11-1-2007

First Choice - November 2007

WUSF, University of South Florida

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Spotlight on WUSF Public Broadcasting

Creative. Entertaining. Educational. Balanced. Trustworthy. These are some of the words WUSF listeners and viewers use when they describe the rich and compelling programming offered on WUSF Public Broadcasting’s radio, Web and television channels.

As the area’s most trusted source for local and national news, in-depth reporting and educational, arts and cultural programming, and the finest in classical and jazz music, we reach more than 1.3 million people through our radio and television channels and on our Web site each week.

And we’re growing!

WUSF Public Broadcasting features two radio signals (WUSF 89.7 and WUSF 89.7²) and four television channels. WUSF also offers podcasts of local newscasts and public affairs programming, video podcasts, RSS feeds and live streaming audio of our two radio channels. In addition, WUSF operates IntellisMedia, an entrepreneurial service offering broadcast, technical and creative services.

Community participation is at the core of our mission.

Locally owned and operated, WUSF is recognized for its commitment to the local community, which stretches from Citrus County in the north to Charlotte County in the south. We serve an invaluable role every day to tens of thousands of people by providing informative and challenging programming, events and outreach initiatives that address critical local issues and inspire public dialogue and positive change.

Our mission is to provide meaningful and relevant content that enhances our community’s quality of life, and we invite you to join us on this important journey.

Marketplace – it’s public radio’s Award-winning daily magazine on business and economic news. This smart, hip and literate program is not only about money and business, but about people, local economies and the world – and what it all means to us. The 30-minute program – with an irreverent reporting style all its own – airs weekday evenings on WUSF 89.7 and 89.7² at 6:30 p.m.

Host: Kai Ryssdal
WUSF 89.7 Your NPR Station

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
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
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.

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 is dedicated to being your first choice for news and information, offering in-depth coverage on regional issues. These programs include:

Florida Matters
Hear decision-makers, experts and other concerned citizens in 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 about hope, inspiration, triumph, laughter and tears told by the people who experienced them.
Fridays, 5:30 p.m.

University Beat
Each week on radio and television, producer/host Mark Schreiner showcases innovative programs in medicine, engineering, education, art and the sciences at the University of South Florida. We learn how these efforts relate to our community – and the world at large.
Mondays and Thursdays, 3:57 p.m.
Tuesdays and Fridays, 9:04 a.m.
Rotates throughout the schedule on television.

Classical Music
WUSF 89.7 is dedicated to providing the world’s most beautiful 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.

Turning Sight into Sound Since 1978
The WUSF Radio Reading Service (RRS) broadcasts many local and national newspapers and an extensive selection of current magazines to serve the visually impaired and print-disabled citizens in the community. RRS is accessible to those who qualify, 24 hours a day via a specially tuned low-frequency radio receiver, provided at no charge, or through the WUSF-TV Channel 16 SAP option. For more information, visit our Web site at wusf.org.
GIG BROWN CAN SEE THE FUTURE of radio, and that future begins with an “H.” As in high definition radio. As the second audio channel program manager and interim program director at WUSF Public Broadcasting, Brown is passionate about this revolutionary broadcast technology, which represents the radio industry’s biggest leap forward since the introduction of FM more than 50 years ago. “The digital medium is the most reliable source for programming,” Brown says. “This is the future of broadcasting.”

HD radio, also referred to as digital radio, is a method of transmitting audio and data on the FM radio broadcast. The sound is crisp and static-free, with near-perfect reception. “Signal fading, static, hisses and pops become nuisances of the past,” says Brown. HD technology can also provide data services, such as the title of the music, the name of the conductor and soloist, and breaking news and traffic alerts.

continued on following page
“You can listen to both analog and digital signals with an HD radio,” says Brown, explaining that it looks very much like a regular analog radio with an LED display. “The real difference is what’s on the inside,” he says.

What’s inside?

Unmatched, state-of-the-art programming.

WUSF 89.7² broadcasts news and public affairs 24 hours a day, seven days a week.

