



A Place in the Sun



St. Petersburg: New Place in the Sun celebrates downtown St. Petersburg's renaissance. This 30-minute documentary, produced by WUSF, was written, directed and narrated by Tampa filmmaker Larry Elliston and underwritten by the Florida Humanities Council. Why St. Petersburg? "It's a perfect example of the new urbanism that's blossoming

around the country," says Elliston. "As baby boomers and younger people turn to urban living, St. Petersburg, with its waterfront and historic charm, walkability, and vibrant arts and performance scene, is an ideal destination." Elliston's ode to St. Pete "covers a lot of ground," including a look back at its history, and interviews with the city's movers and shakers. Airs on WUSF TV, Saturday, May 15, at 8 p.m., and repeats Sunday, May 16, at 9 p.m.



May Greetings!

As we look forward to the summer season, it's the perfect time to look back at the busy months behind us. We have so much good news to share.

First, we thank you, our dedicated members, who showed your support during our March radio and TV membership campaigns. Thanks to you, we greeted nearly 1,600 new members and received pledges of support totaling \$550,000. The tough economic times are starting to take their toll at WUSF Public Broadcasting, and we saw evidence of that during our membership campaigns. As a donor, you keep great programs on the air at WUSF and we're very grateful to you for your support. Your contribution lets us know how valuable WUSF Public Broadcasting is to you.

There is good reason for your fierce commitment to WUSF. We don't just provide valuable content, we also create it. This month, on WUSF-TV, you can view our most recent production, *St. Petersburg: New Place in the Sun*. You can read about this love letter to the vibrant city called "the Riviera of the southeast" in this issue.

Another WUSF original, "My Last Tour," has captured the hearts of thousands of listeners and garnered a regional Edward R. Murrow Award for WUSF reporter Bobbie O'Brien. Since last May, Bobbie has checked in weekly with U.S. Air Force Senior Master Sgt. Rex Temple, a Tampa airman based in Afghanistan. These radio interviews take a foreign and faraway world and make it up-close and personal. Listeners love it and depend on it.

We also receive amazing positive feedback on "Florida Matters," our weekly radio program that tackles tough issues, highlights little-known stories from our part of the world, and provides a greater perspective of what it means to live in the Sunshine State. At a time when conventional news media outlets are cutting back, we're moving forward. Our commitment to original journalism remains as strong as ever.

Speaking of which, we're also delighted to have been chosen to be part of an historic initiative. The Corporation for Public Broadcasting awarded WUSF and other Florida public broadcasting stations a \$1.2 million grant to fund intensive reporting on healthcare policy, issues and wellness. Keep an eye on our website for news about this and other exciting programs, events and initiatives.

Finally, to all of the Moms among us, we wish you an educated, invigorating and inspired Mother's Day!

JoAnn Urofsky General Manager

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Did you know that every time you buy something online at Amazon.com, you have the opportunity to help WUSF Public Broadcasting? If you click the link to Amazon.com on our website, wusf.org, WUSF receives a portion of the sale. Shop to your heart's desire — and support exceptional public broadcasting while you do!





wusf spotlight

UP, UP AND AWAY!

Every October balloonists from around the world descend on Albuquerque, New Mexico, to participate in the Albuquerque International Balloon Fiesta, a nine-day air balloon extravaganza. Since its start in 1972, Balloon Fiesta has grown to become the largest balloon convention in the world, featuring up to 700 artfully crafted balloons. In this beautifully photographed documentary, crews equipped with high-definition cameras captured the mass ascensions, thrilling competitions and interesting characters of the 2008 Balloon Fiesta. Against the backdrop of Albuquerque's awe-inspiring Sandia Mountains and the ever-rolling Rio Grande river, Balloon Fiesta comes alive as event-goers gather to watch pilot competitions, marvel at special-shape hot-air balloons, enjoy evening "glowdeos" and take in morning dawn patrols. **Airs Monday, May 17, at 10 p.m.**



“

Tavis Smiley's programming has a great appeal, especially to young professionals... his commentaries are direct, to the point, and many times voice the views that we have.

I'm Candace Cusseaux, and WUSF is my source for *The Tavis Smiley Show* because of his direct commentary style.

