

9-1-2010

First Choice - September 2010

WUSE, University of South Florida

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Scholar Commons Citation

WUSE, University of South Florida, "First Choice - September 2010" (2010). *First Choice Monthly Newsletter*. Paper 17.
http://scholarcommons.usf.edu/wusf_first/17

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We've Grown!

On September 15, WUSF 89.7 will change to news and information with all night jazz programming. At the same time, we will begin broadcasting an all classical format on WSMR 89.1. Our HD station, WUSF 89.7², will also simulcast all classical programming. WSMR 89.1's broadcast area will cover all of Sarasota, Manatee, Charlotte, DeSoto and Hardee counties, and portions of Pinellas, Hillsborough, Polk and Lee counties. For all schedules, see inside!



Changes!

Since early August, WUSF has been sharing the exciting news of our new radio station purchase and scheduled format change. On September 15, WUSF 89.7 will broadcast all news and information programs with all night jazz and we'll sign on WSMR 89.1 with an all classical format.

It's thanks to your generous financial support that WUSF Public Media is able to purchase another radio station to increase our public service for the region.

As we have researched the listening needs and preferences of our audience over the years, the results have unequivocally indicated the desire for increased media choices in the area of news

and information and in the music we offer. Our classical music lovers have asked us to provide more adventurous selections and to broadcast more of the classical repertoire. You'll be able to hear such quality national programs as NPR's *Talk of the Nation* and *The Diane Rehm Show*. We've consistently heard from our listeners that they want these programs and we're finally able to deliver.

In focus group research we did in June, many of our listeners were enthusiastic about the idea of a second station, but were concerned about the cost and worried that we might risk too much and lose both radio stations. "After all," they said, "don't forget the economy." I want to assure you that we believe this is going to be a successful new opportunity that will increase our value to the community overall.

You can play a role in our success. We invite you to become a founding member of WSMR 89.1. (See the sidebar on this page.)

You don't have long to wait for this momentous change. On Wednesday, September 15, WSMR 89.1 will become central Florida's only all classical station and WUSF 89.7 will become a full-time news and information station with all night jazz.

We hope you appreciate the power of your investment. Your support has helped us double the power of public radio for everyone in our region.

JoAnn Urofsky General Manager

**Become a
Founding Member
of WSMR 89.1!**

This is your opportunity to celebrate and support central Florida's only all classical station. As a Founding Member, you can provide a strong start for this new home for classical music.

Your financial support will help us broaden the repertoire and bring you programs like *Performance Today*, which showcases live concerts by famous artists in concert halls around the globe and brings you interviews, news, and features about classical music, as well. In addition, it will allow us to bring the community more local live performances in our new broadcast and production facilities located on the USF Sarasota-Manatee campus in Sarasota. Stay tuned for the exciting details of becoming a Founding Member of WSMR 89.1. You'll be glad you did!



wusf spotlight

THE CAT IN THE HAT IS BACK!

Coming to television for the first time ever in an animated series, *The Cat in the Hat Knows a Lot About That!* whisks pre-schoolers off on a voyage of scientific discovery. Best friends and neighbors, Sally and Nick, are transported on fantastical journeys to all corners of our natural world, including the bottom of the ocean, a rainforest and a beehive. With the Cat as their guide, and his two energetic helpers, Thing One and Thing Two, and the enigmatic Fish along for the ride, every outing becomes an unpredictable adventure, especially when Sally and Nick travel in the Cat's Thinga-ma-jigger, a quintessentially Seussian contraption that instantly transforms from plane to boat to submarine with just a flick of the jigger-ma-whizzer or a honk of the shrinka-ma-doodle. **Airs Monday through Friday at 7 p.m., beginning September 6, on WUSF, Channel 16.1.**

