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First Choice - December 2007

WUSE, University of South Florida

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Mark Schreiner Walks the University Beat

What's the buzz at the University of South Florida? Whatever it is, WUSF's *University Beat* is the place to hear it first. Host Mark Schreiner shines a spotlight on the university's pioneering advances in medicine, science and technology, as well as its breakthroughs in engineering, education and the arts. For 11 years, this popular radio segment has aired on WUSF 89.7. Now, thanks to popular demand, *University Beat* is also being televised on WUSF TV/DT.

"Tremendous work is being done on all four USF campuses," says Schreiner.

"We attempt to show how this research impacts the public—from cures for diseases to smarter ways to commute or communicate."

University Beat also covers the university's creative programming, including music and art efforts, and such service projects as USF's Collaborative for Children, Families and Community.

Schreiner explains that the radio segments are two and a half minutes long; the TV segments 90 seconds. Throughout the week, both are aired multiple times. WUSF's Web site makes the content available for streaming and podcasting 24 hours a day, and offers additional content and links to more information.

Has adapting the radio segments for television been challenging?

Schreiner laughs. "I've been in radio for 15 years. Writing for audio only is different than writing for audio and video. TV is a different animal, in terms of set-up and making things look good. I like to joke about the good old days, when it was just me, the subject and my microphone. But, believe me, TV is an absolute blast. I'm as proud of my television productions as I am of all my radio pieces."

University Beat with host Mark Schreiner airs on WUSF 89.7, Mon. and Thurs. at 3:57 p.m.; Fri. at 9:04 a.m.; and on WUSF TV/DT, Mon.-Fri. 11:55 a.m., 4:55 p.m. and 11:25 p.m.; and during the weekends at various times. For more information, visit: www.wusf.usf.edu/university_beat.

WUSF 89.7 Your NPR Station



John Sepulvado



Steve Newborn



Bobbie O'Brien

National Public Radio

WUSF 89.7 News distinguishes its news coverage in West Central Florida with in-depth reporting that addresses key issues identified by listeners as having top relevance to their lives. News reporters and producers, led by interim news director John Sepulvado, focus on economic trends, property issues involving insurance and taxation, developments in education, threats to the environment and growth management. Reports can be heard daily during *Morning Edition* and *All Things Considered*, as well as weekly on *Florida Matters*.

Morning Edition



Carson Cooper

Host Carson Cooper offers in-depth news reports and features covering politics, international affairs, education, labor, economics, sports, the arts, entertainment and much more.

Weekdays, 5-9 a.m.

All Things Considered



Susan Giles Wantuck

All Things Considered with host Susan Giles Wantuck is a definitive afternoon newsmagazine offering a comprehensive review of the day's most important stories, providing in-depth interviews, insightful commentary and intelligent analysis.

Weekdays, 4-6:30 p.m.

Classical Music



Russell Gant

WUSF 89.7 is dedicated to providing the world's most inspired music. Directed and hosted by Russell Gant with hosts Bethany Cagle and Coleen Cook.

Weekdays 9 a.m.-4 p.m.

7 p.m.- 10 p.m.

Saturdays 6 a.m.-8 a.m.

Noon-5 p.m.

Sundays 6 a.m.-8 a.m.

10:30 a.m.-3 p.m.

9 p.m.-11 p.m.



Bethany Cagle



Coleen Cook



Bob Seymour



Gig Brown

Jazz

Each week listeners and Web streamers are treated to great jazz music on WUSF 89.7. WUSF's jazz programming includes performances by local musicians as well as national jazz programming. Directed and hosted by Bob Seymour, with hosts Gig Brown and Jeff Franklin.

Daily, 10 p.m.-5 a.m.

Local Programming

WUSF 89.7 offers in-depth coverage on regional issues.

These programs include:

Florida Matters

Hear stimulating discussions on topics that matter in our community. Produced by Dustin Hapli.

Fridays, 6 p.m., and Sundays, 10 a.m.

