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First Choice - August 2009

WUSF, University of South Florida

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facing the mortgage crisis



A Florida Matters Special Edition

The mortgage crisis is affecting the entire nation, and the Tampa Bay area is among the hardest hit regions. WUSF Public Broadcasting wants to connect residents in the Tampa Bay region with the trusted information and free services they need during this crisis through a new project: *Facing the Mortgage Crisis: A Florida Matters Special*. The *Florida Matters* team will examine how this nation's mortgage crisis has affected our region through personal accounts of homeowners currently going through foreclosures and with useful information to help homeowners at risk. This locally produced program is sponsored by the Corporation for Public Broadcasting. The cable-based television news station, Bay News 9, has partnered with WUSF by contributing reports, and will simulcast the *Florida Matters* special on its own channel. Airst Friday, August 21, at 6 p.m., on WUSF 89.7 and at 8 p.m. on WUSF TV.



Exploring new horizons

At WUSF Public Broadcasting, we tapped in early to the potential of the digital revolution by adding three digital TV channels—Create TV, WUSF Kids and the Florida Knowledge Network—to enhance the programming on our main channel, WUSF TV. We wanted to take advantage of the digital transition to give our viewers access to more quality programming. But the recent digital transition has had some unintended consequences, leaving WUSF without a channel on Comcast's and Bright House Networks' basic cable tiers.

Recently, WUSF was given a choice by the cable providers to either provide our main channel only on

the basic tier until 2012, or to have all four of our channels included on the higher digital tier. Although we had a tough decision to make, we decided to keep all four channels to protect the future of WUSF Public Broadcasting.

We have received hundreds of calls and some of our viewers have cancelled their memberships since these changes occurred. We are sorry for the confusion this has created and we hope to gain back our viewers and members who have been lost in the digital transition. WUSF does not want anyone left behind and unable to find the programming they value so much.

We are making every effort to ensure that our viewers know how to find us. There are two primary ways to view WUSF TV on your television set. You can receive WUSF for free over the air using a digital tuner or converter box and antenna or you can find us on the digital tiers on cable (see our website for channel information). Both cable providers charge an additional fee of \$1 per month for this option and Comcast will waive the fee for the first 12 months. In addition, many of our programs are available on our website at wusf.org.

Now, more than ever, we depend on your support so we can continue to provide our award-winning programming to all. Thank you for being a part of WUSF Public Broadcasting.

JoAnn Urofsky General Manager

Buy Online and Support WUSF

Want to stock up on your summer reading or boost your CD collection? Visit wusf.org and click the link to Amazon.com. Why? Every time you do, WUSF Public Broadcasting receives a portion of the sale. Fill your mind with great music and great literature, and help support exceptional public broadcasting.

wusf.org



explore
grow
imagine create™

wusf spotlight

IT'S TIME FOR CREATE TV!

Who said summertime is lazy? It's the perfect time to get creative; WUSF's Create TV shows you how. Become inspired by the best public television programs on cooking, travel, arts and crafts, gardening, home improvement, and more. Bake with Julia Child, taste the smoky soul of America's barbecue trends with Rick Browne, and explore world cultures with seasoned travel hosts. Whatever your creative interests are, you'll find expert advice to make your garden grow, get crafty, or improve your home. What are you waiting for? It's time for Create TV! Watch Create TV over the air on WUSF TV 16.3. It's also available on Verizon FiOS 472, Bright House Networks 618 and on Comcast 206.



Rabbi Robert and Mary Goodman ~ living in Jacksonville, as of July 2009

Robert: It is remarkably easy in this age to take something you love—something that's been so much a part of our lives—with you. We found a way to have WUSF with us here in Jacksonville.

Mary: Instead of listening to WUSF 89.7 on the radio, we listen to it on the computer.

Robert: It's been terrific! My name is Rabbi Robert Goodman.

Mary: I'm Mary Goodman and WUSF 89.7 is our first choice to stay connected to public broadcasting.

Thank you! **Verizon**

WUSF Receives \$10,000 Donation from

Verizon. In a generous show of support, Verizon FiOS recently donated \$10,000 to WUSF Public Broadcasting. The donation is greatly appreciated, according to JoAnn Urofsky, WUSF's general manager. "The recent digital TV transition left WUSF without a channel on some basic cable tiers," she explains. "We've lost some members as a result. This gift will help us continue to provide high-quality programming." The motive for Verizon's support? Michelle Robinson, Verizon's southeast regional president, says the company regards WUSF as a "a pillar of public education and local broadcasting." Robinson adds that WUSF TV is a standard channel on all tiered pricing plans through Verizon's fiber-optic FiOS TV service.