“This format allows us to open our programming to a wider audience,” says Brown. “There was a demand for specific programs by listeners who were familiar with these shows where they used to live — or maybe they’re vacationing here or live in this area part-time. Now they don’t have to miss their favorite shows.” Content director Diane Egner says that the WUSF team employed a variety of methods to determine which programs would work best for our listeners.

“We looked at quality programs that were not already offered in this market, and programs that showcased issues that were not being aired otherwise,” she says.

You can listen online to WUSF 89.7² on our Web site at wusf.org or you can buy an HD radio, available on our Web site in the WUSF HD radio store.

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A QUICK GLANCE AT FOUR AWARD-WINNING WUSF 89.7² PROGRAMS

**Fresh Air** with host Terry Gross is a Peabody Award-winning weekday magazine covering contemporary arts, culture, politics and social issues. A talk show with “probing questions, revelatory interviews and unusual insights,” the program also features reviews of movies, books, plays, television programs and music by renowned critics and commentators. **Weekdays at Noon.**

**On Point** with host Tom Ashbrook is a call-in news program covering important news developments and conducting conversations with newsmakers and thinkers from around the world. The program seeks out distinct and provocative voices that may be new to public radio or that may not have been heard in the same context. **Weekdays at 8 p.m.**

**Day to Day** Nearly three years after its 2003 launch, *Day to Day* has become NPR's fastest-growing new program, redefining the newsmagazine concept with hosts Alex Chadwick and Madeleine Brand. *Day to Day* features NPR journalists reporting on breaking national and international news, culture and politics, new technology, and opinion and analysis. **Weekdays at 1 p.m.**

**Talk of the Nation** with host Neal Conan is known for intelligent and thought-provoking discussion. Guests, contributors and listeners explore today’s most compelling issues — from breaking news, science and education to religion and the arts. *Talk of the Nation* offers call-in listeners the opportunity to join discussions with decision-makers, authors, academicians and artists from around the world. **Weekdays at 2 p.m.**

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**HD RADIO SCHEDULE**

<table>
<thead>
<tr>
<th>Monday through Friday</th>
<th>Friday Only</th>
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<tbody>
<tr>
<td>Morning Edition</td>
<td>5-9 a.m.</td>
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<tr>
<td>with Carson Cooper</td>
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<tr>
<td>Tell Me More</td>
<td>9-10 a.m.</td>
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<tr>
<td>The Diane Rehm Show</td>
<td>10-Noon</td>
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<tr>
<td>Fresh Air</td>
<td>Noon-1 p.m.</td>
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<tr>
<td>Day to Day</td>
<td>1-2 p.m.</td>
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<tr>
<td>Talk of The Nation</td>
<td>2-4 p.m.</td>
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<tr>
<td>All Things Considered</td>
<td>4-6:30 p.m.</td>
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<tr>
<td>with Susan Gies Warluck</td>
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<tr>
<td>Florida Matters</td>
<td>6-6:30 p.m.</td>
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<tr>
<td>(Friday only)</td>
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<tr>
<td>Marketplace</td>
<td>6:30-7 p.m.</td>
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<tr>
<td>The World</td>
<td>7-8 p.m.</td>
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<tr>
<td>On Point</td>
<td>8-10 p.m.</td>
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<tr>
<td>To The Point</td>
<td>10-11 p.m.</td>
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<tr>
<td>BBC World Service News</td>
<td>11 p.m.-5 a.m.</td>
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**Saturday**

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<th>Saturday</th>
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<tbody>
<tr>
<td>BBC World Service News</td>
<td>5-6 a.m.</td>
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<tr>
<td>Justice Talking</td>
<td>6-7 a.m.</td>
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<tr>
<td>Only A Game</td>
<td>7-8 a.m.</td>
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<tr>
<td>Weekend Edition</td>
<td>8-10 a.m.</td>
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<tr>
<td>Car Talk</td>
<td>10-11 a.m.</td>
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<tr>
<td>What’s Ya Know?</td>
<td>11 a.m.-1 p.m.</td>
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<tr>
<td>Wait, Wait... Don’t Tell Me</td>
<td>1-2 p.m.</td>
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<tr>
<td>Weekend America</td>
<td>2-4 p.m.</td>
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<tr>
<td>BBC Newshour</td>
<td>4-5 p.m.</td>
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<tr>
<td>All Things Considered</td>
<td>5-6 p.m.</td>
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**Sunday**