Florida Stories

Produced and hosted by Eric Jordan, *Florida Stories* presents intimate conversations of hope, inspiration and triumph.

Fridays, 5:30 p.m.

HD 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-Noon
Fresh Air	Noon-1 p.m.
Day to Day	1-2 p.m.
Talk of The Nation	2-4 p.m.
All Things Considered with Susan Giles Wantuck	4-6:30 p.m.
Florida Matters (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.
Justice Talking	6-7 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.
Weekend America	2-4 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.
The Changing World	8-9 p.m.
Selected Shorts	9-10 p.m.
Conversations from the World Café	10-11 p.m.
BBC World Service News	11 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.
Studio 360	10-11 a.m.
Latino USA	11-11:30 a.m.
Left, Right & Center	11:30 a.m.-Noon
Best of Our Knowledge	Noon-2 p.m.
The Infinite Mind	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.
National Geographic World Talk	7-8 p.m.
Living on Earth	8-9 p.m.
The Tavis Smiley Show	9-10 p.m.
BBC World News	11 p.m.-5 a.m.



WUSF: An Expanding Media Universe

CREATING A GALAXY
OF CHOICES

WUSF General Manager, JoAnn Urofsky

When you think of WUSF Public Broadcasting, what do you think?

A few years ago, the answer might have been broadcast radio or TV—period. Not anymore. Today, nearly two million people make WUSF their first-choice source for news, entertainment and education. It's a 21st-century audience that seeks content outside the conventional media box. To them, WUSF means broadcast: two digital radio channels and four digital television stations. It also means new media: an interactive Web site offering podcasts and live streaming.

What is it like to provide content via such a range of formats for such media-savvy consumers?

“Challenging,” says Diane Egner, WUSF’s content director. “It inspires us to be creative and we love it. We offer top-quality content that touches people’s lives. At any given time, our audience has seven different media platforms to access this content. It’s our job to provide them with more content and more choices. When our audience finds more reasons to turn to us for relevant information, we all win.”

Egner explains that there’s a natural cross-pollination. A program that emerges on one kind of media often leaps to another platform and thrives there too. “Take *University Beat*,” she says. “It was originally created just for radio. But we realized that it lent itself to television. With some creative tweaking, we now present this segment on radio, TV and on the Web site, which means more people can participate.”

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WUSF: An Expanding Media Universe continued from preceding page

Thanks to its Web site, WUSF's media universe is expanding ever faster. Broadcast limitations don't exist there. On the site, content-hungry audiences can access daily podcasts of local newscasts and public affairs programming, video podcasts and live streaming audio from the two radio program channels.

"Our Web programming is often an expansion of the broadcast content and sometimes offers new standalone content that can't be found anywhere else," says Egner. "We include more information and links for further study. The possibilities are limitless."

A second radio channel, WUSF 89.7², broadcasts news and public affairs 24 hours a day, seven days a week. Many of the second channel's programs are new to the Tampa Bay market, including *Talk of The Nation*, *Day To Day*, *On Point*, *Conversations From The World Café* and *The Infinite Mind*.

"Again, we listened to what our members wanted. This second channel expanded our audience—both the number of people and the hours that they listen. Diverse content better serves our existing audience and attracts a diverse new audience that is more highly engaged."

"This kind of media interplay has a fascinating effect on the way we create and distribute content, and the way people access it. It's a new way of sharing information. It's also a new kind of symbiosis between the source and its audience."

Speaking of new, Egner says WUSF will be producing more original programming for radio, TV and the Web. "We have the skills to create and deliver top-rate programming right here in our own studios. We plan to produce more cross-platform projects. Funding is key."

"We want people to make us their first-choice media source," says JoAnn Urofsky, WUSF's general manager. "It's not just about numbers. It's a human connection of shared values. Our audience is creative. They want high-quality programming—not just news and entertainment, but content that touches their lives, makes them think and informs them to make better

"At any given time, our audience has seven different media platforms to access content. It's our job to provide them with more content, and more choices. When our audience finds more reasons to turn to us for relevant information, we all win."