”



Candace Cusseaux
Real Estate Broker
Associate with Cushman & Wakefield
of Florida in Tampa



GRANT

WUSF is Awarded Grant to Fund Journalism Center

WUSF Public Broadcasting has been awarded a grant from the Corporation for Public Broadcasting to fund a Local Journalism Center (LJC) called the "Healthy State Collaborative." The LJC will focus on creating multimedia, multi-platform content on the subject of healthcare. This two-year grant provides WUSF an opportunity to collaborate with other Florida public television and radio stations. In addition to reporting and producing broadcast content for radio and television, partner stations will create a robust website and will hold events, and create partnerships to keep the community informed on healthcare policy, initiatives and wellness.

MEMBERSHIP

March Membership Campaigns a Success!

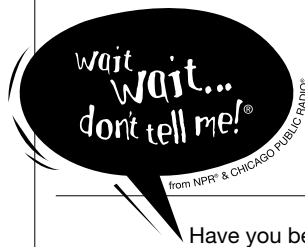
A heartfelt thanks to the 4,290 people who participated in WUSF's radio and TV spring membership campaigns. A total of \$550,000 was raised in support of great programming. A hearty welcome to our 1,580 new members and bravo to all of our volunteers, staff and renewing members who made this another terrific success!



THE DIANE REHM SHOW
One of her guests is always you.

NPR Wins Two Peabody Awards

It's been a stellar year for public radio in this year's Peabody Awards. NPR won two of them; one for Soraya Sarhaddi Nelson's compelling coverage of Afghanistan and the other to NPR.org for overall excellence. In addition, Diane Rehm won a personal Peabody Award honoring her career. The Diane Rehm show airs 10 a.m. to noon weekdays on WUSF 89.7². Every year, the Peabody Awards recognize the most outstanding achievements in electronic media, including radio, television and cable.



Have you been missing the sound of Carl Kasell's voice? If so, you can now catch him twice each week on NPR's *Wait Wait... Don't Tell Me!* on WUSF 89.7, Saturdays at 11 a.m. and again on Sundays at 10 a.m. Join host Peter Sagal and test your knowledge against some of the best and brightest in the news and entertainment world while figuring out what's real news and what's made up.

OUR PARTNERS



Don Wyatt pictured left with Rick Steves

It's only natural that Don Wyatt, president of TravelVideoStore.com, and longtime public broadcasting fan, selected WUSF TV to showcase his business. "WUSF is a valuable resource for the community," says Wyatt. "Our support not only benefits our organization by getting our message out to fellow travelers, it also benefits our community." Wyatt is a huge fan of WUSF TV's many programs about travel and cultures. "Rudy Maxa is my favorite these days, as he tends to travel more the way I travel now." TravelVideoStore.com, says Wyatt, offers a large inventory of specialty travel videos and dvds for rent or purchase, including adventure, experiential, culinary, equestrian, historical and recreational. "If you're going to spend thousands on a trip, why not invest a few more dollars to educate, build excitement and plan for your trip?" Visit TravelVideoStore.com for more information.

WUSF 89.7 RADIO SCHEDULE

Monday through Friday	
Morning Edition ~ Carson Cooper	5-9 a.m.
Classical Music ~ Russell Gant	9 a.m.-1 p.m.
Classical Music ~ Bethany Cagle	1-4 p.m.
All Things Considered ~ Joshua Stewart & Susan Giles Wantuck	4-6 p.m.
Marketplace	6-6:30 p.m.
BBC News	6:30-7 p.m.
Florida Matters ~ Tuesday	6:30-7 p.m.
Classical Music ~ Coleen Cook	7-10 p.m.
Jazz ~ Bob Seymour	10 p.m.-1 a.m.
Jazz ~ Jeff Franklin & Michael Cornette	1-5 a.m.
Friday	
All Things Considered	4-6 p.m.
Marketplace	6-6:30 p.m.
BBC News	6:30-7 p.m.
Classical Music ~ Coleen Cook	7-10 p.m.
Riverwalk	10-11 p.m.
Jazz at Lincoln Center	11 p.m.-midnight
Saturday	
Jazz Set ~ Dee Dee Bridgewater	midnight-1 a.m.
Jazz	1-6 a.m.