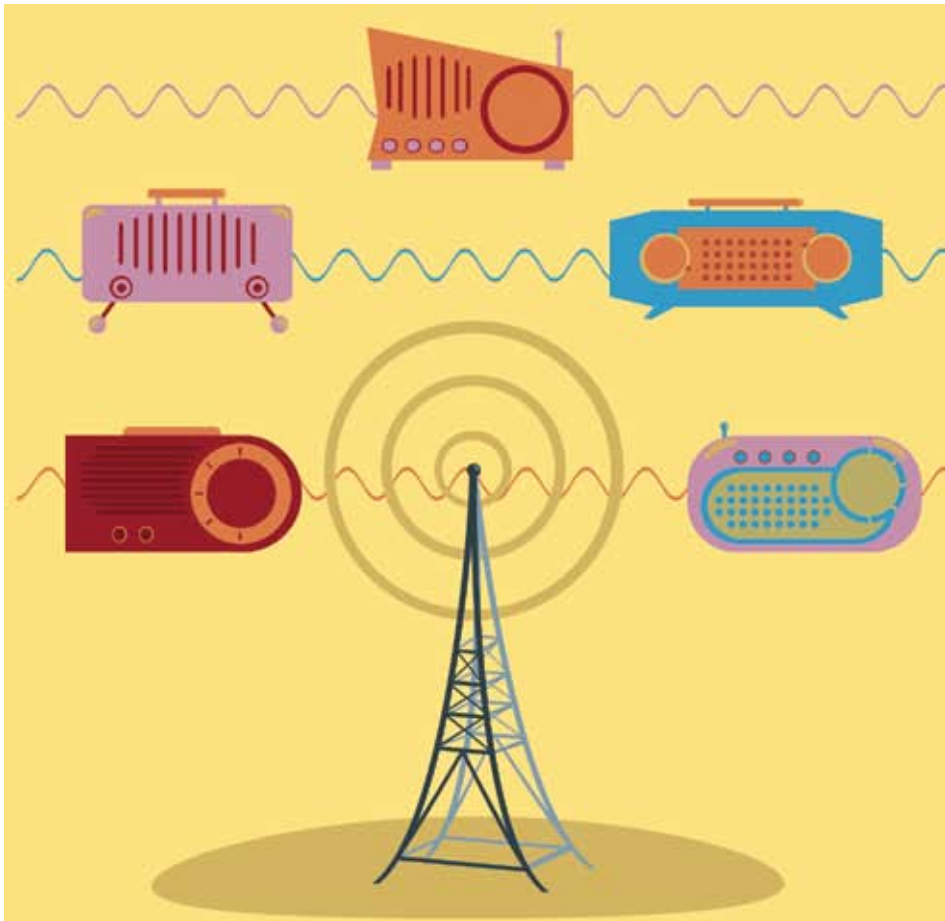
OUR PARTNERS



Diana Rao lives in Carrollwood with her husband and four cats. This newly retired registered nurse has been a passionate fan and member of WUSF for the past 10 years. Initially, Diana fell in love with WUSF 89.7's nighttime jazz programming. Then she discovered the station's wealth of news content, ranging from NPR's offerings to locally produced programming. Before too long, she came to depend on that content as an engaged citizen who wanted to make informed decisions. In Diana's view, democracy is not a spectator sport. "I rely on fair and unbiased reporting to help me form educated opinions."

Diana also believes in giving back. She and her husband have been loyal members for years. But the Rao's deep appreciation for the station recently led them to take it to the next level—as Cornerstone Society members.

"WUSF gives so much," she says. "My husband and I felt it was time for us to do more of our share." When Diana is not plugged into WUSF, she spends her spare time at Big Cat Rescue, a sanctuary for abandoned and abused exotic cats in Tampa. She and her husband are also big fans of global travel. "We try to stay in touch with the world," she says. "I think that's something that most WUSF listeners and viewers have in common."



Just a few of the new programs on WUSF 89.7 full-time news and information with all night jazz!



