
10-2010

First Choice - October 2010

WUSF, University of South Florida

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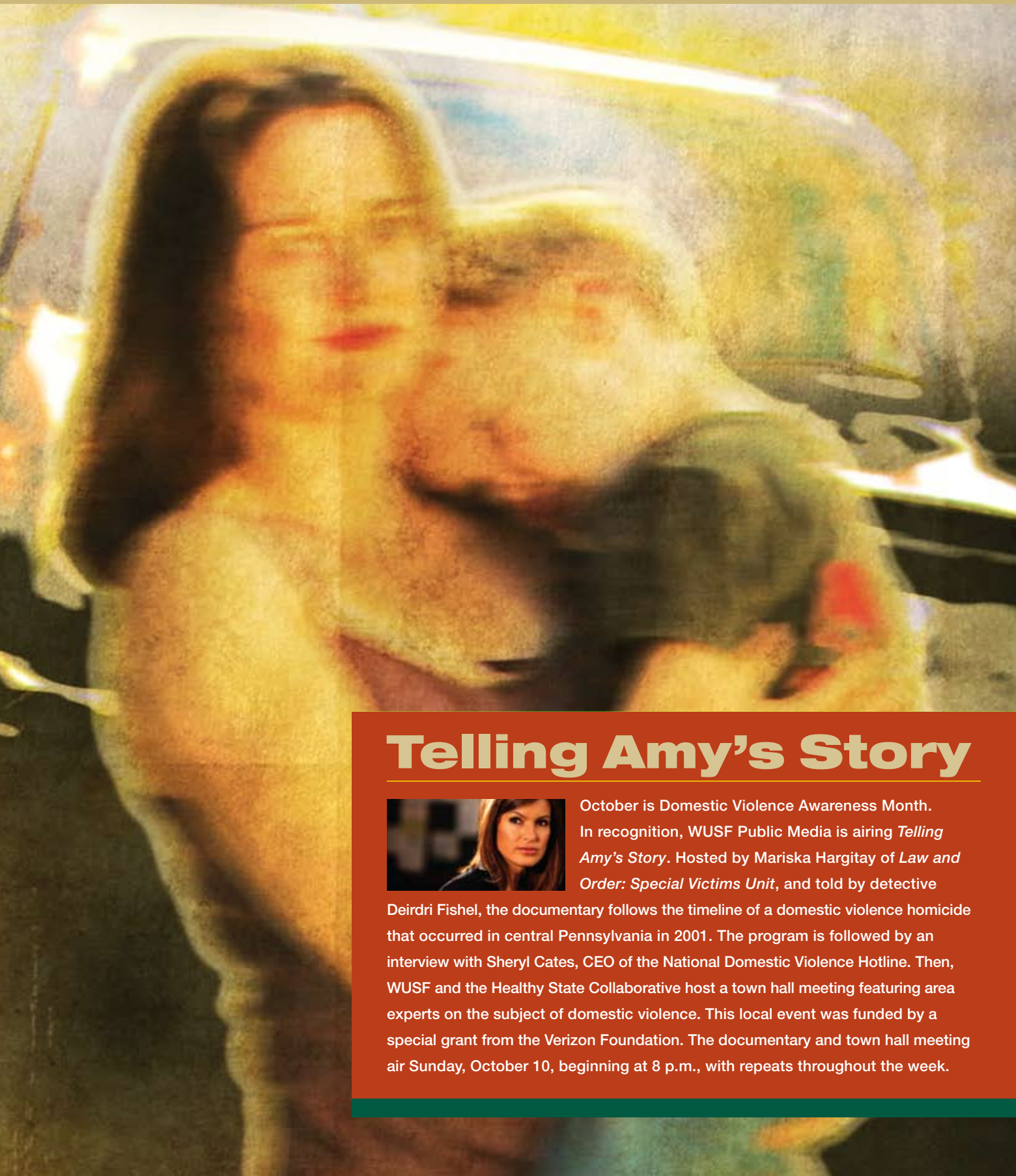
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Telling Amy's Story



October is Domestic Violence Awareness Month.

