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First Choice Monthly Newsletter

WUSF

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10-2009

## First Choice - October 2009

WUSF, University of South Florida

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## a walk on the weird side

Think Florida is all beaches and theme parks? Think again. The Sunshine State has its darker delights and *Weird Florida: Roads Less Traveled* proves it. Host Charlie Carlson, a tenth-generation native Floridian, knows exactly where to look for the wacky and the wonderful. In this one-hour road trip along Florida's back roads, he'll reveal a side of our state that the glossy tourist brochures rarely showcase. Discover oddities and legendary creatures like the Stink Ape, Florida's malodorous answer to Bigfoot. Explore bizarre roadside attractions, including castles made of tin, a beer can car and giant cement alligators. Take a walk on the weird side and join Carlson for a long strange trip through Florida. **Airs October 26, 9 p.m.**



*Charlie Carlson, host of "Master of the Weird,"  
with his co-host Miss Scarlet*



## Season's Greetings

**H**ere in the Sunshine State, the notion of "seasons" often seems like an abstract theory. With the arrival of October, the promise of cooler temperatures becomes a reality for Floridians. At last, we can finally understand what our northern friends get so excited about. Along with the cooler weather, October is a month for grinning jack-o'-lanterns, scary witches, gooey candy, and plenty of inspired programming from WUSF. It's also a time that we count on you, our loyal viewers and listeners.

Yes, October is the month we dedicate to our fall radio membership campaign. If you are a long-time listener, you know how much we rely on your

financial support to keep our programming on the air. During the economic downturn of the past year and a half, we've been extra grateful for your contributions. If you are already a member, here's a heartfelt thank you from all of us! If you're enjoying our programming and haven't yet contributed, we'd love to welcome you to our family of members. Either way, we look forward to hearing from you this month.

In the months ahead, we promise to keep you up to date as our nation's leaders seek solutions to health insurance reform and other issues, and we'll also keep you informed about world events as they happen. As we keep an eye on the big picture, we also promise to keep a strong focus on our community. Together, we'll continue to find ways to help our friends and neighbors through these challenging times.

For now, it's enough to know the seasons are changing. I'm looking forward to being able to open the windows and enjoy the cool breeze blowing through the house, and reaching for the sofa throw to ward off a little chill as I watch WUSF-TV.

I hope you're with me in spirit as we Watch, Listen and Learn.

**JoAnn Urofsky** General Manager



Where's My WUSF-TV?

Can't find WUSF on your TV?



Call WUSF

Chief Engineer

Mike Burnham

and get help!