Diane Egner
WUSF Content Director

decisions. Our audience demands the best and we give it to them. Our goal is to give them even more."

Egner adds, "What we do is deeply personal, always. If the WUSF media universe keeps growing, there's a simple reason for it. Our viewers and listeners are always growing as human beings. That's why our core audience makes WUSF its first-choice. For us, it's an honor to grow with them."

Buy Online and Support WUSF

This holiday season make your purchases through **wusf.org**.

Why?

Each time you purchase something from Amazon.com through our Web site, you're helping support WUSF Public Broadcasting.

Give gifts to your family, your colleagues and your friends – and participate in the legacy of this region's premier public broadcasting service.

wusf.org



Season's Greetings!

This year, our staff has been busy implementing projects and focusing on important goals of serving you —our members and community—through the assets of public broadcasting. We've had some tremendous accomplishments and some significant firsts and it is my pleasure to reflect upon them here.

Our production crew has been busier than ever with the 2007 premier of *University Beat* on TV, and the dynamic and creative promotion campaign for

USF that you see when you watch the USF Bulls on ESPN. We're also in the process of producing an hour-long documentary on skin cancer, which will be shown on public television stations across the nation in 2008, and a special program on the Florida Winefest and Auction, a charitable event WUSF has sponsored since 1994. *Expedition Florida* is a series of 90-second segments about Florida's natural and environmental wonders that are airing on public television stations in Florida and on the Florida Knowledge Network, one of our four digital TV channels.

In 2007, WUSF became the first radio station in the world to premier the conditional access system. This technical innovation is a feature of HD radio and will allow WUSF to offer greater service to listeners who rely on our Radio Reading Service. We'll have more information on the other attributes of conditional access in 2008.

Community participation is at the heart of our mission and among the events WUSF staff participated with this year were Sarasota's Arts Day, Sarasota Film Festival, Gasparilla Festival of the Arts, St. Petersburg Festival of Reading, La Musica International Chamber Music Festival, the Poynter Institute's Community Conversations, and the Tampa Bay Business Committee for the Arts Gala. Look for us at these and other events in 2008—we love meeting you when we're out in the community!

We really enjoy hearing your comments about what you love about WUSF Public Broadcasting, as well as your suggestions for how we can serve you better.

As you turn to your family and close friends to celebrate the holidays, I hope you'll take time to enjoy the special seasonal programs on WUSF. Best wishes to you from our entire staff.

JoAnn Urofsky
General Manager

WUSF Happenings

A hearty welcome to **Michael Alan Stuck**, WUSF's new grants writer. Michael comes to us from WJCT Public Broadcasting in Jacksonville, where he was grants director.



Michael Alan Stuck

Warm greetings to USF students who are on board this school year as part-time WUSF staff members: **Matthew Wengerd**, **Shoshanna Vaughn** and **Eric Halverson** (programming assistants); **Danielle Murkerson** (Web assistant); **Krystal Roberts** and **Patrick Johnson** (newsroom assistants); **Christine Weaver** (marketing assistant); and **Shannon Legrand** (creative services).

We'd also like to welcome three new interns: **Tania Mullings**, **Nataysa Ashwood**, and **Kim Thurman**. Each is a participant in WUSF's internship program with USF's School of Mass Communication, and will earn a semester's credit while working in the new media and TV production departments. The 15-week internship program is designed for students in their junior and senior years.

Gig Brown, WUSF 89.7² manager and jazz host, is back in school—this time as a teacher. The USF course he's

teaching introduces both music and non-music students to the history of jazz.



Gig Brown

Congrats to the **WUSF 89.7 staff** headed by Development Director Cathy Coccia, for its pithy and witty "**3 to 2**" **membership drive campaign**, which spotlighted the station's decision to cut its three yearly membership drives down to two. Staff members helped write and produce a campaign to promote the change, which was launched in October 2006. NPR celebs **Tom** and **Ray Magliozzi** of *Car Talk*, **Carl Kasell**, and **Michele Norris**, all graciously provided sound bites for WUSF's on-air use. "It was a lovely team effort," says Coccia. To hear the campaign, visit <http://www.wusf.usf.edu/Development/>.