Saturday continued	
Classical Music	6-8 a.m.
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 ~ Bob Seymour	10 p.m.-1 a.m.
Jazz ~ Jeff Franklin & Michael Cornette	1-6 a.m.
Sunday	
Jazz	1-6 a.m.
Classical Music	6-7:30 a.m.
Florida Matters	7:30-8 a.m.
Weekend Edition	8-10 a.m.
Wait, Wait... Don't Tell Me!	10-11 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 ~ 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 ~ Carson Cooper	5-9 a.m.
BBC Newshour	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 ~ Joshua Stewart & Susan Giles Wantuck	4-6 p.m.
Marketplace	6-6:30 p.m.
BBC News	6:30-7 p.m.
Florida Matters ~ Tuesday	6:30-7 p.m.
The World	7-8 p.m.
Tell Me More	8-9 p.m.
On Point	9-11 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.
Latino USA	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.

Saturday continued	
Marketplace Money	3-4 p.m.
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.
Wait, Wait... Don't Tell Me!	11-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.

MAY TV HIGHLIGHTS



Hosted by *Law and Order's* Mariska Hargitay, **Telling Amy's Story** follows a domestic violence homicide that occurred in Pennsylvania in 2001. The victim's parents, co-workers, law enforcement officers, and court personnel share their perspectives on what happened to Amy in the weeks, months, and years leading up to her death. **Airs Wednesday, May 19, at 10 p.m.**



No Kidding, Me 2! Actor Joey Pantoliano, best known for his portrayal of Ralphie Ciforetto in *The Sopranos*, hosts this uplifting documentary about mental illness. Pantoliano, who was diagnosed with clinical depression, follows people across America as they tell their own moving stories about addiction, suicide, brain injuries, PTSD, and other mental illnesses. **Airs Wednesday, May 26, at 10 p.m.**



Marina at West Point: Unity Through Diversity showcases concert pianist and composer Marina Arsenijevic performing with the 120-member West Point Band and West Point Cadet Glee Club. The 2008 concert, filmed live at West Point's historic Eisenhower Hall, celebrates the strength of America's unique cultural, racial and religious diversity. **Airs Monday, May 31, at 9:30 p.m.**

Saturday 1st

9:00pm Saturday Night Movie
"The Philadelphia Story" (1940)

Sunday 2nd

8:00pm NOVA
"The Great Inca Rebellion"
9:00pm American Experience
"The Donner Party"

Monday 3rd

8:00pm Rick Steves' Europe Classics
"Central Turkey"



8:30pm Smart Travels - Pacific Rim
with Rudy Maxa "Seattle"
9:00pm Visions of Ireland
10:00pm Islands of Britain "The West"

Tuesday 4th

8:00pm Lark Rise to Candleford
9:00pm Doc Martin
10:00pm MI-5 "Wicked Game"

Wednesday 5th

8:00pm Gourmet's Adventures with
Ruth "Peggy Markel's Morocco"
8:30pm Burt Wolf: Travels & Traditions
"New York City"
9:00pm This Old House
"Roxbury Project" Part 10 of 10
9:30pm Hometown "Stone Cottage -
Insulation"

Thursday 6th

8:00pm Nature "Shark Mountain"
9:00pm Wild!
"Sharks: End of the Myth"
10:00pm Of Sharks And Men
"The Origin of Fear"

Friday 7th

8:00pm America's Ballroom
Challenge "International Standard"
9:00pm Antiques Roadshow
"Phoenix, AZ" Part 2
10:00pm Globe Trekker
"Indonesia: Java & Sumatra"

Saturday 8th

9:00pm Saturday Night Movie
"Gigi" (1958)

Sunday 9th

8:00pm NOVA
"Family That Walks on All Fours"
9:00pm American Experience
"Dolley Madison"

Monday 10th

8:00pm Rick Steves' Europe Classics
"Egypt"
8:30pm Smart Travels - Pacific Rim
with Rudy Maxa "Vancouver &
Victoria, British Columbia"

Monday 10th continued

9:00pm Visions of Scotland
10:00pm Islands of Britain
"The South"

Tuesday 11th

8:00pm Lark Rise to Candleford
9:00pm Doc Martin
10:00pm MI-5 "The Witness"

Wednesday 12th

8:00pm Gourmet's Adventures with
Ruth "Yara Robert's Brazil"
8:30pm Burt Wolf: Travels & Traditions
"Philadelphia, Pennsylvania"
9:00pm This Old House "Newton
Centre Project" Part 1 of 16
9:30pm Hometown "Stone Cottage -
Geothermal"
10:00pm No Kidding, Me 2!

