BBC or not BBC?
The British Broadcasting Corporation (BBC) goes by such affectionate nicknames as “Auntie” and “The Beeb” in the United Kingdom. If you watch or listen to WUSF, you know “Auntie” has a nose for news in the 21st century. Today’s BBC offers independent, in-depth analysis based on fearless, on-the-ground reporting. In an era when other news organizations are calling home their foreign correspondents, the BBC remains committed to international coverage—and the human resources that make it possible in countries around the world. Where commercial news broadcasting offers a short list of rotating headlines, the BBC offers fresh perspectives on the planet. It’s a truly global news source.

WUSF makes it available in two different media formats: WUSF TV/DT broadcasts BBC World News Service daily, and WUSF’s HD radio channel carries BBC News Hour on weekends and BBC World Service News daily. Nigel Chapman, the director of BBC World Service, recently stated that the BBC’s goal was to provide “the most trusted, relevant and high quality international news in the world.” That’s WUSF’s goal, too. Our viewers and listeners are a truly cosmopolitan bunch. They ask the world from us. Offering BBC’s news service is one way we deliver it.

WUSF TV/DT broadcasts BBC World News Service at 6 a.m. and 11 p.m. daily and at 5 p.m. weeknights. WUSF 87.9² features the BBC News Hour at 4 p.m. on weekends; and the BBC World Service News daily from 11 p.m. to 5 a.m.
Local and global news coverage
WUSF 89.7 combines NPR's award-winning global news coverage with in-depth reporting on local issues impacting our listeners' lives. John Sepulvado's team of news reporters and producers covers the West Central Florida beat—from education to the environment to the economy. Hear WUSF's daily local newsbreaks every hour during Morning Edition and All Things Considered.

Morning Edition
Area host Carson Cooper and national hosts Steve Inskeep and Renee Montagne offer eye-opening news reports and features on politics, international affairs, education, labor, economics, sports, the arts, entertainment and much more. Start your day off well-informed.
Weekdays, 5-9 a.m.

All Things Considered
This lively afternoon news magazine lives up to its name. Area host Susan Giles Wantuck and national hosts Robert Siegel, Michele Norris and Melissa Block provide an overview of today's headlines, and then go behind the headlines with probing interviews, insightful commentary and thoughtful analysis.
Weekdays, 4-6:30 p.m.

Classical Music
WUSF 89.7 fills your ears with 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.
7-10 p.m.
Saturdays 6-8 a.m.
Noon-5 p.m.
Sundays 6-8 a.m.
10:30 a.m.-3 p.m.
9 p.m.-11 p.m.

Jazz
The jazz age lives on at WUSF 89.7. Our listeners and web-streamers enjoy a variety of great jazz programming from across the Tampa Bay area and the nation. 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 throughout the week. These weekly programs include:

Florida Matters
Decision-makers, experts and concerned citizens provide lively discussion on vital community issues. Hosted by Carson Cooper and produced by Dustin Hapli.
Fridays, 6 p.m., and Sundays, 10 a.m.

Florida Stories
Hear the poignant, funny and surprising stories of the Sunshine State as told by the people who lived them. Produced and hosted by Eric Jordan.
Fridays, 5:30 p.m.

University Beat
Producer/host Mark Schreiner showcases this weekly glimpse at the University of South Florida's innovations in the arts, education, engineering, medicine and other sciences, and the benefits they promise to our local and global communities.
Mondays and Thursdays, 3:57 p.m.
Tuesdays and Fridays, 9:04 a.m.
Rotates throughout the schedule on WUSF TV/DT.

WUSF Public Broadcasting: A range of media choices
WUSF 89.7 provides NPR news and classical music during the day and straight-ahead jazz at night. To keep you informed and engaged, we combine NPR's acclaimed global reporting with our own award-winning Florida coverage.
WUSF 89.7 delivers public radio's best news and information 24 hours a day. Its fresh spectrum of programs includes: Fresh Air, Talk of the Nation, The Diane Rehm Show, The Splendid Table, The Infinite Mind and On the Media. This channel is available on HD digital radios and online.
WUSF TV/DT proudly broadcasts on four digital television channels: WUSF TV-16, providing PBS programming; The Annenberg CPB Channel; The Florida Knowledge Network; and Create.
WUSF.org WUSF's Web site offers crystal-clear digital simulcasts of our radio programming on WUSF 89.7 and WUSF 89.7°. On-demand podcasting allows listeners to download now and listen later. Both state-of-the-art services are free.