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<th>Sunday</th>
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<tbody>
<tr>
<td>BBC World Service News</td>
<td>5-6 a.m.</td>
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<tr>
<td>The People’s Pharmacy</td>
<td>6-7 a.m.</td>
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<tr>
<td>Speaking of Faith</td>
<td>7-8 a.m.</td>
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<tr>
<td>Weekend Edition</td>
<td>8-10 a.m.</td>
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<tr>
<td>Studio 360</td>
<td>10-11 a.m.</td>
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<tr>
<td>Latino USA</td>
<td>11-11:30 a.m.</td>
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<tr>
<td>Left, Right &amp; Center</td>
<td>11:30 a.m.-Noon</td>
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<tr>
<td>Best of Our Knowledge</td>
<td>Noon-2 p.m.</td>
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<tr>
<td>The Infinite Mind</td>
<td>2-3 p.m.</td>
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<tr>
<td>The Splendid Table</td>
<td>3-4 p.m.</td>
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<tr>
<td>BBC Newshour</td>
<td>4-5 p.m.</td>
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<tr>
<td>All Things Considered</td>
<td>5-6 p.m.</td>
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<tr>
<td>On the Media</td>
<td>6-7 p.m.</td>
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<tr>
<td>National Geographic</td>
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<tr>
<td>World Talk</td>
<td>7-8 p.m.</td>
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<tr>
<td>Living on Earth</td>
<td>8-9 p.m.</td>
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<tr>
<td>The Tavis Smiley Show</td>
<td>9-10 p.m.</td>
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<tr>
<td>BBC World News</td>
<td>11 p.m.-5 a.m.</td>
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Greetings! This time of year hails not only the beginning of a long stretch of glorious Southwest Florida weather, but also a renewal of spirit and energy.

Our mission is never far from our hearts:

To provide meaningful, relevant content that enhances our community’s quality of life – and gives voice to it. We firmly believe that locally produced, in-depth journalism inspires critical dialogue, creates diverse liaisons, and fulfills essential civic needs.

We’re proud to share in our region’s rich cultural tapestry by providing a forum for its events and issues through programs such as Florida Matters, Florida Stories, University Beat, and on our state-of-the-art interactive Web site.

Since May, WUSF 89.7 has been airing the remarkable stories of Tampa Bay residents whose lives were impacted by World War II in a special Florida Stories series. For Veterans Day, WUSF TV/DT will feature the first part of Ken Burns’ gripping seven-part series, The War. In addition, WUSF will be showcasing area residents who served extraordinary roles in the war. These will be broadcast in conjunction with the Ken Burns’ special.

WUSF has a lot to be thankful for this season. We thank the thousands of individuals and businesses who are active, engaged participants in this worthy enterprise. As supporters, you help us provide the programming upon which you depend – programming that is creative, entertaining, educational and trustworthy. You have also helped us advance boldly into the future of state-of-the-art, digital broadcasting.

We are also thankful for the outstanding efforts achieved by our talented staff during this past season of change, innovation and evolution. Through their determination and hard work, WUSF Public Broadcasting has become our region’s broadcasting leader. We remain deeply grateful to all of you for your commitment to WUSF’s mission and invite you to join us this season in an invigorating journey of exploration and discovery!

JoAnn Urofsky, General Manager
Where will your heart, body and soul be this May?

If you're passionate about travel, intrigued by river cruising, and inspired by all things French, imagine yourself gliding down the Saône and Rhone rivers on a culinary and cultural cruise with Burt Wolf, host of the public television series, Travels & Traditions.