The Tavis Smiley Show



Lynne Rossetto Kasper
The Splendid Table



Jian Ghomeshi
CBC's Q

wusf 89.7 news, information & jazz schedule

Time	Monday-Friday	Saturday	Sunday
5:00 a.m.-6:00 a.m.	Morning Edition	All Night Jazz	All Night Jazz
6:00 a.m.-7:00 a.m.		Parent's Journal	Krista Tippett on Being
7:00 a.m.-7:30 a.m.		People's Pharmacy	Latino USA
7:30 a.m.-8:00 a.m.			Florida Matters
8:00 a.m.-9:00 a.m.		Weekend Edition	Weekend Edition
9:00 a.m.-10:00 a.m.	BBC Newshour		
10:00 a.m.-11:00 a.m.	The Diane Rehm Show	Car Talk	Wait Wait Don't Tell Me
11:00 a.m.-12:00 p.m.		Wait Wait Don't Tell Me	Whad'ya Know Radio Hour
12:00 p.m.-1:00 p.m.	Fresh Air	This American Life	A Prairie Home Companion
1:00 p.m.-2:00 p.m.	The Story	Snap Judgement	
2:00 p.m.-3:00 p.m.	Talk of the Nation	Sound Opinions	The Splendid Table
3:00 p.m.-4:00 p.m.	The World	Conversations World Cafe	Studio 360
4:00 p.m.-5:00 p.m.	All Things Considered	Fresh Air Weekend	On the Media
5:00 p.m.-6:00 p.m.		All Things Considered	All Things Considered
6:00 p.m.-6:30 p.m.	Marketplace		
6:30 p.m.-7:00 p.m.	BBC News		
	Florida Matters (Tuesday only)		
7:00 p.m.-8:00 p.m.	Fresh Air		
8:00 p.m.-9:00 p.m.	CBC's Q	Riverwalk Jazz	The Tavis Smiley Show
9:00 p.m.-10:00 p.m.	All Night Jazz	McPartland	
10:00 p.m.-5:00 a.m.		All Night Jazz	All Night Jazz
9:00 p.m.-10:00 p.m.	Jazz At Lincoln Center (Friday only)		
10:00 p.m.-11:00 p.m.	Jazz Set (Friday only)		

welcome wsmr 89.1!

wsmr 89.1 & wusf 89.7² radio schedule

Monday through Friday

Classical Music with Russell Gant	6-11 a.m.
Classical Music with Bethany Cagle	11 a.m.-3 p.m.
Midday Mozart	12-1 p.m.
Classical Music with Coleen Cook	3-5 p.m.
Your First Choice	4-5 p.m.
Performance Today	5-7 p.m.
Classical Music	7 p.m.-6 a.m.

Saturday

Classical Music	6-8 a.m.
Classical Music with Bethany Cagle	8-12 p.m.
Classical Music with Coleen Cook	12-5 p.m.
Classical Music	5 p.m.-6 a.m.

Sunday

Classical Music	6-8 a.m.
Classical Music with Russell Gant	8-10 a.m.
Sunday Baroque	10 a.m.-2 p.m.
Classical Music	2-5 p.m.
From the Top	5-6 p.m.
Symphony Cast	6-8 p.m.
Classical Music	8 p.m.-6 a.m.

SEPTEMBER TV HIGHLIGHTS



8: Ivy League Football and America explores the unique role that the eight Ivy League schools played in developing American football. This fascinating documentary examines how the sport came to be dominated by these schools—and why they ultimately walked away from the over-commercialized game they had helped to create. Airs Sunday, September 5, at 9 p.m.



America's Orchestra: Celebrating 125 Years of the Boston Pops tells the story of the orchestra's transformation into the national icon it is today. Features include interviews with and performances by Yo-Yo Ma, Wynton Marsalis, Roberta Flack and others, along with rare footage of artists past and present. Airs Saturday, September 11, at 8 p.m.