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/DT Channel 16 SAP option. For more information, visit our Web site at wusf.org.
INTELLISMEDIA LIVES UP TO ITS NAME. It’s an intelligent use of WUSF’s vast media resources—one that both supports the station and serves the community.

It’s an entrepreneurial service of WUSF Public Broadcasting. Think of it as a one-stop multimedia studio. What kind of media? Well, as Marlon Brando once said, “What have you got?”

Fill in the blank. Whatever media you can think of, IntelliMedia has the resources and know-how. It creates content for both old and new media paradigms. That includes audio and video programming (both high and standard definition), along with media designed for the Web. IntelliMedia also supplies technological expertise.

According to Gary Byrd, IntelliMedia’s director, “We make WUSF’s wealth of experienced media, communications, engineering and production professionals and facilities available to our clients. This talent resource allows IntelliMedia to provide customized communications, production and technology services to clients in the corporate, government, education and non-profit sectors.”

When did it start? IntelliMedia was originally launched as WUSF Enterprises about five years ago. “The work we did was pretty standard for a public television station,” notes JoAnn Urofsky, WUSF’s general manager. “Mostly production and post-production work.”
What began as a standard operation grew up into something exceptional. Today, IntellisMedia offers WUSF’s technology and expertise to clients from the Tampa Bay area and across the state. It’s a thriving enterprise. In the public broadcasting world, its business model is almost unique.

The impetus behind it? Funding. With IntellisMedia, WUSF helps pay for its free broadcast and online content by offering services for paying clients. It’s an elegant solution to a persistent problem. “That single point seems to resonate with people,” notes Byrd. “IntellisMedia only operates to support WUSF Public Broadcasting. Everything we make above our costs goes directly to WUSF, to support its mission of serving the public in our viewing and listening area.”

Gary Byrd
Director IntellisMedia

The support is sorely needed.

“It takes a big, diversified budget to operate a successful public television station,” says Urofsky. “Federal and state funding is often precarious; funding from the University of South Florida has declined; and as generous as our viewers are, membership support just can’t pay all the bills.”

IntellisMedia smartly closes the gap with income from its clients—including some high-profile clients. “Even if you’ve never heard of IntellisMedia, you’ve probably seen some of the projects it’s produced,” notes Urofsky. “Its most highly viewed work is the USF spot that you see when you watch the USF Bulls on TV.”

Other A-list clients include the University of South Florida, University of South Florida at Lakeland, Pasco County Community College, Lake Sumner Community College, Alpha House, Dragonfly Productions, and SendTec, Inc.

Add the state of Florida to the client list. IntellisMedia is one of only four organizations authorized to provide digital technology (including court recording and record-keeping) to Florida’s circuit courts.

IntellisMedia makes a point of seeking out such intelligent clients.

Byrd says that, “For our production and creative services we look for customers that require imaginative, broadcast-quality production. Our engineering customers usually have specific, high-technology requirements. They’re looking for a partnership with designers and engineers who know the latest technology and techniques.”

Like everything else at WUSF, IntellisMedia has creativity at its heart. It’s a source of funding, sure—but one that exists by letting the WUSF talent base put their imaginations to work.

“WUSF Public Broadcasting is an innovative and creative workplace that encourages new ideas to flourish,” says Urofsky. “We’re partners with our members in finding interesting ways to fund public television programming.”

IntellisMedia is an intelligent idea whose time has come.
Happy New Year!

The future arrives one year at a time. Some people only think about it on New Year’s Day. At WUSF Public Broadcasting, it’s always New Year’s Day. We think about the future every day. Like the song says, we can’t stop thinking about tomorrow.

What’s happening next?
We make it our mission to let you know.
WUSF offers news you can use on the state and local level. We track the twisting fate of Florida’s housing and Florida’s rivers and a multitude of other issues—then combine our stellar local coverage with award-winning national and international news content from NPR and the BBC. From YouTube to the impact of Chinese currency on Florida orange juice, chances are you heard it on WUSF first.

We also offer national and locally produced cultural programming—content and interviews that go beyond the usual suspects. We keep tinkering with fresh new programming. Along with the future message, we can’t stop thinking about future media.

HD radio was just a bright idea in the 1990s. WUSF took the idea seriously back then—and made it a reality in 2003. It was the first station in the United States to do so.