TELEVISION

Got kids at home this summer? WUSFKids is the only local channel devoted to non-commercial public television programs for children—all day, every day of the week. Your kids will enjoy *Sesame Street*, *Curious George*, *Arthur* and other familiar favorites, along with innovative new programming, including *The Zula Patrol*, *Wunderkind Little Amadeus*, and *Ribert and Robert's Wonderworld*. Your children will love it, and you will, too! It's free television over the air on WUSF TV 16.2 and also available on Verizon FiOS 473, Bright House Networks 617 and on Comcast 205.



MEMBERSHIP

AUGUST TV MEMBERSHIP CAMPAIGN

WUSF TV's August membership campaign is August 1-16. If entertaining, inspiring and informative programming makes a difference in your life, make a difference for WUSF TV and call in your pledge at 1-888-724-0110. Or pledge online at wusf.org. We appreciate your support! For information about WUSF membership, call Patricia Hickok, member services director, at 813-974-8662.



Jennifer McGinty (member services manager), Jim Cummings and JoAnn Urofsky

WUSF VOLUNTEERS HONORED

WUSF Public Broadcasting recognized more than 75 volunteers at its annual Volunteer Appreciation Event in June. Volunteers of the Year and lifetime service awards were presented. **Jim Cummings** was honored as Membership Volunteer of the Year, **Una Voce: The Florida Men's Chorale** was recognized as Volunteer Group of the Year and **Terrie Nolinske** was named Radio Reading Service Volunteer of the Year. **Al Carlson** and **MJ Burke** received recognition for more than 600 hours of lifetime service. For the first time, a special group, the "**Jazz Night Owls**," was recognized by jazz director Bob Seymour for staffing the phones in the midnight hours during our membership campaign. "We're fortunate so many dedicated friends and volunteers are part of the WUSF family," says JoAnn Urofsky, WUSF's general manager. "Their support allows us to provide a continuously high level of service to our community."

OUR PARTNERS



Last month, longtime WUSF supporters Robert and Mary Goodman changed their address to Jacksonville. But they didn't change their favorite station. "We couldn't imagine not having WUSF as part of our life," says Robert. He found a simple way to stay connected. Robert hooked their computer up to Bose speakers and filled their new home with the content the couple has come to know and love. "WUSF is a part of our extended family," says Mary. "It doesn't feel like home without it." Thanks to her husband's ingenuity, she's delighted to keep hearing all her favorite voices, including on-air hosts Russell Gant and Coleen Cook who, "consistently enlighten me with their classical music knowledge." The Goodmans hope that snowbirds and others who move from this area will follow their example. "If WUSF is a vital part of your life, you don't have to leave it behind," says Robert.

WUSF 89.7 RADIO SCHEDULE

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 Joshua Stewart & Robin Sussingham	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 with Jeff Franklin, Matthew Wengerd	1-5 a.m.

Friday

All Things Considered	4-6 p.m.
Florida Matters with Carson Cooper	6-6:30 p.m.
Marketplace	6:30-7 p.m.
Classical Music with Coleen Cook	7-10 p.m.
Riverwalk	10-11 p.m.
Jazz at Lincoln Center	11 p.m.-midnight
Jazz Set with Dee Dee Bridgewater	midnight-1 a.m.

Saturday

Jazz	1-6 a.m.
Classical Music	6-8 a.m.

Saturday continued

Weekend Edition	8-10 a.m.
Car Talk	10-11 a.m.
Wait Wait... Don't Tell Me!	11 a.m.-noon
Classical Music	noon-5 p.m.
All Things Considered	5-6 p.m.
A Prairie Home Companion	6-8 p.m.
This American Life	8-9 p.m.
Piano Jazz	9-10 p.m.
Jazz with Bob Seymour	10 p.m.-1 a.m.
Jazz with Jeff Franklin, Matthew Wengerd	1-6 a.m.

Sunday

Jazz	1-6 a.m.
Classical Music	6-8 a.m.
Weekend Edition	8-10 a.m.
Florida Matters with Carson Cooper	10-10:30 a.m.
Classical Music	10:30-11 a.m.
Sunday Baroque	11 a.m.-1 p.m.
Classical Music	1-3 p.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 is accessible to those who qualify 24 hours a day via a special radio receiver, provided at no charge. Find more information at www.wusf.org.