C'est vrai! WUSF is collaborating with Wolf on an Avalon Waterways' Tour and River Cruise, May 17-28, 2008. The journey begins with two days in Paris, followed by a drive into the Burgundy region where travelers will board the Avalon Scenery, a state-of-the-art vessel with staterooms designed by the acclaimed architect Hans Sabert.

Your river adventure will include stops in the ancient towns of Tournus and Mâcon, and two days in Lyon, France's gastronomic center. You'll also visit the twin cities of Tournon and Tain L'Hermitage, famous for their medieval architecture; Avignon, the 14th-century residence of the Popes; and Arles, with its extraordinary light that inspired Vincent van Gogh. This unforgettable journey will end with a culinary feast in Nice.

You'll also be part of history! Wolf’s filmmaking crew will record the entire tour, allowing guests the rare opportunity to view television in the making. Throughout the trip, Burt will talk about the history and culture of each region, and host special wine and food events featuring the products of each region.

Intrigued? Call 1-888-365-3443 for more information or visit www.burtwolf.com/france2008.

WUSF Happenings

WUSF Public Broadcasting took home five awards at the 2007 Florida Associated Press Broadcasting (FAPB) Awards. WUSF 89.7 reporter Bobbie O’Brien won first place in large market radio for individual achievement; reporter Steve Newborn placed second in the same category. The entire WUSF news team took second place in Best Hurricane Coverage and Best Election Coverage. O’Brien also picked up a second place award in Best Continuing Coverage for her stories called Just Elementary, about a struggling urban school in Tampa.

WUSF welcomed two new faces recently, including Colleen Cook, WUSF 89.7’s new classical music host. Cook comes to us from Omaha, where she was a news anchor, reporter and classical host. Also new to the station is Margaret Fuesy who, as the station’s new marketing director, will be responsible for marketing strategies, promotions and special events.

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Bobbie O’Brien

Steve Newborn

As part of the annual Media Awards competition this summer, Bobbie O’Brien was recognized by The Florida Bar for excellence in reporting stories that highlight the system of law and justice as it affects people in Florida, as part of the annual Media Awards Competition this summer. O’Brien and WUSF won first place honors in the radio news category for Behind Bars: Unable to Stand Trial, Mentally Ill Inmates Remain in Jail.

Fans of WUSF’s popular University Beat will be pleased to know that it will now be televised on WUSF TV/DT, in addition to airing weekly on 89.7. Host and producer Mark Schreiner says that the 90-second spots showcasing leading efforts in medicine, engineering, education, art and the sciences at USF will be aired at different times throughout the broadcast day.

“The University is involved with so many significant and newsworthy programs that it only made sense to broadcast this show to a larger audience,” says Schreiner.

Colleen Cook

Margaret Fuesy

WUSF 89.7’s new classical music host. Cook comes to us from Omaha, where she was a news anchor, reporter and classical host. Also new to the station is Margaret Fuesy who, as the station’s new marketing director, will be responsible for marketing strategies, promotions and special events.

Shawn Dudley

Shawn Dudley has been promoted to new media manager at WUSF. Dudley, who joined the station in 2004, will lead efforts to redesign the organization’s Web site, and create unique online content. He has produced such nationally distributed public radio programs as Pulse of the Planet, Soundprint, The Environment Show and the two-minute daily radio broadcast, Word for the Wise.

Where will your heart, body and soul be this May?
Experience The Met Opera On Radio!

The Metropolitan Opera inaugurates its 77th radio broadcast season on Dec. 8, with Gluck’s *Iphigénie en Tauride*, conducted by Louise Langrée. The 22-series season will air on WUSF 89.7 through May 3 and will include 20 live matinee opera broadcasts. Margaret Juntwait returns for her fourth season as announcer.