The WUSF audience shares our habit of thinking about tomorrow. That’s one reason you’ve made us your first choice for local and international news and cultural programming. We keep you informed about the future. You’ve returned the compliment by paving the way for WUSF’s future as corporate sponsors and member supporters. All we can say is thank you—for today and tomorrow.

Looking ahead, 2008 looks like a great year for WUSF Public Broadcasting. We will remain an innovative and creative workplace that encourages new ideas. We’ll be partners with our members in finding interesting ways to fund public television programming. You’re not just a sounding board for our ideas. You’re a source of great ideas. We’re looking forward to hearing them!

JoAnn Urofsky
General Manager
WUSF Happenings

WUSF Public Broadcasting swept most of the broadcasting awards at the 2007 Griot Drum Awards, an annual banquet sponsored by the Tampa Bay Association of Black Journalists. The awards are given for journalism that focuses on people of color and the issues impacting their lives. The journalists' association honored WUSF 89.7 reporter Bobbie O'Brien with four awards for her radio news stories. O'Brien's "Students Focus on Non-English Speakers" won the Radio: Spot News award; "Just Elementary: The Journey Continues" won the Radio: Documentary/News award; "Attitude Plus: Election Listing Post" won the Radio: Public Affairs award; "Testing English Learners" won the Radio: Investigative Reporting award. Reporter Ezzard Bryant Jr.'s "NWC: The Rare Show" won the Radio: Features Reporting award. The entire production staff at WUSF TV/DT walked away with a "TV: Community/Public Affairs" award for "Manzanas y Peras," its Spanish language version of the HeartBeat project. Kristal Roberts, one of WUSF's work-study students, also won a $1,000 scholarship to pursue her studies in broadcasting. "It was a proud night for WUSF," said Diane Egner, content director.

WUSF Salutes Armel Jewelers

WUSF Public Broadcasting extends a heartfelt salute to Armel Jewelers on St. Armands Circle in Sarasota. This family-owned business has been a proud WUSF underwriter and supporter for the past 18 years, says Scot Kaufman, WUSF's media sales manager.

Founded by Sid Melnick 40 years ago, Armel Jewelers is the only member of the American Gem Society (AGS) in the five surrounding counties. (Which is pretty significant since the AGS sets the standards in America's gem industry; only five percent of the nation's jewelers are admitted to it.) Although Sid Melnick passed away last year, his son, Michael Melnick, carries on his father's high standards. "These standards are the reason we support WUSF Public Broadcasting," says Pam Dangler, Armel's CFO. "WUSF shares our passion for excellence. Your viewers and listeners do, too. The WUSF audience shares a sense of intellect, taste and perception—the same qualities that describe our clientele. We like to say that WUSF is the finest media jewel in the area, and we're happy to help it shine!"

"Sid Melnick wasn't just a supporter of WUSF," says Kaufman. "He took the time to make relationships flourish, and became friends with all of us. Through his leadership—and the continued leadership of Michael—Armel Jewelers remains a true West Coast Florida treasure."

Ovation! is an all-day arts festival, set for Saturday, Feb. 9, at Main Street at Lakewood Ranch in Manatee County. All proceeds from this applause-worthy event (which is free with a suggested donation) will benefit WUSF Public Broadcasting. Members of La Musica International Chamber Music Festival, Sarasota Ballet, Sarasota Opera, Asolo Repertory Theater, and other area performing arts groups will perform continuously on outdoor stages. According to Leah Blair, the community's events and promotions manager, "Our area is blessed with so many arts and cultural assets, from the programming on WUSF to so many wonderful arts groups. This first-time event brings it all together at Lakewood Ranch. Our residents will get to see they're a part of the greater West Coast arts community. Visitors will see what a lovely community we are. And our favorite multimedia enterprise will get a standing ovation in the form of support." For information, call 941-757-1648.

Bobbie O'Brien

WUSF 89.7 reporter Bobbie O'Brien with four awards for her radio news stories. O'Brien's "Students Focus on Non-English Speakers" won the Radio: Spot News award; "Just Elementary: The Journey Continues" won the Radio: Documentary/News award; "Attitude Plus: Election Listing Post" won the Radio: Public Affairs award; "Testing English Learners" won the Radio: Investigative Reporting award. Reporter Ezzard Bryant Jr.'s "NWC: The Rare Show" won the Radio: Features Reporting award. The entire production staff at WUSF TV/DT walked away with a "TV: Community/Public Affairs" award for "Manzanas y Peras," its Spanish language version of the HeartBeat project. Kristal Roberts, one of WUSF's work-study students, also won a $1,000 scholarship to pursue her studies in broadcasting. "It was a proud night for WUSF," said Diane Egner, content director.
WUSF turns your radio into the Met Opera Hall

The Metropolitan Opera 2007-2008 radio broadcast season continues on Jan. 5 with Verdi’s soulful Un Ballo in Maschera, conducted by Gianandrea Noseda. The Met’s current season will continue to air on WUSF 89.7 through May 3 and will conclude on May 10 with the National Winners Concert. Margaret Juntwait returns for her fourth season as host.