WUSF 89.7² 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 a.m.-noon
Fresh Air	noon-1 p.m.
World Have Your Say	1-2 p.m.
Talk of The Nation	2-4 p.m.
All Things Considered with Joshua Stewart & Robin Sussingham	4-6:30 p.m.
Florida Matters with Carson Cooper (Friday only)	6-6:30 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 with Carson Cooper	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.
Studio 360	2-3 p.m.
Marketplace Money	3-4 p.m.

Saturday continued

BBC Newshour	4-5 p.m.
All Things Considered	5-6 p.m.
Fresh Air Weekend	6-7 p.m.
This American Life	7-8 p.m.
Conversations from the World Café	8-9 p.m.
The Changing World	9-10 p.m.
BBC World Service News	10 p.m.-5 a.m.

Sunday

BBC World Service News	5-6 a.m.
The People's Pharmacy	6-7 a.m.
Speaking of Faith	7-8 a.m.
Weekend Edition	8-10 a.m.
Car Talk	10-11 a.m.
Latino USA	11-11:30 a.m.
Florida Matters	11:30 a.m.-noon
Best of Our Knowledge	noon-2 p.m.
Selected Shorts	2-3 p.m.
The Splendid Table	3-4 p.m.
BBC Newshour	4-5 p.m.
All Things Considered	5-6 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.

AUGUST TV HIGHLIGHTS



Motown Memories features archival hits and rare interviews from five Motown Legends: The Temptations, The Four Tops, Smokey Robinson & The Miracles, Diana Ross & The Supremes, and Marvin Gaye. Hosted by Mary Wilson, one of the original members of The Supremes. Airs Saturday, August 1, at 10 p.m.



Frost/Nixon: The Original Watergate Interviews In 1977, British journalist David Frost put former President Richard Nixon on the hot seat. No topic was off-limits, from Vietnam to China, to Nixon's abuse of power. In 1977, the Frost/Nixon interviews shocked the world and today this historic material has lost none of its power. Airs Sunday, August 2, at 10 a.m., and again Tuesday, August 4, at 8 p.m.



Nature: "Voyage of the Lonely Turtle" follows a female loggerhead turtle that sets off to lay eggs in the place where she was born. Her journey is among the longest undertaken by any animal on land or sea, and she will make it all alone facing many perils. Followed at 9 p.m. by **Wild! "Sea Turtles: The Ancient Mariners."** Airs Thursday, August 27, at 8 p.m.

Saturday 1st

8:00 pm Get Down Tonight!
The Disco Explosion



10:00 pm Motown Memories

Sunday 2nd

8:00 pm Big Band Years
10:00 pm Dr. Wayne Dyer: Excuses Begone!

Monday 3rd

8:00 pm Mitzi Gaynor: Razzle Dazzle!—The Special Years
9:30 pm The Brain in Love, with Dr. Daniel Amen

Tuesday 4th

8:00 pm Frost/Nixon: The Original Watergate Interviews
10:00 pm Get Down Tonight!
The Disco Explosion

Wednesday 5th

8:00 pm Magic Moments: The Best of 50s Pop
10:00 pm Celtic Thunder: Take Me Home

Thursday 6th

8:00 pm Immaculée: Hold Onto Hope
9:30 pm Playing for Change

Friday 7th

8:00 pm Get Down Tonight!
The Disco Explosion
10:00 pm Levon Helm's Ramble at the Ryman

Saturday 8th

8:00 pm Great Performances "Hit Man: David Foster and Friends"
10:00 pm Stevie Ray Vaughan Live: Play Hard & Floor It!

Sunday 9th

8:00 pm The Brain Fitness Program
9:30 pm Roy Orbison & Friends



11:00 pm Spirit of Brazil

Monday 10th

8:00 pm Dr. Wayne Dyer: Excuses Begone!

Tuesday 11th

8:00 pm Master your Metabolism with Jillian Michaels
9:30 pm Victor Borge: 100 Years of Music & Laughter!