Perlman Music Program Teams With USF And WUSF

Each December for two weeks, 35 exemplary young musicians come to Sarasota to study under the direction of Itzhak Perlman as part of the world-renowned Perlman Music Program’s (PMP) winter residency. WUSF has partnered with this exceptional program since its beginning – and now USF will become a major participant. USF Sarasota-Manatee has opened its campus to PMP faculty and students for individual practice, lessons and chamber music rehearsals. The location will attract thousands of people daily to attend chorus and orchestra rehearsals, works-in-progress student recitals, and master classes. Most events are free and open to the public. The program runs from Dec. 20 through Jan. 4. For more information, view the WUSF events calendar on our Web site. Just click on “Events” at wusf.org.

Tickets to all PMP free events will be available for in-person pick-up only through the Van Wezel Box Office beginning Sat., Nov.17 at 9 a.m. (max of 6 tickets pp).
WUSF Partners Board: A Dedicated Team!
Most progressive organizations depend on community members to assist them in achieving and maintaining their mission and goals. A little over a year ago, WUSF Public Broadcasting formed the WUSF Partners Board, a group of community participants who have graciously volunteered to share their unique talents to further the station’s mission. Members come from all walks of life and share a strong interest in the role of public broadcasting in today’s media arena. Their tasks include providing advice regarding development, assisting with government relations and community outreach, and planning and implementing events that further the mission of WUSF Public Broadcasting.

An Artful, Intimate Evening with WUSF
Your First Choice for Information, Entertainment and Education

Crazy for classical music? Jazzed on jazz? Lifelong love of learning? We invite you to spend an evening with the on-air hosts of WUSF and a few special friends from the region’s arts and performance community, Dec. 8, 7 p.m., in Sarasota. Hosts Mark and Jennie Famiglio welcome you to their Siesta Key bayside home to enjoy an evening of creative food and libations, lively conversations and inspired performances by musicians, vocalists and dancers.

Learn behind-the-scenes secrets from our on-air hosts, including Carson Cooper, Susan Giles Wantuck, Russell Gant and Bob Seymour, who will indulge your every (well, almost every) question about the thrills and chills of public broadcasting. Mingle with talented musicians, performers, composers, choreographers, and artists — and talk art long after the stars come out over Sarasota Bay.

Best of all, 100 percent of your ticket benefits WUSF Public Broadcasting. WUSF continues to be your first choice destination for access to the most accurate, trustworthy and quality information, education and entertainment.

For reservations, please call 813-974-8680. Tickets are $250 per person: limited to 100 guests. Sponsored by Sarasota magazine.
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. At times, our regular schedule is pre-empted for special programming such as Ken Burns' The War airing Nov. 11th-17th, and our Membership Campaign. For more details on specific program content, visit our Web site at wusf.org.

Regular Programming Schedule

Sundays
8 p.m. NOVA
9 p.m. Wired Science
10 p.m. Secrets of the Dead

Mondays
8 p.m. Rick Steves’ Travels
8:30 p.m. Smart Travels
9 p.m. In Julia’s Kitchen with Master Chefs
9:30 p.m. The Complete Pepin
10 p.m. Nov. 5 The Great Upset of ’48

Tuesdays
8 p.m. The History Project
9 p.m. History Detectives
10 p.m. Nov. 6 Waking the Dead

Wednesdays
8 p.m. The Seasoned Traveler
8:30 p.m. Burt Wolf: Travels and Traditions
9 p.m. This Old House
9:30 p.m. Hometime
10 p.m. Nov. 7 Seeing in the Dark

Thursdays
8 p.m. Nature
9 p.m. Wild Things

Fridays
8 p.m. Antiques Roadshow
8 p.m. Rick Steves’ Travels
9:30 p.m. Passport to Adventure
10 p.m. Globe Trekker

Saturdays
8 p.m. Nov. 3 Saturday Night Movie: The Big Country
Nov. 10 Pioneers of Primetime
9 p.m. Saturday Night Movie: Mister Roberts