THE MET RADIO BROADCASTS THIS SEASON ARE:

<table>
<thead>
<tr>
<th>Opera</th>
<th>Date</th>
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<tbody>
<tr>
<td>Un Ballo in Maschera</td>
<td>Jan. 5, 1:30 p.m.</td>
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<tr>
<td>Macbeth</td>
<td>Jan. 12, 1:30 p.m.</td>
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<td>La Bohème</td>
<td>Jan. 19, 1:30 p.m.</td>
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<td>Il Barbiere di Siviglia</td>
<td>Jan. 26, 1:30 p.m.</td>
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<td>Die Walküre</td>
<td>Feb. 2, 12:30 p.m.</td>
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<td>L’assedio di Corinto</td>
<td>Feb. 9, 1:30 p.m.</td>
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<td>Manon Lescaut</td>
<td>Feb. 16, 1 p.m.</td>
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<td>Carmen</td>
<td>Feb. 23, 1:30 p.m.</td>
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<td>Otello</td>
<td>March 1, 1 p.m.</td>
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<td>Lucia di Lammermoor</td>
<td>March 8, 1:30 p.m.</td>
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<td>Peter Grimes</td>
<td>March 15, 1:30 p.m.</td>
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<td>Tristan und Isolde</td>
<td>March 22, 12:30 p.m.</td>
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<td>Ernani</td>
<td>March 29, 1:30 p.m.</td>
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<tr>
<td>La Bohème</td>
<td>April 5, 1:30 p.m.</td>
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<td>The Gambler</td>
<td>April 12, 1:30 p.m.</td>
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<td>Satyagraha</td>
<td>April 19, 1:30 p.m.</td>
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<td>La Fille du Régiment</td>
<td>April 26, 1:30 p.m.</td>
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<td>Die Entführung aus dem Serail</td>
<td>May 3, 1:30 p.m.</td>
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<tr>
<td>Metropolitan Opera National Council Winners Concert</td>
<td>May 10, 1:30 p.m.</td>
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Bill Maillet is a Cornerstone Society member, a Legacy Society member and a WUSF volunteer who makes the Energizer Bunny seem like a quitter. Maillet reads samples of local reviews every Friday morning for the Radio Reading Service. Some years back, he added a literary program, and started reading through Time’s selection of the 100 best English novels. “I’m on my 46th novel,” he says. “Sister Carrie.” Maillet also answers the phones, day in and day out, during every membership campaign. And he's happy to light a fire under WUSF listeners. During each campaign, Maillet issues a member challenge, encouraging others to join him in supporting the station. He has a way of making it personal. “I like to memorialize people who I've known,” he says. “I also like to contribute to the station. I combine the two, by issuing memorial challenge grants in the name of good friends who’ve died.” What keeps Maillet going? “I love WUSF,” he says. “Years ago, I wandered into the original station in the basement of the Student Services Building. Connie McDonald asked if I minded answering the phone. I didn't. I've been doing it ever since.”

Cornerstone Society builds a solid foundation for WUSF

WUSF 89.7 listeners hear a lot about our Cornerstone Society. What's it all about? Cornerstone Society members aren't simply donors; they're investors in WUSF and the greater community. Their high-level philanthropic contributions keep WUSF Public Broadcasting on track with its mission: to provide meaningful and relevant content that enhances our community’s quality of life.

Intrigued? Here's a glance at the levels of partnership in the Cornerstone Society:

**Cornerstone Visionaries** can direct gifts to a specific service area or fund. Benefits include guest passes for all Cornerstone Society events, a personal meeting with WUSF’s general manager, and all benefits of Cornerstone Leaders, Partners and Members. Membership begins at $10,000.

**Cornerstone Leaders** are invited to experience a live WUSF production, meet the host and staff, and also enjoy the perks of Cornerstone Partners and Members. Membership begins at $5,000.

