in gripping criminal trials and from Berlin as the city became the icon of post-war politics. Don't miss the spellbinding **Legacy of War** on WUSF TV, May 25 at 10 p.m., immediately following the National Memorial Day Concert.

## OUR PARTNERS



Most WUSF members work their way up to Cornerstone Society status. Not **Danny Fittro**. This 38-year-old St. Petersburg elementary school counselor and photographer was already a fan of public broadcasting and National Public Radio when he moved to the area four years ago. He quickly became a fan of WUSF. And he put his money where his passion was.

"I wanted my extra dollars to go to something that matters," says Fittro. "WUSF matters."

Fittro appreciates WUSF's blend of entertainment and hard-hitting news. Above all, he appreciates its lack of a commercial agenda. "We can't have a democracy without objective news reporting," says Fittro. "WUSF connects the public with real issues that matter. Information is power."

For information on Cornerstone Society membership, contact Cathy Coccia at 813-974-8624 or [ccoccia@wusf.org](mailto:ccoccia@wusf.org).

## WUSF 89.7 RADIO SCHEDULE

Monday through Friday		Weekend Edition	
Morning Edition with Carson Cooper	5-9 a.m.	Car Talk	8-10 a.m.
Classical Music with Russell Gant	9 a.m.-1 p.m.	Wait Wait... Don't Tell Me!	11 a.m.-noon
Classical Music with Bethany Cagle	1-4 p.m.	Classical Music	noon-5 p.m.
All Things Considered with Susan Giles Wantuck	4-6:30 p.m.	All Things Considered	5-6 p.m.
Marketplace	6:30-7 p.m.	A Prairie Home Companion	6-8 p.m.
Classical Music with Coleen Cook	7-10 p.m.	This American Life	8-9 p.m.
Jazz with Bob Seymour	10 p.m.-1 a.m.	Piano Jazz	9-10 p.m.
Jazz with Jeff Franklin, Matthew Wengerd	1-5 a.m.	Jazz with Bob Seymour	10 p.m.-6 a.m.
Friday		Sunday	
All Things Considered	4-6 p.m.	Jazz	1-6 a.m.
Florida Matters	6-6:30 p.m.	Classical Music	6-8 a.m.
Riverwalk	10-11 p.m.	Weekend Edition	8-10 a.m.
Jazz at Lincoln Center	11 p.m.-midnight	Florida Matters	10-10:30 a.m.
Jazz Set with Dee Dee Bridgewater	midnight-1 a.m.	Classical Music	10:30-11 a.m.
Saturday		Sunday Baroque	11 a.m.-1 p.m.
Jazz	1-6 a.m.	Classical Music	1-3 p.m.
Classical Music	6-8 a.m.	A Prairie Home Companion	3-5 p.m.
		All Things Considered	5-6 p.m.
		Studio 360	6-7 p.m.
		SymphonyCast	7-9 p.m.
		Classical Music	9-11 p.m.
		Jazz with Jeff Franklin	11 p.m.-6 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 Channel 16 SAP option.