In **Martin Yan's Hidden China**, the celebrated chef journeys deep into the mystical Yunnan region, and, traveling by car, bus, bicycle and even by yak, retraces part of the ancient Silk Road journey. Along the way, he gathers stories, savors local dishes, and shows us a side of China rarely seen. Airs Wednesdays at 8 p.m., beginning September 15.

Wednesday 1st

8:00pm Gourmet's Adventures with Ruth "The Yangshuo School, China"
8:30pm Burt Wolf: Travels & Traditions "Assisi, Italy"
9:00pm This Old House "Newton Centre Project" Part 13 of 16"
9:30pm Hometown "Party Kitchen"
10:00pm Lost Treasures of the Ancient World "The Pyramids: Jewels of the Nile"

Thursday 2nd

8:00pm Nature "Fellowship of the Whales"
9:00pm Wild! "White Shark - The Nature of the Beast"
10:00pm Wild! "Sharks: End of the Myth"

Friday 3rd

8:00pm History Detectives "Hot Town Poster, Face Jug, Lost City of Gold"
9:00pm Antiques Roadshow "Las Vegas, NV" Part 3
10:00pm Globe Trekker "Malawi & Zambia"

Saturday 4th

8:00pm Beautiful World with Jim Brickman
9:00pm Saturday Night Movie "A Mighty Wind" (2003)
10:35pm The Jack Benny Show

Sunday 5th

8:00pm NOVA "Marathon Challenge"
9:00pm 8: Ivy League Football and America
10:35pm Ashes to Glory

Monday 6th

8:00pm Rick Steves' Europe "France's Dordogne"
8:30pm Smart Travels - Europe with Rudy Maxa "Madrid"
9:00pm Art Wolfe's Travels to the Edge "Ethiopia: The Omo Valley"



9:30pm Travelscope "Cappadocia, Turkey"
10:00pm To Market, To Market To Buy A Fat Pig

Tuesday 7th

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

Wednesday 8th

8:00pm Gourmet's Adventures with Ruth "Julie Sahni's New York"
8:30pm Burt Wolf: Travels & Traditions "Stamp Collecting, China"
9:00pm This Old House "Newton Centre Project" Part 14 of 16
9:30pm Hometown "Arched Wood Panels"
10:00pm Lost Treasures of the Ancient World "Pompeii: The Doomed City"

Thursday 9th

8:00pm Nature "Clash: Encounters of Bears and Wolves"
9:00pm Lords Of Nature: Life in a Land Of Great Predators
10:00pm Wild! "Return of the Prime Predators"

Friday 10th

8:00pm History Detectives "Jackie Robinson All-Stars, Modoc Basket, Special Agent Five"
9:00pm Antiques Roadshow "Milwaukee, WI" Part 1
10:00pm Globe Trekker "Food Hour: Scandinavia"

Saturday 11th

8:00pm America's Orchestra: Celebrating 125 Years of the Boston Pops
9:00pm Saturday Night Movie "Easter Parade" (1948)

Sunday 12th

8:00pm NOVA "Master of the Killer Ants"



9:00pm American Experience "Riding the Rails"
10:00pm American Experience "Civilian Conservation Corps"

Monday 13th

8:00pm Rick Steves' Europe "Barcelona and Catalunya"
8:30pm Smart Travels - Europe with Rudy Maxa "Carcassonne and the Pyrenees"
9:00pm Art Wolfe's Travels to the Edge "Japan: Hokkaido and Honshu"
9:30pm Travelscope "South Africa - On Safari!"
10:00pm Ride Along the Lincoln Highway

Tuesday 14th

8:00pm Lark Rise to Candleford
9:00pm Doc Martin "Blood is Thicker"
10:00pm MI-5

Wednesday 15th

8:00pm Martin Yan's Hidden China "Ancient Lijiang - A Journey Through Time"
8:30pm Burt Wolf: Travels & Traditions "Chimayo, New Mexico"
9:00pm This Old House "Newton Centre Project" Part 15 of 16
9:30pm Hometown "Attic Trusses"
10:00pm Lost Treasures of the Ancient World "Mayans & Aztecs: Ancient Lands of the Americans"