In recognition, WUSF Public Media is airing *Telling Amy's Story*. Hosted by Mariska Hargitay of *Law and Order: Special Victims Unit*, and told by detective

Deirdri Fishel, the documentary follows the timeline of a domestic violence homicide that occurred in central Pennsylvania in 2001. The program is followed by an interview with Sheryl Cates, CEO of the National Domestic Violence Hotline. Then, WUSF and the Healthy State Collaborative host a town hall meeting featuring area experts on the subject of domestic violence. This local event was funded by a special grant from the Verizon Foundation. The documentary and town hall meeting air Sunday, October 10, beginning at 8 p.m., with repeats throughout the week.



New Directions

By now you can hear our newest efforts on your behalf; news and information with all night jazz on WUSF 89.7 and all classical WSMR 89.1. If you're having trouble hearing either station, learn about all the options for listening on wusf.org, your source for information about WUSF Public Media.

It took a lot of heavy lifting by our talented staff to make the changes that bring WUSF Public Media closer in tune with what our listeners and members have been requesting. Transmitters were moved, transmission lines were hung on the new Sarasota tower and on the USF Tampa campus tower. Program schedules were created, revised, and then recreated with a different order. Staff recorded special announcements about the changes, rehearsed the new call letters, prepared for launch. A small

transition team met each morning at 9:30 to review the activities underway and add new tasks to the list. Every WUSF staff member played an important role in making these changes.

It's not easy to change course, especially when everything seems to be going nicely. In some ways, we took the old WUSF for granted. It was a bulwark: popular enough to keep going, but with the capability of serving so many more listeners in its new configuration. Times have changed. In the past, any changes at WUSF were subtle. Now, we've rocked the boat and we'll be even better than before.

You can help us be even better this month. We start our fall membership campaign on October 11 during *Morning Edition* on WUSF 89.7. Please call early with your pledge. Become a sustaining member. You'll feel great about supporting our new programming.

In case our staff didn't have enough extra work, our new journalism project launched. The Healthy State Collaborative website is packed with our multimedia reports on all aspects of health issues and concerns. HealthyState.org is the place for the information you need. As part of our Healthy State activities, we'll be holding a televised town hall meeting in October on domestic violence in coordination with our broadcast of *Telling Amy's Story*, a documentary hosted by actress Mariska Hargitay. The program follows the timeline of a domestic violence murder. The film and the town hall meeting are sponsored by the Verizon Foundation. You'll find WUSF TV broadcast dates and times in this issue of *First Choice* and at wusf.org.

We'll all remember fondly the WUSF 89.7 we had for 47 years. We were proud to have as our on-air classical host Sheila Stewart, the first female announcer on the BBC. Back then, we were known as Concert 90, and we were the career aspiration of a little girl in Lakeland named Bethany Cagle who listened with her parents and was transformed by the magic of radio. Now, with your help, we'll double our listenership with WUSF 89.7 and WSMR 89.1. Thank you for making it possible.

JoAnn Urofsky General Manager

**Become a
WSMR Founding
Member!**

Be one of the first to get on board! Support WSMR 89.1 with a contribution during its first year and become a special "Founding Member." We have limited-edition "thank you" gifts. For a contribution of \$35 or more, you can sport a WSMR 89.1 Founding Member license plate frame. For a gift of \$120 or more, we'll equip you with a Classical WSMR 89.1 Founding Member messenger bag. An additional benefit for our first-year supporters? Knowing that you were one of the first in your community to support the west coast of Florida's only all classical station!