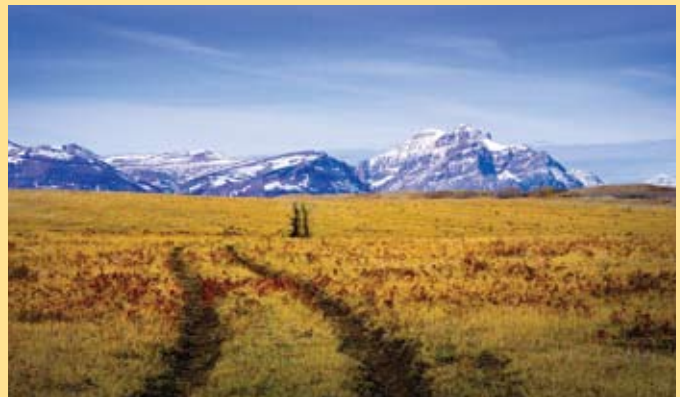
## WUSF 89.7<sup>2</sup> RADIO SCHEDULE

Monday through Friday		Marketplace Money	
Morning Edition with Carson Cooper	5-9 a.m.	BBC Newshour	3-4 p.m.
Tell Me More	9-10 a.m.	All Things Considered	4-5 p.m.
The Diane Rehm Show	10 a.m.-noon	Fresh Air Weekend	5-6 p.m.
Fresh Air	noon-1 p.m.	This American Life	6-7 p.m.
World Have Your Say	1-2 p.m.	This American Life	7-8 p.m.
Talk of The Nation	2-4 p.m.	Conversations from the World Café	8-9 p.m.
All Things Considered with Susan Giles Wantuck	4-6:30 p.m.	The Changing World	9-10 p.m.
Florida Matters (Friday only)	6-6:30 p.m.	BBC World Service News	9-10 p.m.
Marketplace	6:30-7 p.m.	BBC World Service News	10 p.m.-5 a.m.
The World	7-8 p.m.	Sunday	
On Point	8-10 p.m.	BBC World Service News	5-6 a.m.
To The Point	10-11 p.m.	The People's Pharmacy	6-7 a.m.
BBC World Service News	11 p.m.-5 a.m.	Speaking of Faith	7-8 a.m.
Saturday		Weekend Edition	8-10 a.m.
BBC World Service News	5-6 a.m.	Car Talk	10-11 a.m.
World Vision Report	6-6:30 a.m.	Latino USA	11-11:30 a.m.
Florida Matters	6:30-7 a.m.	Florida Matters	11:30 a.m.-noon
Only A Game	7-8 a.m.	Best of Our Knowledge	noon-2 p.m.
Weekend Edition	8-10 a.m.	Selected Shorts	2-3 p.m.
Car Talk	10-11 a.m.	The Splendid Table	3-4 p.m.
Whad'Ya Know?	11 a.m.-1 p.m.	BBC Newshour	4-5 p.m.
Wait Wait... Don't Tell Me!	1-2 p.m.	All Things Considered	5-6 p.m.
Studio 360	2-3 p.m.	On the Media	6-7 p.m.
		Living on Earth	7-8 p.m.
		The Tavis Smiley Show	8-10 p.m.
		BBC World Service News	10 p.m.-5 a.m.

## MAY TV HIGHLIGHTS



**Appalachia: A History of Mountains and People** Four programs examine the environmental history of an American region, recounting the compelling story of how landscape shapes human cultures and, in turn, how humans shape the land. The central character of the series is the Appalachian Mountain region itself. Academy Award-winner Sissy Spacek narrates. **Airs Sundays, May 10 and May 18, 9-11 p.m.**



**Paving the Way: The National Park-to-Park Highway** relates the little-known story of how most Americans first reached the national parks using the Park-to-Park Highway. This series traces the key players and obstacles involved in creating and driving this 5,000 mile highway, which inspired the first stirrings of the great American road trip. **Airs Monday, May 11, 9-11 p.m.**



**The Call of the Wild** tells the story of Christopher McCandless' cross-country pilgrimage, which ended tragically on Alaska's Stampede Trail in 1992. Fourteen years later, filmmaker Ron Lamothe traced McCandless' footsteps to the abandoned bus where he eventually died of starvation. Lamothe uncovers new evidence about the mystery surrounding his death that directly contradicts popular media releases. **Airs Monday, May 18, at 9 p.m.**

**Friday 1st**

8:00 p.m. Florida Matters  
 8:30 p.m. Wild Florida "Wading Birds"  
 9:00 p.m. Antiques Roadshow  
 "Grand Rapids, MI" Part 2  
 10:00 p.m. Globe Trekker "Micronesia"

**Saturday 2nd**

8:00 p.m. America's Ballroom  
 Challenge "International Standard"  
 9:00 p.m. Saturday Night Movie  
 "On the Town"

**Sunday 3rd**

8:00 p.m. Nova "Doctors' Diaries"  
 Part 1  
 9:00 p.m. American Masters  
 "A Portrait of Philip in Twelve Parts"