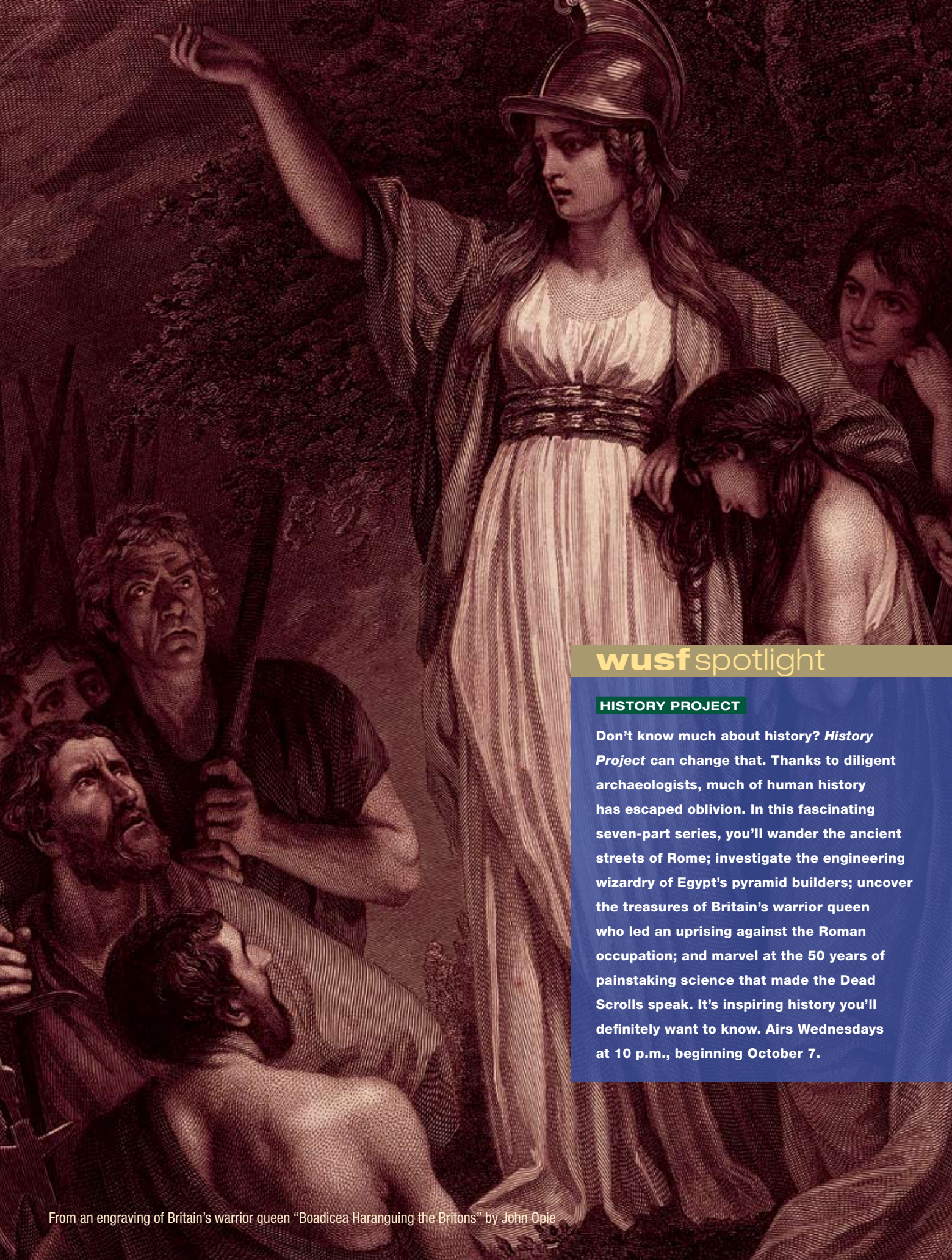
813-974-6918

Or check out

DTV Answers

at [wusf.org](http://wusf.org)





## wusf spotlight

### HISTORY PROJECT

Don't know much about history? *History Project* can change that. Thanks to diligent archaeologists, much of human history has escaped oblivion. In this fascinating seven-part series, you'll wander the ancient streets of Rome; investigate the engineering wizardry of Egypt's pyramid builders; uncover the treasures of Britain's warrior queen who led an uprising against the Roman occupation; and marvel at the 50 years of painstaking science that made the Dead Scrolls speak. It's inspiring history you'll definitely want to know. **Airs Wednesdays at 10 p.m., beginning October 7.**





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When I'm home with my son, we both enjoy watching WUSF's new children-friendly channel, WUSF Kids.

All of the programs are entertaining and informative, and they're available on-air 24 hours a day! I'm Tunvi Perez and WUSF is my source

for WUSF Kids.

”



**Tunvi Perez**  
Account Manager  
Assured RX, LLC



## Facing the Mortgage Crisis

The mortgage crisis is a perfect storm of economic and market forces, and that storm has battered the Tampa Bay area as much as any region in the country. At WUSF, we responded by partnering with Bay News 9 to provide resources, information and guidance to local families facing the possibility of foreclosure. Thanks to a grant from the Corporation for Public Broadcasting, WUSF developed two *Florida Matters* specials (one on radio and one on TV) and a dedicated website offering a single source for people in our community looking for help. Both programs are available online at [tampabaymortgagecrisis.org](http://tampabaymortgagecrisis.org) along with other helpful resources. In the months ahead, WUSF will continue to offer vital information on the crisis.