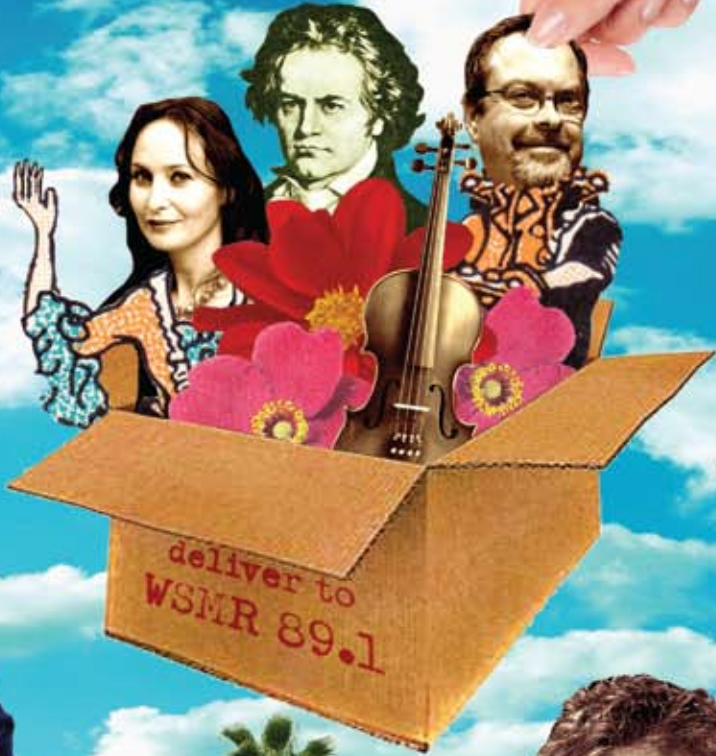




wusf spotlight

THE IRISH COOKING QUEEN

“Irish Cooking Queen” Rachel Allen introduces American television viewers to her straight-forward yet stylish dishes in her new series, *Rachel’s Favorite Food at Home*. Shot entirely in her own kitchen in County Cork, Ireland, the program draws on family favorites, classic regional fare and international influences to provide creative options for simple family meals, festive suppers, romantic dinners and hearty picnics. Some of her delicious, inspiring and easy-to-follow recipes include: South American beef steak with chimichurri salsa, oven-baked risotto verde, lamb samosas, soda bread scones and a summer fruit tiramisu. Aired Thursdays at 11 a.m., beginning October 21.

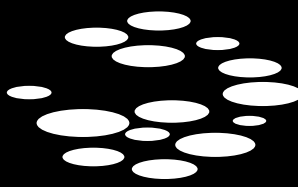


**now you'll
need two ears!**

One for WUSF 89.7 and one for WSMR 89.1

Listen to WUSF 89.7 for news and information
and all night jazz. As for your other
ear, tune in to the all classical WSMR 89.1.

For complete programming information,
please visit wusf.org.



wusf Public Media

[www.wusf.org]



Win an iPad!

Our fall radio membership campaign is October 11-20 and we're hoping to hear from at least 4,000 listeners who have eagerly awaited the arrival of WUSF 89.7's new NPR lineup and expanded jazz programming. Don't miss this chance to let us know what your favorite programs are! If you're our lucky winner, you'll end up with a brand new iPad preloaded with podcasts of WUSF 89.7's new programs. All you have to do is call during the campaign to enter. Join in the fun; you're a winner any way you look at it! For more info, visit www.wusf.org/ipad.

MEMBERSHIP

TV Fall Festival

WUSF TV's Fall Festival membership campaign is October 1-3. View your fave programs, including *The Big Band Years*; *Magic Moments: The Best of '50s Pop*; *Visions of Italy: Southern Style*; and *John Denver: A Song's Best Friend*.

healthystate.org

Healthy State Collaborative Local Journalism Center

WUSF recently received a grant from the Corporation for Public Broadcasting (CPB) to develop and implement the Healthy State Collaborative Local Journalism Center (LJC), a two-year project aimed at strengthening collaboration among six public broadcasting stations in Florida. This partnership will provide the opportunity to serve the residents of this region with an intense journalistic commitment to the unifying topic of healthcare. Visit www.healthystate.org for more information.

Classical WSMR 89.1

Russell Gant, Bethany Cagle and Coleen Cook are now sharing the beauty of classical music seven days a week on the brand new classical WSMR 89.1. Classical fans in northern Hillsborough and Pasco counties can hear the music on 103.9 FM. We've also added *Performance Today* and *From the Top* to our line-up. Visit wusf.org for a complete schedule and program descriptions.

How do I Find the Classical Format in My Area?

- Tune your radio to 89.1 FM
- Can't hear us on 89.1 FM?
Tune your radio to 103.9 FM
- On your HD radio, tune in 89.7² FM
- Go to www.WSMR.org to listen online
- Still can't find us? Give us a call at 1-800-741-9090.