WUSF Volunteers

Speaking of our **fall membership campaign**, we met our \$400,000 goal, thanks to the generous support of our listeners and members. We welcomed nearly 1,100 new members to WUSF 89.7! Here's a heartfelt thank you to all of the staff and volunteers who shared their time and expertise during the campaign—and to our listeners who gave their support. You make it happen. Bravo!



David Sedaris Raises \$15,000 for WUSF

WUSF audiences enjoyed the humor and insights of best-selling author, satirist and public radio commentator David Sedaris at the Mahaffey Theater in October. Sedaris, considered by some to be the "funniest man alive," charmed more than 1,200 attendees by reading from his works and taking questions from the audience. Tweaking the familiar until it warps, Sedaris mines poignant comedy from his offbeat childhood in North Carolina, his bizarre career path and his move to France. His wickedly witty observations engaged the audience—and raised \$15,000 for WUSF. Thank you, David and WUSF listeners!

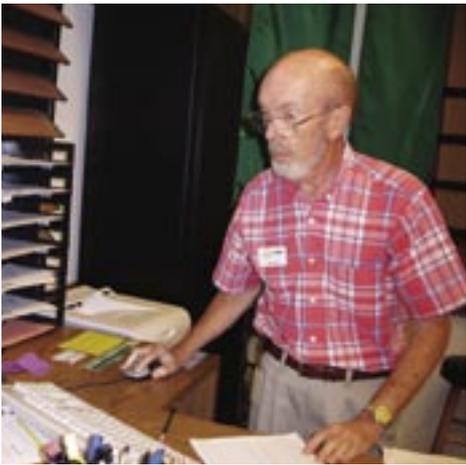


Perlman Music Program

For two weeks every December, 35 exemplary young musicians come to Sarasota to study under Itzhak Perlman in The Perlman Music Program (PMP) Winter Residency, presented and sponsored by the Van Wezel Foundation. WUSF has partnered with this exceptional program since its beginnings—and now USF Sarasota-Manatee has opened its campus to PMP Winter Residency faculty and students. You're invited to attend free rehearsals, student recitals, and master classes, Dec. 23 through Jan. 4. Most events will be on the USF Sarasota-Manatee campus, 8350 N. Tamiami Trail in Sarasota. A "Celebration Concert" is Jan. 2, 2008, at 7 p.m. Tickets are \$50-\$60. A fundraising event, "Perlman and Pearls," follows the performance. Tickets begin at \$500 per person. For tickets to all events, including the free ones, call 800-826-9303. For more information, call the PMP hotline at: 941-955-4942. For schedule information, visit www.vwfoundation.org.

Get Intimate with WUSF

Our "Artful, Intimate Evening" at the Siesta Key home of Mark and Jennie Famiglio, Dec. 8 at 7 p.m., will feature creative food and libations catered by Michael's on East, lively conversations and inspired performances by musicians and vocalists, including Key Chorale. You'll have an opportunity to speak with artists and performers, as well as with some of WUSF's on-air hosts. Best of all? One hundred percent of the ticket sales benefits WUSF Public Broadcasting. For reservations, call 813-974-8680. Sponsored by *Sarasota* magazine.



Bob Young: Dedication in Action

Bob Young has a soft spot for WUSF. A *really* soft spot. For the past eight years, this retired junior high school math teacher from Pasco County has helped WUSF in as many ways as he could. He's answered phones, stuffed envelopes, and assisted in the organization of our music library. He's also worked every membership campaign for the past eight years—and we're talking every day of every campaign. Young went even further for October's campaign. He left his summer home in North Carolina to come to Tampa to manage the 8 a.m. to 1 p.m. (and sometimes even earlier) volunteer phone shift every day. Why does he do it? "To tell you the truth, I do it for myself," Young laughs. "I've made great friends at WUSF. It's not that I'm altruistic; I'm just having a great time. I truly believe in the station—so it just makes sense to be involved." Thank you, Bob, for being the gracious, generous, and extraordinary WUSF supporter that you are.

