First Choice - March 2010

WUSF, University of South Florida

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The Teenage Music International Show (aka The T.A.M.I. Show) was America’s first full-length concert movie. Originally released in 1964, this exuberant and spellbinding documentary showcases an impressive line-up of rock and soul titans, including Chuck Berry, Marvin Gaye, Smokey Robinson and the Miracles, The Supremes, The Rolling Stones, and The Beach Boys. The film concludes with a battle of the bands between the electrifying James Brown and the then-young upstarts, The Rolling Stones. This legendary concert film, which has been meticulously restored in high-definition format, has not been seen in its entirety since its theatrical release more than 40 years ago. It’s pure pop heaven! Airs Saturday, March 6, at 8 p.m.
Giving and Getting

There’s a good chance you’re a member of WUSF Public Broadcasting because you’re reading this edition of First Choice. Your support has ensured the continued broadcast of quality programming that is creative, entertaining, relevant and educational. Thanks to you, we serve a leadership role in this region by providing home-grown, in-depth journalism that knits our area together with clear thinking, honest talk and open dialogue. WUSF’s commitment to quality, community journalism has been recognized on a national level. We’re proud that Innovators!, one of our Florida Matters programs, recently won a National Educational Telecommunications Association (NETA) award. You can be proud, too, because you helped make it possible.

Your support has empowered WUSF to take bold steps into the future of high-tech broadcasting. We now offer four television channels, two radio channels, and a brand new interactive website. If you’re a member, you know this.

You also know that our spring radio and television membership campaigns are in full swing during March. And you probably know what I’m about to ask—but I’ll ask anyway. If you like what you hear, see and experience at WUSF, please show your appreciation. If you’re already a member, please renew; if not, please become a member. If your pockets are deeper than most, please consider joining the hundreds of other philanthropic leaders who are members of our Producers Circle and Cornerstone Society. If the year has been hard on your pockets, please give whatever you can. We’re thankful for whatever you give.

Whatever you do, remember to spread the word! Think of everyone you know whose lives we touch, and invite them to join the WUSF family. During last year’s campaign, we welcomed nearly 2,000 new members. This year, our goal is 3,000. Can we do it? Yes, if all of you help.

We want to inspire and inform you. We want to fill your hearts and minds with music, news and current affairs. We never forget that you want the same thing.

Thanks to you, WUSF keeps evolving and innovating. Both on the air and behind the scenes, we thank you again for your continued support.

JoAnn Urofsky General Manager

Win an HD Radio
During the WUSF 89.7 Spring Membership Campaign!
March 16, 17 & 18

Everyone who makes a pledge to WUSF 89.7 on the first three days of the spring membership campaign will automatically be entered into the drawing for one of 5 portable HD radios.

A pledge is not required.

You can also enter to win by calling 1-800-741-9090 or enter online at www.wusf.org.
GOOD NEWS!

Two of your favorite WUSF 89.7 programs are moving to new time slots—and we’re adding a new one! Beginning this month, *Marketplace*, public radio’s hip and literate daily magazine covering business and economic news, is moving to 6 p.m. every week night. *Florida Matters*, produced by WUSF, is moving from Fridays at 6 p.m. to Tuesdays at 6:30 p.m. Hosted by Carson Cooper, *Florida Matters* tackles tough issues and highlights little-known stories from the Sunshine State.

To round out your evening news experience, join us for a brand new offering: *BBC World Today* at 6:30 p.m. weekdays except Tuesdays. Hosts Max Pearson and Roger Hearing provide the latest news, interviews and on-the-spot features on a wide range of subjects for a worldwide audience. This *BBC World Service* program also covers business and sports, and its broad agenda includes culture, lifestyle and health. It’s a relaxed and friendly way to end your work day.
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
WUSF PERFORMANCE

Ahn Trio Performs At WUSF

The Ahn Trio recently played in the WUSF studios and were interviewed by classical music director Russell Gant. The three Korean-born and Juilliard-trained sisters who make up the piano trio (cellist Maria, pianist Lucia, and violinist Angella) have been bringing a new energy and innovative spirit to chamber music. “It was energizing to speak with them and watch them perform,” Gant said. The trio’s latest CD, “Lullaby for My Favorite Insomniac,” made No. 8 on the Billboard charts for 26 weeks in the classical album category. To hear their performance, visit wusf.org.