## FOCUS ON...THE WORLD!

*Worldfocus* features on-the-ground perspectives about unfolding global events. Nightly news anchor Daljit Dhaliwal and special field correspondent Martin Savidge draw on a host of international media sources, including the Asian News International, Deutsche Welle, *The Christian Science Monitor* and many more. The result is a tapestry of viewpoints on breaking stories and simmering issues. Since its launch in August 2008, *Worldfocus* has been nominated for Emmy awards and won the Robert F. Kennedy award for journalism. *Worldfocus* airs Monday – Friday at 5 and 11 p.m.



### WUSF STAFF

## WELCOME JILLIAN ALPERT

WUSF welcomes its new associate director of development, Jillian Alpert. A fierce advocate of public broadcasting and WUSF, Alpert was director of development for The Florida Orchestra before she accepted this position. “I look forward to developing new relationships and maintaining current ones with individuals who understand how important WUSF is to this community,” she says. “I’m eager to help get the word out!” To find out more about philanthropic opportunities, please contact Jillian at 813-974-8677.

### NPR

Don Gonyea is National Public Radio’s award-winning White House correspondent. As part of the Poynter Institute’s “Community Conversations,” Gonyea will share candid reflections on President Obama and his inner circle. “Inside the Obama White House,” takes place Tuesday, October 6, 7 p.m., at The Poynter Institute, 801 Third Street South, St. Petersburg. Tickets are \$25 and proceeds benefit Poynter’s student journalism programs. For more information: 888-769-6837.

## Don Gonyea To Speak At Poynter Institute



## Brought to you in Sarasota

The University of South Florida, Sarasota-Manatee has generously provided WUSF premier space for a performance studio. “Equipping our new Sarasota studio for live performances and production for radio and TV will greatly expand WUSF’s ability to broadcast and produce original programming with a focus on the Sarasota and Manatee county areas,” says JoAnn Urofsky, the station’s general manager. Possibilities include live music performances and news coverage, on-air interviews and stories about the area’s lively arts and cultural scene. “We have thousands of members who live in Sarasota and Manatee counties; this brings us closer to their issues and events,” says Urofsky.

### OUR PARTNERS



WUSF salutes **Suncoast Hospice** for its support of public broadcasting. It’s recognized as a leading hospice, thanks to its innovative care, programs and services. Suncoast Hospice serves more than 2,200 regional patients and their families in their own homes, nursing homes, hospitals, assisted living centers and its hospice houses. The hospice is committed to creating a caring, dignified environment for people suffering from chronic illness, nearing the end of life or grieving the loss of loved ones. Why is WUSF important to Suncoast Hospice? “WUSF provides a wonderful opportunity to share stories of hope, quality and strength to people of this region,” says spokesperson Louise Cleary. She reminds WUSF members that November is National Hospice Month. Info: 727-467-7423; [thehospice.org](http://thehospice.org).

**WUSF 89.7 RADIO SCHEDULE**

**Monday through Friday**

Morning Edition with Carson Cooper	5-9 a.m.
Classical Music with Russell Gant	9-1 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-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](http://www.wusf.org).

**WUSF 89.7<sup>2</sup> 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.

**OCTOBER TV HIGHLIGHTS**



**PBS Special Report on Health Care Reform** investigates the impact of current proposals. What would happen if a "wellness" model displaces today's "sickness" model? How would reforms affect you? If reforms are defeated, then what? *NOW* on PBS, *Tavis Smiley* and *The Nightly Business Report* untangle these complicated issues in an unprecedented collaboration. **Airs Sunday, October 11, at 8 p.m.**



**Lidia's Italy** invites you to join the noted chef on her travels to her very own Italy. In this all-new season, you'll meet Lidia's friends and family, explore Italian food markets, fishing villages and farms, haggle over fish and forage for the ideal truffle. Your journey's end is always Lidia's kitchen, where she prepares a superb meal and invites you to cook along. **Airs Sundays at 4:30 p.m., beginning October 11.**