**Monday 4th**

8:00 p.m. Rick Steves' Europe  
 "Highlights of Paris: Eiffel and Monet  
 to Crème Brulee"  
 8:30 p.m. Smart Travels –  
 Pacific Rim with Rudy Maxa  
 "Mexico City and Ixtapa"  
 9:00 p.m. Food Trip with Todd  
 English: Peru  
 10:00 p.m. History Project "Secrets  
 of Ancient Peru"

**Tuesday 5th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin "Nowt So Queer"  
 10:00 p.m. MI-5

**Wednesday 6th**

8:00 p.m. Travelscope "Cruising  
 Alaska's Inside Passage"



8:30 p.m. Burt Wolf: Travels and  
 Traditions "Zurich, Switzerland"  
 9:00 p.m. This Old House  
 9:30 p.m. Hometown "Eat-in Kitchen:  
 Cabinets"  
 10:00 p.m. Teachings of Jon

**Thursday 7th**

8:00 p.m. Nature "Kilauea:  
 Mountain of Fire"  
 9:00 p.m. Hawaiian Monk Seals:  
 Surviving Paradise  
 10:00 p.m. Attenborough Wildlife  
 Collection "Secret Life of Seahorses"

**Friday 8th**

8:00 p.m. Florida Matters  
 8:30 p.m. Wild Florida "American  
 Crocodiles"  
 9:00 p.m. Antiques Roadshow  
 "Grand Rapids, MI" Part 3  
 10:00 p.m. Globe Trekker Special  
 "Planet of the Apes"

**Saturday 9th**

8:00 p.m. America's Ballroom  
 Challenge "International Latin"  
 9:00 p.m. Saturday Night Movie  
 "Key Largo"



**Sunday 10th**

8:00 p.m. Nova "Doctors' Diaries"  
 Part 2  
 9:00 p.m. Appalachia: A History of  
 Mountains and People  
 10:00 p.m. Appalachia: A History of  
 Mountains and People

**Monday 11th**

8:00 p.m. Rick Steves' Europe  
 "Belgium: Bruges and Brussels"  
 8:30 p.m. Smart Travels – Europe with  
 Rudy Maxa "Athens and Delphi"  
 9:00 p.m. Paving the Way: The National  
 Park-to-Park Highway  
 "See America First"  
 10:00 p.m. Paving the Way:  
 The National Park-to-Park Highway  
 "Welcome Home"

**Tuesday 12th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin "Happily Ever  
 After"  
 10:00 p.m. MI-5

**Wednesday 13th**

8:00 p.m. Travelscope "Naturally Los  
 Angeles"  
 8:30 p.m. Burt Wolf: Travels and  
 Traditions "U.S. Virgin Islands"  
 9:00 p.m. This Old House  
 9:30 p.m. Hometown "Eat-in Kitchen:  
 Wrap Up"  
 10:00 p.m. Forgotten Ellis Island

**Thursday 14th**

8:00 p.m. Nature "Frogs: The Thin  
 Green Line"  
 9:00 p.m. Wild Florida "Frogs and  
 Toads"  
 9:30 p.m. Wild Florida "Snakes"  
 10:00 p.m. Attenborough Wildlife  
 Collection "Attenborough in Paradise"

**Friday 15th**

8:00 p.m. Florida Matters  
 8:30 p.m. Wild Florida "Florida's  
 Springs"  
 9:00 p.m. Antiques Roadshow  
 "Hartford, CT" Part 1  
 10:00 p.m. Globe Trekker  
 "South Korea"

**Saturday 16th**

8:00 p.m. America's Ballroom  
 Challenge "Grand Finale"  
 9:00 p.m. Saturday Night Movie  
 "Anchors Aweigh"

**Sunday 17th**

8:00 p.m. Nova "Secrets of the  
 Parthenon"  
 9:00 p.m. Appalachia: A History of  
 Mountains and People  
 10:00 p.m. Appalachia: A History of  
 Mountains and People

**Monday 18th**

8:00 p.m. Rick Steves' Europe  
 "Provence: Legendary Light, Wind  
 and Wine"  
 8:30 p.m. Smart Travels – Europe with  
 Rudy Maxa "Greek Islands"  
 9:00 p.m. Call of the Wild  
 10:30 p.m. Orphan Orca: Saving  
 Springer