SCOTT FINN JOINS WUSF AS NEWS DIRECTOR

WUSF’s new news director, Scott Finn, comes to us after having served as news director, reporter and producer at West Virginia Public Broadcasting in Charleston; he also served as adjunct professor at West Virginia State University where he taught introductory and advanced journalism courses. Finn received the Edward R. Murrow award in 2008 and an Investigative Journalists and Editors Award in 2005. Welcome to WUSF!

OUR PARTNERS

WUSF is the recipient of a $10,000 grant bestowed by the Charles L. Huisking Jr. and Lillian Huisking Memorial Fund of the Community Foundation of Sarasota County. “This generous gift will help establish our studio in Sarasota,” said WUSF’s general manager JoAnn Urofsky. “We’re delighted and grateful.” Charlie Huisking, a well-known journalist based in Sarasota, says his parents, who introduced him to art and performance experiences as a young boy and were great believers in arts education, would be “thrilled to have their fund support this project.” Huisking adds that the studio will be “a great addition to the cultural life of this community, and vital to such organizations as the Sarasota Opera, La Musica and Sarasota Orchestra.”

WUSF Recognized for Florida Matters Program

WUSF was recently honored by The National Educational Telecommunications Association (NETA) for its first episode in the Florida Matters series, a weekly television and radio program that showcases regional issues and stories. In Innovators!, host Irene Maher explored Florida’s relationship with innovation, highlighting past achievements, as well as cutting-edge research going on today. For more information about Florida Matters, visit wusf.org.

Become A Fan of WUSF on Facebook!

Are you a Facebook member? Next time you’re logged in, become a WUSF Facebook fan! Help us grow our page by using the “Suggest to Friends” link under our logo on the left side the page. Thanks, as always, for your support!
MARCH TV HIGHLIGHTS

Celtic Thunder: It’s Entertainment!
pays tribute to six decades of popular music—from nostalgic reminiscences of old-time classics to the band’s unique take on contemporary numbers. Filmed before a live audience in Toronto, the five lead members of the band take us on a high-energy trip as they salute their musical heroes, including Fred Astaire, Neil Diamond, Jim Croce, Chicago, U2, and Leonard Cohen. Airs Tuesday, March 9, at 8 p.m.

Visions of Canada captures the essence of Canada’s natural beauty and cultural diversity. Traveling across six time zones from the Atlantic Maritime Provinces to British Columbia, the documentary combines stunning aerial and ground footage with regional music and incisive narration. It’s a stunning celebration of our neighbor to the north. Airs Monday, March 15, at 8 p.m.

Gourmet’s Adventures with Ruth
Ruth Reichl, the former Gourmet magazine’s editor-in-chief, travels the globe with celebrity guests to experience local culinary traditions, including bread baking secrets in England, the art of cooking couscous in Morocco, and learning to make corn tortillas in Mexico. Reichl’s philosophy? “There’s no better way to experience a culture than to stand at the stove with a wonderful cook.” Airs Wednesdays at 8 p.m., beginning March 24.

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.
### Monday 1st
- 8:00pm Rick Steves’ Europe Classics “Israel”

### Monday 8th
- 8:00pm Rick Steves’ Mediterranean Mosaic
- 10:00pm Roy Orbison: In Dreams

### Tuesday 2nd
- 8:00pm Lark Rise to Candleford
- 9:00pm Doc Martin “City Slickers”
- 10:00pm MI-5

### Wednesday 3rd
- 8:00pm Openroad “California Coast”
- 8:30pm Burt Wolf: Travels & Traditions “Miami, Florida”
- 9:00pm This Old House “Roxbury Project” Pt. 3 of 10
- 9:30pm Hometime “Stone Cottage: Cul-de-sac Prep”
- 10:00pm Appalachia: A History of Mountains and People “Power and Place” Pt. 4 of 4