**Retirement Revolution** shines a spotlight on the 78 million baby boomers plunging headlong into retirement. Boomers are starting new careers after 50, turning home equity into income, investing in annuities that kick in at 80, and finding creative ways to give back to society. Hosted by Paula Zahn, this documentary reveals that the forever-young generation is still creating revolutionary strategies. **Airs Sunday, October 18, 9-11 p.m.**



**Thursday 1st**

8:00 p.m. Nature "Life in Death Valley"  
 9:00 p.m. Wild! "Lions and Hyenas"  
 10:00 p.m. Attack! In Pursuit of Africa's Maneaters "Lions"

**Friday 2nd**

8:00 p.m. Florida Matters "U.S. - Cuba Relations"  
 8:30 p.m. America's Historic Trails with Tom Bodett "The Yukon Gold Rush Trail: Southeast Alaska"  
 9:00 p.m. Antiques Roadshow "Tucson, AZ" Hr. 2  
 10:00 p.m. Globe Trekker Special "Best American Hikes"

**Saturday 3rd**

8:00 p.m. Get Down Tonight - "The Disco Explosion"  
 10:00 p.m. Motown Memories (My Music)

**Sunday 4th**

8:00 p.m. Big Band Years  
 10:00 p.m. Dr. Wayne Dyer: "Excuses Begone"

**Monday 5th**

8:00 p.m. Rick Steves' Europe "The Making Of"  
 8:30 p.m. Smart Travels with Rudy Maxa "Germany's Rhine and Mosel Rivers"  
 9:00 p.m. Queen's Coronation: Behind Palace Doors  
 9:50 p.m. Visions of England

**Tuesday 6th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin "The Apple Doesn't Fall"  
 10:00 p.m. MI5

**Wednesday 7th**

8:00 p.m. OpenRoad "Hawaii Volcanoes and Midway"  
 8:30 p.m. Burt Wolf: Travels & Traditions "What's Cooking in Switzerland"  
 9:00 p.m. This Old House "New York City Project" Pt. 10  
 9:30 p.m. Hometime "Kitchen Facelift"  
 10:00 p.m. History Project "The Pharaoh's Holy Treasure"

**Thursday 8th**

8:00 p.m. Nature "Ocean in Glass: Behind the Scenes of the Monterey Bay Aquarium"  
 9:00 p.m. Attenborough Wildlife Collection "Secret Life of Seahorses"  
 10:00 p.m. Attack! In Pursuit of Africa's Maneaters "Crocodiles"

**Friday 9th**

8:00 p.m. Florida Matters "The Best of Florida Stories" Pt. 1  
 8:30 p.m. Expedition Florida "From Exploration to Exhibition"  
 9:00 p.m. Antiques Roadshow "Tucson, AZ" Hr. 3  
 10:00 p.m. Globe Trekker "Utah & Colorado"

**Saturday 10th**

8:00 p.m. Tonic Sol-fa "If I Can Dream"  
 9:00 p.m. Saturday Night Movie "Top Hat"

**Sunday 11th**

8:00 p.m. PBS Special Report on Health Care Reform  
 9:30 p.m. Good News: How Hospitals Heal Themselves  
 10:30 p.m. Blood Detectives

**Monday 12th**

8:00 p.m. Rick Steves' Europe "Burgundy: Profound France"  
 8:30 p.m. Smart Travels - Europe with Rudy Maxa "Bologna & Emilia Romagna"  
 9:00 p.m. Eternal Cuba with Enrique Chia  
 10:00 p.m. Leyendas...The Legends of Cuban Music

**Tuesday 13th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin "Movement"  
 10:00 p.m. MI5

**Wednesday 14th**

8:00 p.m. OpenRoad "Half Dome and Evergreen Lodge"  
 8:30 p.m. Burt Wolf: Travels & Traditions "Holland"  
 9:00 p.m. This Old House  
 9:30 p.m. Hometime "Great Room Update"  
 10:00 p.m. History Project "Dead Sea Scrolls - Voices in the Desert"

**Thursday 15th**

8:00 p.m. Nature "Underdogs"  
 9:00 p.m. Wild! "Wild Dogs Biting Back"  
 10:00 p.m. Wild! "Living with Wolves"