Wednesday 12th

8:00 pm Rock, Rhythm and Doo Wop

Thursday 13th

8:00 pm Viewer Favorites

Friday 14th

8:00 pm Viewer Favorites

Saturday 15th

8:00 pm Viewer Favorites

Sunday 16th

8:00 pm Viewer Favorites

Monday 17th

8:00 pm Rick Steves' Europe "Naples and Pompeii"
8:30 pm Smart Travels - Europe with Rudy Maxa "Sicily"
9:00 pm Untold Stories From America's National Parks
10:00 pm American Visions "Great Smokey Mountains National Park"
10:30 pm American Visions "Acadia National Park"

Tuesday 18th

8:00 pm Lark Rise to Candleford



9:00 pm Doc Martin "Aromatherapy"
10:00 pm MI5

Wednesday 19th

8:00 pm Travelscope "Italy - Friuli Venezia Giulia - Italy's Hidden Region"
8:30 pm Burt Wolf: Travels & Traditions "Assisi, Italy"
9:00 pm This Old House "Weston Project" Pt. 12 of 16
9:30 pm Hometime "Basement Plaster"
10:00 pm History Detectives

Thursday 20th

8:00 pm Nature "Eagles of Mull"
9:00 pm Planet Tales "Great Natural Wonders of the World"
10:00 pm Niagara Falls

Friday 21st

8:00 pm Florida Matters "Facing the Mortgage Crisis Special"
8:30 pm Florida Matters "Facing the Mortgage Crisis Special"
9:00 pm Antiques Roadshow "Philadelphia, PA"
10:00 pm Globe Trekker Special: "Galleons, Pirates, & Treasure"

Saturday 22nd

8:00 pm Great Performances "Sting: Songs from the Labyrinth"

Saturday 22nd continued

9:00 pm Saturday Night Movie "The Magnificent Ambersons" (1942)
10:30 pm Best of the Jack Benny Show "Bob Hope" (1954)

Sunday 23rd

8:00 pm Nova Science Now - "Asteroid"



9:00 pm American Experience "Roberto Clemente"
10:00 pm American Experience "A Class Apart"

Monday 24th

8:00 pm Rick Steves' Europe "Italy's Amalfi Coast"
8:30 pm Smart Travels - Europe with Rudy Maxa "Classical Europe: Ancient Greece and Rome"
9:00 pm Destination: World "Greece - Secrets of the Past"
9:55 pm Nova "Secrets of the Parthenon"

Tuesday 25th

8:00 pm Lark Rise to Candleford
9:00 pm Doc Martin "Always on My Mind"
10:00 pm MI5

Wednesday 26th

8:00 pm Travelscope "Guatemala - The Maya of the Western Highlands"



8:30 pm Burt Wolf: Travels & Traditions "Stamp Collecting, China"
9:00 pm This Old House "Weston Project" Pt. 13 of 16
9:30 pm Hometime "Basement Flooring"
10:00 pm History Detectives

Thursday 27th

8:00 pm Nature "Voyage of the Lonely Turtle"
9:00 pm Wild! "Sea Turtles: The Ancient Mariners"
10:00 pm Window to the Sea

Friday 28th

8:00 pm Florida Matters
8:30 pm America's Historic Trails with Tom Bodett "The California Trail: The Rockies to the Gold Country"

Friday 28th continued

9:00 pm Antiques Roadshow "Fame and Fortune"
10:00 pm Globe Trekker "California"

Saturday 29th

8:00 pm My Sinatra: A Musical Tribute
9:00 pm Saturday Night Movie "Royal Wedding" (1951)
10:35 pm Best of the Jack Benny Show "The Kingston Trio" (1956)

Sunday 30th

8:00 pm Nova "Car of the Future"
9:00 pm American Experience "New York Underground"
10:00 pm American Experience "Grand Central"

Monday 31st

8:00 pm Rick Steves' Europe "Milan and Lake Como"
8:30 pm Smart Travels - Europe with Rudy Maxa "Renaissance Europe"



9:00 pm Destination: World "Mystery of the Nile"
9:50 pm Nova "This Old Pyramid"

Where to Watch

Over the Air

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

WUSF on Comcast

- 204 WUSF TV
- 205 WUSF Kids
- 206 Create TV
- 207 Florida Knowledge Network

WUSF on Verizon FiOS

- 16 WUSF TV
- 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

October 7 - 11, 2009

The John and Mable Ringling Museum of Art, in Sarasota, Florida, invites you to be a part of history as more than 100 artists from the United States, Australia, Canada, England, Israel, Scotland, and Spain come together under the artistic direction of New York's Baryshnikov Arts Center to launch the first Ringling International Arts Festival.

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From left: Robert Spano by J.D. Scott, Meow Meow by Karl Giant, Compañía María Pagés by Victoria Hidalgo