REPORTING



WUSF Congratulates Bobbie O'Brien

WUSF news reporter Bobbie O'Brien has received a Rosalynn Carter Fellowship for Mental Health Journalism. She is one of only six Americans chosen this year for this very prestigious honor. O'Brien will receive training and a \$10,000 stipend to report on mental health issues among members of the military and their spouses undergoing multiple deployments in the Iraq/Afghanistan wars. This fellowship builds upon her work with Senior Master Sgt. Rex Temple and the series *My Last Tour*.
Congratulations!

wusf 89.7 news, information, jazz

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

classical wsmr 89.1

Monday through Friday	
Classical Music with Russell Gant	6-11 a.m.
Classical Music with Bethany Cagle	11 a.m.-3 p.m.
Middy 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.

OCTOBER TV HIGHLIGHTS



Everyday Edisons showcases Americans with great ideas that have the potential of changing the way we work, live and play. From thousands of hopefuls, the crew hand selected an elite few to transform their extraordinary ideas from a sketch to a store shelf. Pictured, inventor Herb Hart speaks about his multifunctional wrench system. Airs Saturdays at 5:30 p.m., beginning October 9.



Rick Steves Europe: The sixth season kicks off with a 60-minute special featuring the Andalucian area of southern Spain, weaving the region's rich mix of culture, cuisine, history and natural wonders into a captivating tour. The series includes four episodes on Spain, three on the former Yugoslavia and four on Nordic Europe. Airs Mondays at 8 p.m., beginning October 11.



Camp Victory, Afghanistan is a verité documentary that tells the story of U.S. National Guardsmen stationed in Herat, Afghanistan, and the Afghan officers assigned as their mentees. Together, they have been given the enormous task of building the 207th Corps of the Afghan National Army into an institution capable of providing security, stability, peace and justice. Airs Wednesday, October 20, 10 p.m.

Friday 1st

8:00pm Big Band Years
10:00pm John Denver: A Song's Best Friend

Saturday 2nd

8:00pm Magic Moments – The Best of 50's Pop



10:00pm Get Down Tonight! – The Disco Explosion

Sunday 3rd

8:00pm Great Performances "Pavarotti: A Life in Seven Arias"
10:00pm Magic Moments – The Best of 50's Pop

Monday 4th

8:00pm Rick Steves' Europe "Vienna and the Danube"
8:30pm Smart Travels – Europe with Rudy Maxa "Alpine Christmas"
9:00pm Art Wolfe's Travels to the Edge "Antarctica and the Falkland Islands"
9:30pm Travelscope "Alberta, Canada – The Canadian Rockies"
10:00pm Stephen Fry in America "The New World"

Tuesday 5th

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

Wednesday 6th

8:00pm Martin Yan's Hidden China "The Wind and Water of Quilin"
8:30pm Burt Wolf: Travels & Traditions "Aachen, Germany"
9:00pm This Old House "Roxbury Project" Part 10 of 10
9:30pm Hometown "His and Her Garage"
10:00pm Unlisted: A Story of Schizophrenia

Thursday 7th

8:00pm Nature "Cuba: The Accidental Eden"
9:00pm Journey to Planet Earth "The State of the Planet's Oceans"
10:00pm At Close Range with National Geographic

Friday 8th

8:00pm History Detectives
9:00pm Antiques Roadshow "Jackpot!"
10:00pm Globe Trekker "Food Hour: Mexico"

Saturday 9th

8:00pm Jack Lemmon: America's Everyman
9:00pm Saturday Night Movie "Edward Scissorhands" (1990)

Sunday 10th

8:00pm Telling Amy's Story
9:00pm Domestic Violence: You Are Not Alone, a Town Hall Meeting

Sunday 10th continued

9:30pm Telling Amy's Story (encore)
10:30pm Domestic Violence: You Are Not Alone, a Town Hall Meeting (encore)

Monday 11th

8:00pm Rick Steves' Europe "Rick Steves' Andalucia: The Best of Southern Spain"
9:00pm Art Wolfe's Travels to the Edge "Brazil: The Pantanal"
9:30pm Travelscope "Chile – From Seaside to Mountaintop"
10:00pm Stephen Fry in America "The Deep South"