**Friday 16th**

8:00 p.m. Florida Matters "The Best of Florida Stories" Pt. 2  
 8:30 p.m. Expedition Florida "The Wild Heart of Florida"  
 9:00 p.m. Antiques Roadshow "Spokane, WA" Hr. 1



10:00 p.m. Globe Trekker "Portugal & the Azores"

**Saturday 17th**

8:00 p.m. Rock Hudson: Tall, Dark and Handsome  
 9:00 p.m. Saturday Night Movie "42nd Street"  
 10:30 p.m. Jack Benny Show "The Lettermen"

**Sunday 18th**

8:00 p.m. Open Road: America Looks at Aging

**Sunday 18th continued**

9:00 p.m. Retirement Revolution "The New Reality"  
 10:30 p.m. Forever Friends

**Monday 19th**

8:00 p.m. Rick Steves' Europe "France's Dordogne"  
 8:30 p.m. Smart Travels - Europe with Rudy Maxa "Italy's Veneto & Dolomites"  
 9:00 p.m. Chihuly in the Hotshop  
 10:00 p.m. Defying Gravity: A Historic Achievement in Glass

**Tuesday 20th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin "City Slickers"  
 10:00 p.m. MI5

**Wednesday 21st**

8:00 p.m. Openroad "Alcatraz and Chinatown"  
 8:30 p.m. Burt Wolf: Travels & Traditions "Alaska"  
 9:00 p.m. This Old House  
 9:30 p.m. Hometime "Linoleum Flooring"



10:00 p.m. Final Hours: Amelia Earhart's Last Flight

**Thursday 22nd**

8:00 p.m. Nature "Encountering Sea Monsters"  
 9:00 p.m. Attenborough Wildlife Collection "Salmon - Against the Tides"  
 10:00 p.m. Attack! In Pursuit of Africa's Maneaters "Sharks"

**Friday 23rd**

8:00 p.m. Florida Matters "Civic Engagement"  
 8:30 p.m. Expedition Florida "The Big Bend Coast"  
 9:00 p.m. Antiques Roadshow "Spokane, WA" Hr. 2  
 10:00 p.m. Globe Trekker "Panama & Colombia"

**Saturday 24th**

8:00 p.m. Saturday Night Movie "The Great Escape"

**Sunday 25th**

8:00 p.m. Nova "Wings of Madness" & the Azores  
 9:00 p.m. Including Samuel  
 10:00 p.m. The Teachings of Jon

**Monday 26th**

8:00 p.m. Rick Steves' Europe "Barcelona and Catalunya"  
 8:30 p.m. Smart Travels - Europe with Rudy Maxa "Prague & Budapest"  
 9:00 p.m. Weird Florida: Roads Less Traveled  
 10:00 p.m. Greetings from Forgotten Florida

**Tuesday 27th**

8:00 p.m. Lark Rise to Candleford  
 9:00 p.m. Doc Martin "The Admirer"  
 10:00 p.m. MI5

**Wednesday 28th**

8:00 p.m. OpenRoad "Catalina"  
 8:30 p.m. Burt Wolf: Travels & Traditions "Hong Kong"  
 9:00 p.m. This Old House  
 9:30 p.m. Hometime "Cabin Kitchen Upgrade"  
 10:00 p.m. History Project "Seven Wonders of Ancient Rome"

**Thursday 29th**

8:00 p.m. Nature "Drakensburg: Barrier of Spears"  
 9:00 p.m. Wild! "Return of the Prime Predators"  
 10:00 p.m. Attack! In Pursuit of Africa's Maneaters "Africa's Giants"

**Friday 30th**

8:00 p.m. Florida Matters "Innovators!"  
 8:30 p.m. Expedition Florida "Wild Alachua"  
 9:00 p.m. Antiques Roadshow "Spokane, WA" Hr. 3

**Saturday 31st**

8:00 p.m. Roger Moore: A Matter of Class  
 9:00 p.m. Saturday Night Movie "Call Northside 777"

**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