Special Programming Schedule

Saturday 24th
9 a.m. Dr. Wayne Dyer: Change Your Thoughts, Change Your Life
12 p.m. The Best Of The Johnny Cash Show “Country”
1 p.m. The Borinqueneers
2:30 p.m. You on a Diet With Dr. Michael Roizen
4 p.m. My Music: Country Pop Legends
6 p.m. Suze Orman: Women & Money
8 p.m. American Soundtrack: Doo Wop’s Best on PBS
10 p.m. Bruce Springsteen and The E Street Band: Hammersmith Odeon, London 1975

Sunday 25th
10 a.m. Inspiration – Your Ultimate Calling With Dr. Wayne Dyer
2 p.m. My Music: ’50s Pop Parade
4 p.m. The Best Of The Johnny Cash Show “Country”
5 p.m. Walking The Bible
6:30 p.m. Broadway’s Best At Pops
8 p.m. My Music: The British Beat
10 p.m. Suze Orman: Women & Money

Monday 26th
8 p.m. Rick Steves: Italy’s Dolce Vita
10 p.m. My Music: Country Pop Legends

Tuesday 27th
8 p.m. The Borinqueneers
9:30 p.m. Rich Dad’s Guide To Wealth With Robert Kiyosaki

Wednesday 28th
8 p.m. Suze Orman: Women & Money
10 p.m. American Soundtrack: Doo Wop’s Best on PBS

Thursday 29th
8 p.m. Andre Rieu: Radio City Music Hall: Live In New York
10 p.m. Elvis Lives: The 25th Anniversary Concert

Friday 30th
8 p.m. Great Performances Jerry Lee Lewis: Last Man Standing
10 p.m. My Music: The ’70s Experience

The Big Comfy Couch is a cozy place for preschoolers to learn about the world around them. This award-winning series shares a child’s point of view and provides a playful environment for fun and discovery.

Airs Monday through Friday at 7 p.m.

The Holiday Table
hosted by Chris Fennimore and Emily Luchetti, presents a sure way to create easy and elegant holiday entertaining. With many special events just around the corner, what better way to celebrate the magic of the season than with scrumptious appetizers, delectable dinners and tantalizing treats? Also, talented stylists and tabletop experts show how to add sparkle and fun to any gathering.

Airs Mondays at 11 a.m.

JFK: Breaking The News
reveals how closely the news medium and television audiences are joined in times of crisis by looking at the broadcast coverage of the assassination of President John F. Kennedy.

Airs Wednesday, November 21 at 10 a.m.
Beginning on Veterans Day, WUSF is featuring a week of special radio and television programs. WUSF TV/DT will be airing *The War*, a seven-part television series directed and produced by Ken Burns and Lynn Novick. This gripping series tells the story of World War II through the personal accounts of men and women from four American towns.

The series explores the most intimate human dimensions and demonstrates that, in extraordinary times, there are no ordinary lives.

In addition, WUSF TV/DT has produced several television segments featuring “ordinary people in the Tampa Bay area who served extraordinary roles in that war,” says Diane Egner, content director for WUSF Public Broadcasting. “The individuals featured reflect the diversity of people who served.” Their remarkable stories will be aired in conjunction with *The War*, which will air Sun., Nov. 11, through Sat., Nov. 17, at 8 p.m. each night.

Egner reminds audiences that WUSF 89.7 features the audio recollections of people who served during World War II in its *Florida Stories* series, aired every Friday at 5:30 p.m. during *All Things Considered*.

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**IntellisMedia: Customized Media, Production And Technology Solutions**

Want to produce award-winning, cutting-edge video and audio productions? WUSF Public Broadcasting has the answer: IntellisMedia. We provide our clients with everything they need to create professional media productions. IntellisMedia provides design, installation and maintenance for audio, video, data and telecommunications networks. Our professional facilities and staff offer the latest digital technology in both video and audio production. And our award-winning creative team provides services for a variety of media needs, including scriptwriting, production, show development, graphic design and animation.

Contact us and let us bring your enterprise up to date with our customized, state-of-the-art technological solutions! IntellisMedia.org