Tuesday 12th

8:00pm Lark Rise to Candleford
9:00pm Doc Martin "Out of the Woods"
10:00pm MI-5

Wednesday 13th

8:00pm Martin Yan's Hidden China "Yangshuo – The Hidden Gem"
8:30pm Burt Wolf: Travels & Traditions "Hamburg, Germany"
9:00pm This Old House "Auburndale Project" Part 1 of 16
9:30pm Hometown "Stone Cottage – Interior Walls"
10:00pm New Orleans: Getting Back to Normal

Thursday 14th

8:00pm To Be Announced

Friday 15th

8:00pm History Detectives
9:00pm Antiques Roadshow "Unique Antiques"



10:00pm Globe Trekker "Utah & Colorado"

Saturday 16th

8:00pm Joan Crawford: Always the Star
9:00pm Saturday Night Movie "Batman" (1989)

Sunday 17th

8:00pm NOVA "Musical Minds"
9:00pm Music Instinct: Science and Song

Monday 18th

8:00pm Rick Steves' Europe "Adriatic Delights"
8:30pm Smart Travels – Europe with Rudy Maxa "Croatia's Dalmatian"
9:00pm Art Wolfe's Travels to the Edge "West Africa: Togo and Benin"
9:30pm Travelscope "Chile – The Driest Place on Earth"
10:00pm Stephen Fry in America "Mississippi"

Tuesday 19th

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

Wednesday 20th

8:00pm Martin Yan's Hidden China "For All the Teas in Western China"
8:30pm Burt Wolf: Travels & Traditions "St. Gallen, Switzerland"
9:00pm This Old House "Auburndale Project" Part 2 of 16
9:30pm Hometown "Stone Cottage – Vaulted Ceiling"
10:00pm Camp Victory, Afghanistan

Thursday 21st

8:00pm Nature "Penguins of the Antarctic"
9:00pm Masters of the Arctic Ice
10:00pm Gates of the Arctic: Alaska's Brooks

Friday 22nd

8:00pm History Detectives
9:00pm Antiques Roadshow "Philadelphia" Part 2
10:00pm Globe Trekker "South Atlantic"

Saturday 23rd



8:00pm Burt Lancaster: Daring to Reach
9:00pm Saturday Night Movie "Ninotchka" (1939)

Sunday 24th

8:00pm NOVA "Mind Over Money"
9:00pm American Experience "The Crash of 1929"
10:00pm American Experience "Hoover Dam"

Monday 25th

8:00pm Rick Steves' Europe "Dubrovnik and Balkan Side-Trips"
8:30pm Smart Travels – Europe with Rudy Maxa "Four Great Cities II"
9:00pm Art Wolfe's Travels to the Edge "New Zealand"
9:30pm Travelscope "West Virginia – Wild and Wonderful"
10:00pm Stephen Fry in America "Mountain and Plains"

Tuesday 26th

8:00pm Lark Rise to Candleford



9:00pm Doc Martin "On the Edge" Part 1
10:00pm MI-5

Wednesday 27th

8:00pm Martin Yan's Hidden China "Yunnan – South of the Clouds"
8:30pm Burt Wolf: Travels & Traditions "A Tuscan Harvest, Italy"

Wednesday 27th continued

9:00pm This Old House "Auburndale Project" Part 3 of 16
9:30pm Hometown "Stone Cottage – Mill Work"
10:00pm Things That Go Bump In the Night

Thursday 28th

8:00pm Nature "Crash: A Tale of Two Species"



9:00pm Of Sharks and Men "The Origin of Fear"
9:55pm Of Sharks and Men "The Faces of Fear"

Friday 29th

8:00pm History Detectives
9:00pm Antiques Roadshow "Philadelphia" Part 3
10:00pm Globe Trekker Special "Slavery"

Saturday 30th

8:00pm Pioneers of Television "Sitcoms"
9:00pm Saturday Night Movie "Rain Man" (1988)

Sunday 31st

8:00pm NOVA "B-29 Frozen In Time"
9:00pm Lewis & Clark: The Journey of the Corps of Discovery

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

016 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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