Thursday 16th

8:00pm Nature "Eagles of Mull"
9:00pm Wild! "Cats & Eagles: Mountain Rivals"
10:00pm Wild! "The Secret of Cats"

Friday 17th

8:00pm History Detectives "WB Cartoons, Galvez Papers, Mussolini Dagger"

Friday 17th continued

9:00pm Antiques Roadshow "Milwaukee, WI" Part 2
10:00pm Globe Trekker "El Salvador & Honduras"

Saturday 18th

8:00pm Lowe Family Television Special
9:00pm Saturday Night Movie "McLintock!" (1963)

Sunday 19th

8:00pm NOVA "Who Killed the Red Baron?"
9:00pm American Experience "A Class Apart"
10:00pm American Experience "Roberto Clemente"

Monday 20th

8:00pm Rick Steves' Europe "Little Europe: San Marino, Monaco, Vatican City, Liechtenstein and Andorra"
8:30pm Smart Travels - Europe with Rudy Maxa "Bordeaux and the Dordogne"
9:00pm Art Wolfe's Travels to the Edge "Australia: Arnhemland and the Kimberley"
9:30pm Travelscope "Mozambique, Africa"
10:00pm What Makes Pittsburgh Pittsburgh?

Tuesday 21st

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

Wednesday 22nd

8:00pm Martin Yan's Hidden China "Kunming - The Gateway to Eternal Spring"
8:30pm Burt Wolf: Travels & Traditions "Vatican City"
9:00pm This Old House "Newton Centre Project" Part 16 of 16
9:30pm Hometown "Standalone Garage"
10:00pm Lost Treasures of the Ancient World "The Celts"

Thursday 23rd

8:00pm Nature "The Dragon Chronicles"
9:00pm Wild! "Creatures of the Black Lagoon"
10:00pm Wild! "Warthog"

Friday 24th

8:00pm History Detectives "Chicago Clock, Universal Friends, War Dog Letter"



9:00pm Antiques Roadshow "Milwaukee, WI" Part 3
10:00pm Globe Trekker "Central America"

Saturday 25th

8:00pm In Performance at the White House "Fiesta Latina"

Saturday 25th continued

9:00pm Saturday Night Movie "Arsenic and Old Lace" (1944)

Sunday 26th

8:00pm NOVA "Secrets of the Samurai Sword"
9:00pm Magnificent Voyage of Christopher Columbus

Monday 27th

8:00pm Rick Steves' Europe "Great Swiss Cities: Luzern, Bern, Zurich and Lausanne"
8:30pm Smart Travels - Europe with Rudy Maxa "Switzerland and the Alps"
9:00pm Art Wolfe's Travels to the Edge "Mali: Sahel to the Sahara"
9:30pm Travelscope "Fiji - Island Hopping"
10:00pm A Cemetery Special

Tuesday 28th

8:00pm Lark Rise to Candleford "Christmas 2008"
9:15pm Doc Martin "Always on My Mind"
10:00pm MI-5

Wednesday 29th

8:00pm Martin Yan's Hidden China "A Rock Legend"
8:30pm Burt Wolf: Travels & Traditions "Cologne, Germany"
9:00pm This Old House "Roxbury Project" Part 1 of 10
9:30pm Hometown "Yoga Studio"
10:00pm Secrets of the Dead "Sinking Atlantis"

Thursday 30th

8:00pm Nature "Clever Monkeys"
9:00pm Wild! "Elephant Rescue"
10:00pm Wild! "Elephants: The Last Mahout"

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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Covering issues like the cost and quality of health care isn't easy, especially in a state with such a wide diversity of opinions and needs as Florida. That's why I was so excited when WUSF announced its new local journalism project, the Healthy State Collaborative. It's becoming an important source for Florida's health news. I should know; that's my business.

”



Carol Gentry
Editor, HealthNewsFlorida.org