WUSF Salutes St. Joseph's Hospital

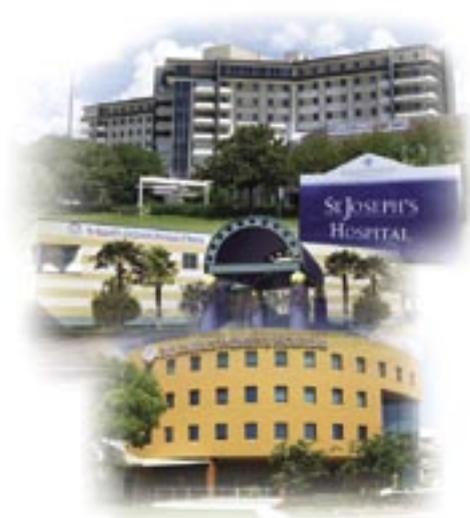
WUSF Public Broadcasting applauds

St. Joseph's Hospital for three years of exceptional, generous support.

St. Joseph's Hospital, St. Joseph's Women's Hospital and St. Joseph's Children's Hospital of Tampa are committed to improving the health of our community with state-of-the-art technology and skilled medical experts. As the largest not-for-profit healthcare system in the Tampa Bay area, they strive to be leaders in medical excellence through accessible, compassionate care and have done so since 1934, when St. Joseph's Hospital was established. Each hospital focuses on the specific healthcare needs of adults and children, and continues to grow to meet our community's healthcare challenges. The three enterprises are part of the BayCare Health System, a family of healthcare providers consisting of the nine leading not-for-profit hospitals in the Tampa Bay region.

"It's been our delight and honor to partner with St. Joseph's Hospital during these past years," says WUSF General Manager JoAnn Urofsky.

"Their support of public broadcasting shows their dedication and commitment to the health and vitality of this region. It's through the support of enterprises such as St. Joseph's that we are able to provide meaningful and relevant content that enhances our community's quality of life."



Giving Made Easier

It's good to give to WUSF; it's even better when you can minimize income and estate taxes at the same time. One feature of the Pension Protection Act of 2006 is an IRA charitable rollover. It allows individuals to withdraw up to \$100,000 from a traditional or Roth IRA to fund a direct gift to a qualified charity, such as WUSF. Such a gift counts toward your required minimum distributions. That means you don't need to report it as income for federal tax purposes.

If you are 70 and a half years or older and possess an IRA, this could be a great opportunity for you—and for WUSF. To qualify, you need to make your gift before year's end.

Intrigued? Call Scott Nolan, development officer, at 813-974-8625, or email snolan@wusf.org

WUSF TV/DT broadcasts on four digital television channels, providing increased educational programming to the community. Our four channels include WUSF programming, The Annenberg CPB channel, the Florida Knowledge Network and Create. For details on specific program content, visit our Web site at wusf.org.

WUSF Membership Campaign Programming

Saturday 1st

- 9:00 a.m. Dr. Christiane Northrup: Menopause and Beyond—New Wisdom for Women
- 11:00 a.m. Suze Orman: Women and Money
- 1:00 p.m. My Music: The British Beat
- 3:00 p.m. Buying the War
- 5:00 p.m. Good Night with the Sleep Doctor Michael Breus, PhD
- 6:30 p.m. Celtic Woman: A Christmas Celebration
- 8:00 p.m. Doo Wop Love Songs
- 10:00 pm Bob Dylan: Live in Newport 1963 - 1965
- 11:30 p.m. BBC World News