### Thursday 4th
- 8:00pm Nature “The Queen of Trees”
- 9:00pm Wild: “Wateringhole: The Drinker’s Dilemma”
- 9:50pm Wild: “Wild Dogs Biting Back”

### Friday 5th
- 8:00pm Celtic Tenors: No Boundaries
- 9:00pm Antiques Roadshow “Madison, WI” Pt. 2
- 10:00pm Globe Trekker “Ethiopia”

### Saturday 6th
- 8:00pm T.A.M.I. Show – Rock ‘n’ Roll’s First Concert Film
- 10:00pm Chet Atkins: Certified Guitar Player

### Saturday 13th
- 8:00pm Ed Sullivan’s Rock and Roll Classics – The 60s
- 10:00pm Roy Orbison: In Dreams

### Sunday 14th
- 8:00pm Dr. Christiane Northrup: Menopause and Beyond
- 10:00pm Ed Sullivan’s Rock and Roll Classics – The 60s

### Monday 15th
- 8:00pm Visions of Canada
- 9:30pm Rick Steves’ Ireland

### Tuesday 16th
- 8:00pm The Priests in Concert at Liverpool Metropolitan Cathedral
- 9:30pm Taking Control of Diabetes with Dr. Neal Barnard

### Wednesday 17th
- 8:00pm When Irish Eyes Are Smiling: An Irish Parade of Stars
- 9:30pm Music of Ireland: Welcome Home

### Thursday 18th
- 8:00pm Ed Sullivan’s Rock and Roll Classics – The 60s
- 10:00pm Magnificent Mind at Any Age with Dr. Daniel Amen

### Friday 19th
- 8:00pm Victor Borge: 100 Years of Music & Laughter
- 9:00pm Secrets of Shangri-La
- 10:00pm Mystery of Chaco Canyon

### Friday 19th continued
- 9:30pm Roy Orbison & Friends - A Black and White Night (in HD)

### Saturday 20th
- 8:00pm Viewer Favorites

### Sunday 21st
- 8:00pm Viewer Favorites

### Monday 22nd
- 8:00pm Rick Steves’ Europe Classics “Stockholm and Helsinki”
- 8:30pm Smart Travels - Europe with Rudy Maxa “Four Great Cities II”
- 9:00pm American Masters “You Must Remember This: The Warner Brothers Story” Pt. 1
- 10:00pm American Masters “You Must Remember This: The Warner Brothers Story” Pt. 2

### Tuesday 23rd
- 8:00pm Lark Rise to Candleford
- 9:00pm Doc Martin “The Admirer”
- 10:00pm MI-5

### Wednesday 24th
- 8:00pm Gourmet’s Adventures with Ruth “Blackberry Farm, Tennessee”
- 8:30pm Burt Wolf: Travels & Traditions “Belgium”
- 9:00pm This Old House “Roxbury Project” Pt. 4 of 10
- 9:30pm Hometime “Stone Cottage - Concrete & Foam”
- 10:00pm Rare Bird

### Thursday 25th
- 8:00pm Nature “In the Valley of the Wolves”
- 9:00pm National Parks: America’s Best Idea “The Scripture of Nature” (1851-1890)

### Friday 26th
- 8:00pm Pennsylvania Dinners and Other Roadside Restaurants
- 9:00pm Antiques Roadshow “Madison, WI” Pt. 3
- 10:00pm Globe Trekker “Ecuador and the Galapagos Islands”

### Saturday 27th
- 8:00pm Burt Lancaster: Daring to Reach
- 9:00pm Saturday Night Movie “The Madness of King George”

### Sunday 28th
- 8:00pm NOVA “Ghost of Machu Picchu”
- 9:00pm Secrets of Shangri-La
- 10:00pm Mystery of Chaco Canyon

### Monday 29th
- 8:00pm Rick Steves’ Europe Classics “Oslo, Bergen, and the Fjords”
- 8:30pm Smart Travels - Europe with Rudy Maxa “Europe Just for Fun”

### Where to Watch

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*Programs scheduled are subject to change after printing of this publication.*
florida matters

The State We’re In. Each week on radio, online.

wusf 89.7 Tuesday 6:30 p.m. / repeats Sunday 7:30 a.m.

hosted by Carson Cooper