Thursday 13th

8:00pm Nature "Invasion of the
Giant Pythons"
9:00pm Wild Florida "Frogs and Toads"
9:30pm Expedition Florida
"Wild Alachua"
10:00pm Of Sharks And Men
"The Faces of Fear"

Friday 14th

8:00pm America's Ballroom
Challenge "International Latin"
9:00pm Antiques Roadshow
"Phoenix, AZ" Part 3
10:00pm Globe Trekker "Pacific
Islands: Fiji, Vanuatu & Solomon"

Saturday 15th



8:00pm St. Petersburg: New Place
in the Sun
8:30pm Venice, Florida: Moving
Forward By Looking Back
9:00pm Saturday Night Movie
"The Thin Man" (1934)

Sunday 16th

8:00pm Florida: Heaven on Earth?
9:00pm St. Petersburg: New Place
in the Sun
9:30pm Jacksonville Beach:
Against the Tide
10:00pm Imagining a New Florida

Monday 17th

8:00pm Rick Steves' Europe
"England's Bath & York"
8:30pm Smart Travels - Pacific Rim
with Rudy Maxa "Shanghai"
9:00pm Art Wolfe's Travels to the
Edge "Boliva: The Altiplano"

Monday 17th continued

9:30pm Travelscope "Manzanillo,
Mexico & the Costa Alegre"
10:00pm Balloon Fiesta

Tuesday 18th



8:00pm Lark Rise to Candleford
9:00pm Doc Martin
10:00pm MI-5 "Darkest Hour"

Wednesday 19th

8:00pm Gourmet's Adventures with
Ruth "The Tamarind School, Laos"
8:30pm Burt Wolf: Travels & Traditions
"Chicago, Illinois"
9:00pm This Old House
"Newton Centre Project" Part 2 of 16
9:30pm Hometown

Thursday 20th

8:00pm Nature
"Voyage of the Lonely Turtle"
9:00pm Wild Florida "Sea Turtles"
9:30pm Expedition Florida
"From Exploration to Exhibition"
10:00pm Of Sharks And Men
"Facts and Fear"

Friday 21st

8:00pm America's Ballroom
Challenge "Grand Finale"
9:00pm Antiques Roadshow
"San Jose, CA" Part 1
10:00pm Globe Trekker "Nepal"

Saturday 22nd

8:00pm Frank Sinatra -
The Man & The Myth
9:00pm Saturday Night Movie
"High Society" (1956)

Sunday 23rd

8:00pm NOVA
"Killer Subs in Pearl Harbor"
9:00pm American Experience
"Victory in the Pacific"

Monday 24th

8:00pm Rick Steves' Europe
"North Wales: Feisty and Poetic"
8:30pm Smart Travels - Pacific Rim
with Rudy Maxa "Hong Kong"
9:00pm Art Wolfe's Travels to the
Edge "Alaska: Glacier Bay"
9:30pm Travelscope
"Flathead Valley, Montana"

Tuesday 25th

8:00pm Lark Rise to Candleford
9:00pm Doc Martin
10:00pm MI-5 "Rain From Heaven"

Wednesday 26th

8:00pm Gourmet's Adventures with
Ruth "The Yangshuo School, China"
8:30pm Burt Wolf: Travels & Traditions
"Napa Valley, California"
9:00pm This Old House
"Newton Centre Project" Part 3 of 16
9:30pm Hometown
10:00pm On A Wind And A Prayer

Thursday 27th

8:00pm Nature "Superfish"
9:00pm Wild Florida "Sharks"
9:30pm Expedition Florida
"The Big Bend Coast"
10:00pm Of Sharks And Men
"The Victims of Fear"

Friday 28th

8:00pm Thank You, Eddie Hart
9:00pm Antiques Roadshow
"San Jose, CA" Part 2
10:00pm Globe Trekker "Mongolia"

Saturday 29th

8:00pm To Be Announced

Sunday 30th

8:00pm To Be Announced

Monday 31st

8:00pm National Memorial Day
Concert 2010
9:30pm Marina at West Point:
Unity Through Diversity

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

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Take Control

Jackie Hines
Energy Analyst

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Energy Planner is designed for single-family homes (multi-family, mobile and manufactured homes are ineligible).