Sunday 2nd

- 10:00 a.m. Dr. Wayne Dyer: Change Your Thoughts, Change Your Life
- 1:00 p.m. Doo Wop Love Songs
- 3:00 p.m. Great Performances “Great Moments at the Met: Viewer’s Choice”
- 5:00 p.m. Barry Manilow: Great Songs from the Seventies
- 6:30 p.m. David Broza at Masada: The Sunrise Concert
- 8:00 p.m. Great Performances “Vivere: Andrea Bocelli Live in Tuscany
- 10:00 p.m. Rich Dad’s Guide to Wealth with Robert Kiyosaki
- 11:30 p.m. BBC World News

Monday 3rd

- Noon Inspiration—Your Ultimate Calling with Dr. Wayne Dyer
- 4:00 p.m. The Best of the Johnny Cash Show Country
- 5:00 p.m. BBC World News
- 8:00 p.m. Northern Lights: An Evening with Sissel and Friends
- 9:30 p.m. Suze Orman: Women and Money
- 11:30 p.m. BBC World News

Tuesday 4th

- 8:00 a.m. Sewing with Nancy: Nancy’s 25 Favorite Sewing Techniques
- Noon The Brain Fitness Program
- 1:30 p.m. Pope John Paul II: A Saint for Our Times
- 3:00 p.m. Doo Wop Love Songs
- 5:00 p.m. BBC World News
- 8:00 p.m. Roy Orbison and Friends: A Black and White Night
- 9:30 p.m. Barry Manilow: Great Songs from the Seventies
- 11:00 p.m. BBC World News

Wednesday 5th

- Noon Celtic Woman: A Christmas Celebration
- 1:30 p.m. You on a Diet with Dr. Michael Roizen
- 3:00 p.m. My Music: The British Beat

- 5:00 p.m. BBC World News
- 8:00 p.m. Doo Wop Love Songs
- 10:00 p.m. Good Night with the Sleep Doctor Michael Breus, PhD
- 11:30 p.m. BBC World News

Thursday 6th

- Noon Suze Orman: Women and Money
- 2:00 p.m. The Rockabilly Legends: They Called It Rockabilly Long Before They Called It Rock and Roll
- 3:30 p.m. The Borinqueneers
- 5:00 p.m. BBC World News
- 8:00 p.m. Country Pop Legends
- 10:00 p.m. Roy Orbison and Friends: A Black and White Night
- 11:30 p.m. BBC World News

Friday 7th

- Noon Brenda Watson’s Fiber 35: Nature’s Weight Loss Secret
- 1:30 p.m. Broadway’s Best at Pops
- 3:00 p.m. Country Pop Legends
- 5:00 p.m. BBC World News
- 8:00 p.m. Viewers’ Favorites
- 12:00 a.m. BBC World News

Saturday 8th

- 9:00 a.m. Viewers’ Favorites
- 12:00 a.m. BBC World News

Sunday 9th

- 10:00 a.m. Viewers’ Favorites
- 12:00 a.m. BBC World News

WUSF Weeknight Primetime Programming

Sunday

- 8:00 p.m. NOVA
- 9:00 p.m. Wired Science
- 10:00 p.m. Secrets of the Dead

Monday

- 8:00 p.m. Rick Steves’ Europe
- 8:30 p.m. Smart Travels – Europe with Rudy Maxa
- 9:00 p.m. In Julia’s Kitchen with Master Chefs
- 9:30 p.m. The Complete Pepin
- 10:00 p.m. Dec. 10 The Everlasting Stream
- 10:00 p.m. Dec. 17 The Secret Family of Jesus
- 8:00 p.m. Dec. 31 American Masters “Carol Burnett: A Woman of Character”
- 9:30 p.m. Billy Crystal: The Mark Twain Prize
- Special Christmas Eve Programming
- 6:00 p.m. Mr. Christmas
- 7:00 p.m. The Nutcracker
- 9:00 p.m. A Pops Holiday Party
- 10:00 p.m. Tonic Sol-Fa Christmas

Tuesday

- 8:00 p.m. The History Project
- 9:00 p.m. History Detectives
- 10:00 p.m. Waking the Dead