**Tuesday 19th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin "Going Bodmin"  
 10:00 p.m. MI-5

**Wednesday 20th**

8:00 p.m. Travelscope "Ottawa,  
 Canada"  
 8:30 p.m. Burt Wolf: Travels and  
 Traditions "The Lake Geneva Region,  
 Switzerland"  
 9:00 p.m. This Old House  
 9:30 p.m. Hometown "Sculpture  
 Studio: Framing"  
 10:00 p.m. New Cops

**Thursday 21st**

8:00 p.m. Nature "The Loneliest  
 Animals"  
 9:00 p.m. Wild! "Warthog"  
 10:00 p.m. Attenborough Wildlife  
 Collection "Africa's Forgotten  
 Elephants"

**Friday 22nd**

8:00 p.m. Florida Matters  
 "Best of Florida Stories" Part 1  
 8:30 p.m. Wild Florida "Coral Reefs"  
 9:00 p.m. Antiques Roadshow  
 "Hartford, CT" Part 2  
 10:00 p.m. Globe Trekker Food Hour:  
 Mexico

**Saturday 23rd**

8:00 p.m. Saturday Night Movie  
 "Dances with Wolves"

**Sunday 24th**

8:00 p.m. Nova "Missing in MIG Alley"  
 9:00 p.m. Fighting for Life



10:30 p.m. Above and Beyond: The  
 Story of Cpl. William T. Perkins, Jr.  
 USMC

**Monday 25th**

8:00 p.m. Rick Steves' Europe  
 "French Riviera: Uniquely Chic"  
 8:30 p.m. National Memorial Day  
 Concert 2009

10:00 p.m. Legacy of War

**Tuesday 26th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin  
 "Gentlemen Prefer"  
 10:00 p.m. MI-5

**Wednesday 27th**

8:00 p.m. Travelscope "Zambia Bush  
 Adventure"  
 8:30 p.m. Burt Wolf: Travels and  
 Traditions "Geneva, Switzerland"  
 9:00 p.m. This Old House  
 9:30 p.m. Hometown "Sculpture Studio:  
 Finishing"  
 10:00 p.m. History Project "The Lost  
 Kingdom of the Himalayas"

**Thursday 28th**

8:00 p.m. Nature "Parrots in the Land  
 of Oz"  
 9:00 p.m. Jean-Michel Cousteau:  
 Ocean Adventures "Return to the  
 Amazon" Part 1  
 10:00 p.m. Jean-Michel Cousteau:  
 Ocean Adventures "Return to the  
 Amazon" Part 2

**Friday 29th**

8:00 p.m. Florida Matters  
 "Best of Florida Stories" Part 2  
 8:30 p.m. Wild Florida "Sea Turtles"  
 9:00 p.m. Antiques Roadshow  
 "Hartford, CT" Part 3  
 10:00 p.m. Globe Trekker Special:  
 Volcanoes, Ring of Fire

**Saturday 30th**

8:00 p.m. American Masters:  
 Cary Grant: A Class Apart



9:30 p.m. Saturday Night Movie  
 "Suspicion"

**Sunday 31st**

8:00 p.m. Nova "Kings of Camouflage"  
 9:00 p.m. American Masters "Jerome  
 Robbins: Something to Dance About"

**Where to Watch**

**Digital**

- 16.1 WUSF TV
- 16.2 WUSF Kids
- 16.3 Create TV
- 16.4 Florida Knowledge Network

**WUSF on Verizon FiOS**

- 470 WUSF TV
- 473 WUSF Kids
- 472 Create TV
- 471 Florida Knowledge Network

**WUSF on Bright House**

- 616 WUSF TV
- 617 WUSF Kids
- 618 Create TV
- 619 Florida Knowledge Network



# florida matters

***The State We're In.  
Each week on TV, on radio, online.***

**wusf** TV Friday 8 p.m. – Sunday 9:30 a.m.

**hosted by Irene Maher**

**wusf** 89.7 Friday 6 p.m. – Sunday 10 a.m.

**hosted by Carson Cooper**

support for Florida Matters provided by