**Cornerstone Partners** are invited to participate in WUSF “Partner Conversations,” a series of personal chats on community and cultural issues with WUSF staff and area leaders. They also enjoy the benefits of Cornerstone Members. Membership begins at $2,500.

**Cornerstone Members** enjoy a tour of WUSF studios, advanced notice of WUSF travel opportunities, invitations to WUSF premiere parties and other station events, access to the WUSF Video Lending Library, and membership in the USF President’s Council. Membership begins at $1,000.

Cornerstone benefits extend to two people. To join the Cornerstone Society, please call Scott Nolan at 800-741-9090 or 813-974-8625; or email snolan@wusf.org.
WUSF proudly 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 preempted for special programming. 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
  (Jan. 6, 13 and 20)
- 10 p.m. Secrets of the Dead

**Mondays**
- 8 p.m. Rick Steves’ Europe
- 8:30 p.m. Smart Travels – Europe with Rudy Maxa
- 9 p.m. In Julia’s Kitchen with Master Chefs
- 9:30 p.m. The Complete Pepin
- 10 p.m. Jan. 7 Maloof
  - Jan. 14 The Woman Who Thinks Like a Cow
  - Jan. 21 Colorblind
  - Jan. 21 Telling the Truth: The Best in Broadcast Journalism

**Tuesdays**
- 8 p.m. The History Project
- 9 p.m. History Detectives
- 10 p.m. 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. Attenborough Wildlife Collection

**Thursdays**
- 8 p.m. Nature (Jan. 3, 10,17 and 31)
- 9 p.m. Wild Things
- 10 p.m. Wild Florida
- 10:30 p.m. Wild Chronicles

**Fridays**
- 8 p.m. Antiques Roadshow
- 9 p.m. Rick Steves’ Europe
- 9:30 p.m. Parklands of the Midwest with Dan Kaercher
- 10 p.m. Globe Trekker

**Saturdays**
- 8 p.m. Jason Movie Star Package
- 9 p.m. Saturday Night Movie
  - Jan. 5 The Magnificent Seven
  - Jan. 12 Moulin Rouge
  - Jan. 19 Oliver Twist
  - Jan. 26 The Paper Chase

**Special Programming Schedule**

**Thursday, Jan. 24**
- 8 p.m. Election 2008 (primary season coverage)
- 9 p.m. Florida Democrats Debate
- 10:30 p.m. Debate Analysis

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**WUSF TV on Verizon Network**

WUSF Public Broadcasting is pleased to announce that our 4 television channels are now available to you on the Verizon FIOS network.

**Tune in:**

- **Channel 870**
  - WUSF TV/DT

- **Channel 871**
  - The Florida Knowledge Network

- **Channel 872**
  - Create

- **Channel 873**
  - The Annenberg CPB Channel

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**ATTENBOROUGH WILDLIFE COLLECTION**

The ATTENBOROUGH WILDLIFE COLLECTION, narrated by Sir David Attenborough, offers detailed insights about the world’s wildlife. This series presents answers to timely questions, including why seahorses are becoming an endangered species, why mountain gorillas are caught in the middle of conflict in Rwanda, and why the tiger is still struggling to survive. **Airs Wednesdays at 10 p.m. beginning January 9.**

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**THE WOMAN WHO THINKS LIKE A COW**

THE WOMAN WHO THINKS LIKE A COW tells the story of Dr. Temple Grandin, a professor at Colorado State University and a recognized leader in the field of animal science. What makes her so extraordinary is that she is also autistic. Throughout her life, Dr. Grandin has shattered expectations of what autistic people can achieve. **Airs Monday, January 14, at 10 p.m.**

*Programs scheduled are subject to change after printing of this publication.*
EVERYDAY BAKING comes to WUSF TV/DT from the kitchens of Martha Stewart, featuring easy, yet very delicious, recipes. Master baker John Barricelli hosts this series and demonstrates straightforward methods toward achieving baking and finishing skills for obtaining stunning and mouthwatering results.

**Airs Thursdays at 11 a.m., beginning January 17.**

**FOREIGN EXCHANGE: A NEW PERSPECTIVE ON THE PLANET** is an engaging, weekly, international affairs program, hosted by news anchor Daljit Dhaliwal. This series probes current global questions from a profoundly new perspective. Join Ms. Dhaliwal in conversations with newsmakers, politicians, diplomats and journalists from around the world as they examine America’s role in an increasingly complex and interdependent global environment.

**Airs Sundays at 9 a.m.**