WUSF Weeknight Primetime Programming (continued)

Wednesday

- 8:00 p.m. Seasoned Traveler
- 8:30 p.m. Burt Wolf: Travels and Traditions
- 9:00 p.m. This Old House
- 9:30 p.m. Hometown
- 10:00 p.m. The Appalachians

Thursday

- 8:00 p.m. Nature
- 9:00 p.m. Wild!
- 10:00 p.m. Wild Florida
- 10:30 p.m. Wild Chronicles

Friday

- 8:00 p.m. Antiques Roadshow
- 9:00 p.m. Rick Steves’ Europe

- 9:30 p.m. Passport to Adventure
- 10:00 p.m. Globe Trekker

Saturday

- 8:00 p.m. Dec. 15 Pavarotti in Central Park
- 9:00 p.m. Saturday Night Movie “Lilies in the Field”
- 10:35 p.m. Christmas at San Xavier
- 11:05 p.m. BBC World News
- 8:00 p.m. Dec. 22 A Pops Holiday Party
- 9:00 p.m. Saturday Night Movie “The Miracle Worker”
- 8:00 p.m. Dec. 29 American Masters “Marilyn Monroe: Still Life”
- 9:00 p.m. Saturday Night Movie “The Seven Year Itch”

NATURE “Silence of the Bees” examines a number of theories concerning the massive die-offs of honeybees. Could it be a disease? Is it caused by pesticides, genetically modified foods or radiation from cell phone towers? Whatever is happening, we must solve the mystery soon or face unimaginable consequences since honeybees are responsible for one of every three bites of food we eat. **Airs Thursday, Dec. 13, at 8:00 p.m.** Check our Web site for additional show times.



MY MUSIC: DOO WOP LOVE SONGS The 1950s and Doo Wop love songs go hand-in-hand—like two straws and a shake. America’s favorite malt shop memories are back with this heartfelt collection for all who have ever been in love. Hosts Jerry Butler and Cousin Brucie Morrow bring back these enduring backseat ballads. **Airs Saturday, Dec. 1, at 8:00 p.m.** Check our Web site for additional show times.



GREAT PERFORMANCES

“Vivere: Andrea Bocelli Live in Tuscany” Superstar Andrea Bocelli returns to his native Italy for an evening filled with romantic songs. Bocelli is joined by many outstanding vocalists on the slopes of the ancient hill town of Lajatico. **Airs Sunday, Dec. 2, at 8:00 p.m.** Check our Web site for additional show times.

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

WUSF Public Broadcasting
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BILLY CRYSTAL

The Kennedy Center Mark Twain Prize celebrates this versatile and prolific entertainer who has found success in front of the camera as a performer in film and television—and behind the scenes, as a writer, director and producer. This special features

comic performances from Bob Costas, Robert DeNiro, Danny DeVito, Whoopi Goldberg, John Goodman, Rob Reiner, Robin Williams and others, and includes classic film and television clips from Crystal's career. **Airs Monday, Dec. 31, at 9:00 and 11:30 p.m.**

IntellisMedia: Creating Cutting-Edge Commercial Campaigns



The IntellisMedia's creative services production team is acclaimed for its cutting-edge productions. When the University of South Florida needed to create a national media campaign, it was only natural they called them. Good move. The IntellisMedia team, led by producer Andy Nichols

of WUSF, created three 30-second animated videos that guide viewers through a 3-D campus. "I wanted to illustrate USF as both a cutting-edge university, and also reflect on how quickly it's grown in its 51 years. By combining original high-energy music and state-of-the-art animation, we've accomplished both in a bold campaign that USF can be proud to air nationally," says Nichols. The spots have been seen during ESPN's broadcasts of USF football games. Nichols wrote the original score; Dave Hoversten of Seescape Studios, Inc., provided the animation and editing; and Cynthia Poloka of WUSF, was director of creative services. For more information about IntellisMedia, call 813-396-9850 or visit www.intellismedia.usf.edu.