Happy Birthday, America!

We paint our love for America with colors in the sky and proclaim it with songs from our hearts. It happens every Fourth of July weekend. As always, the spectacle will be televised on WUSF TV-DT. Here are two sneak previews:

3, 2, 1 FIREWORKS!
Every Independence Day, more than half a million fireworks fans flock to Washington D.C. for America’s most famous light show. Produced by Mark Antinori, a Tampa Bay filmmaker, and presented by WUSF Public Broadcasting, this documentary examines the rocket science behind the Technicolor dazzle. It follows the fireworks’ journey from Chinese factories to our nation’s capital, where an army of technicians prepares 2,500 mortar tubes, with only days before lift-off. Dr. John Conkling, a Washington College pyrotechnics professor, explains the science and history of fireworks; other fireworks professionals reveal tricks of the trade. Naturally, the show ends with a bang. *Airs July 4, 9 p.m.*

A CAPITOL FOURTH
Celebrate America’s birthday with a concert of stirring songs and patriotic salutes from the Capitol Building grounds in Washington, D.C. Jimmy Smits hosts a line-up of musical superstars, including rock legend Jerry Lee Lewis, the equally legendary Huey Lewis and The News, *American Idol* winner Taylor Hicks, classical luminaries, Hayley Westenra and Vittorio Grigolo; and the National Symphony Orchestra, directed by top pops conductor Erich Kunzel. The grand finale is a rousing rendition of Tchaikovsky’s “1812 Overture”—complete with live cannon fire by the United States Army Presidential Salute Battery. *Airs July 4, 9:30 p.m.* The concert will also be broadcast on WUSF 89.7.

Two extraordinary WUSF TV-DT programs celebrate America’s birthday with fanfare, festivities and fireworks.
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 89.72 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 stations, which are now available on Verizon FiOS: Channel 870, WUSF TV-16, providing PBS programming; Channel 871, The Florida Knowledge Network; Channel 872, Create; and Channel 873, The Annenberg CPB Channel.

wusf.org WUSF’s Web site offers crystal-clear digital simulcasts of our radio programming on WUSF 89.7 and WUSF 89.72. On-demand podcasting allows listeners to download now and listen later. Both state-of-the-art services are free.

WUSF TV/DT July Highlights

PLANT TALES is a collection of natural history and historical documentaries. The series include visits to Florida’s lively Everglades, a remote plateau in Argentina, India’s ornate Taj Mahal, and a fascinating look at the destruction of Nazi Germany’s most dangerous warship. **Airs Tuesdays at 8 p.m., July 1-29.**

THE BEST OF THE JACK BENNY SHOW Celebrated comedian Jack Benny played a fictional version of himself on this classic series, revealing his brilliant comedic timing and wit. With more than 15 seasons on CBS and NBC, the program survives as the most durable sitcom in TV history, and Mr. Benny’s guest list was one of the best in the business. **Airs Saturdays at 8 p.m. and 8:25 p.m. beginning July 5.**

GREAT LODGES OF THE NATIONAL PARKS blends nature, hospitality, and colorful histories transporting viewers to a world of storied leisure. This two-part program travels to the edge of a volcano in Hawaii, Alaska’s wilderness, California’s Death Valley and the Rockies’ Grand Teton, conveying stories behind these national treasures while offering special ways to enjoy the awe-inspiring beauty of America’s national parks. **Airs Mondays at 10 p.m. on July 14 and 21.**
Susan Giles Wantuck has been WUSF 89.7’s host for National Public Radio’s All Things Considered since 1997. For area listeners, her voice is an anchor of calm at the end of a busy day—always friendly and cool, despite the vicissitudes of local and national events. Perhaps it’s in her blood. Wantuck is a second-generation radio journalist; her father, Martin Giles, is a veteran newscaster at a Tampa Bay AM radio station. Her mother, Maki Giles, is a singer, and taught her a love of the human voice. Wantuck carries on those traditions today. Beside hosting All Things Considered, Wantuck is the station’s interim news director and also reports for other broadcasts. It’s plenty of hard work, but she has no complaints. She loves writing, language and the spoken word—and she loves what she does. Heredity and family upbringing can’t explain it away,

continued on following page
of course; there’s also personal dedication and education. Wantuck (originally Susan Giles) studied mass communication and broadcast news at University of South Florida and came to work at the station in 1989 before graduating in 1990. In 2004, she married her high school sweetheart, Frank Wantuck. Listeners had to learn a new name, but the familiar voice remained the same.

How much hard work does it take to make your voice seem so effortless? Well, it’s not just me doing the hard work. While the listeners may hear only my voice, there are many other creative people behind it. It’s really a collaborative effort. I write the copy for my stories, but I really depend on our reporters who produce the stories, the people in operations who make me sound good on the air, and the people at the station whose dedication to advanced technology makes that kind of audio quality possible. These people all help me tell the stories that the listeners hear every single day. It’s really a credit to the station that our news department has attracted and retained so many talented individuals.

When did the idea of a radio career first occur to you? Well, I’m a second-generation radio person. My dad is in radio; he hosts a morning AM news talk program in this market. I grew up going to the station with him; he’s recorded me since I was two! We actually have a recording of me imitating a news broadcast when I was nine or so. I really enjoyed talking into the microphone and pretending. I was a real ham! So I guess the idea was always there.

How do you feel about working in radio for real? I love what I do. Radio is a wonderfully intimate medium. I love doing interviews and being on the air. Live radio intimidates some people. To me, it’s really fun. I guess I can thank my dad for that.

What’s the most challenging part of being an afternoon host? I always wish there was more time!

Being the local All Things Considered host also means being a writer. Tell us about your writing process. I try to focus on what I’m writing, and to make everything clear and correct—to make sure every listener understands what I’m saying. It’s my job to communicate complex issues in such a way that someone driving 70 miles an hour down the interstate will get the story. It’s hard, but I love it.

Is it easy to write in the newsroom? The WUSF newsroom is pretty calm and quiet as newsrooms go. That helps with my creativity. Maybe it’s a function of my dad being a radio newscaster, but I’m very attuned to sounds; I can’t tune them out very easily. I need to be totally immersed when I write. I guess I’m very lucky, because it’s hardly chaotic here.

What’s your take on All Things Considered? It was the first program I worked on here at WUSF as a student. I love the sheer variety of topics it covers, including hard news, analysis, music, books, movies, and everything else under the sun.

How would you explain its appeal to area listeners? Our listeners say it keeps them up to date and they always learn from it. They appreciate the news with context, the analysis and the storytelling.

Describe your role as a local anchor. My role as a local anchor is to deliver information on issues that matter to our listeners. That covers everything from transportation and tax issues to education and the arts. Lately, I have more responsibility as the interim news director and in helping produce Florida Matters.

What do you love best about your job? I love connecting with our listeners, interviewing newsmakers and researching stories. But most of all, I have to say I love working with great people. I’m surrounded by brilliance all day and there’s a real exchange of ideas, with a constant opportunity for growth both personally and professionally.
July Greetings!

Need an excuse to come in from the blazing summer sun? WUSF Public Broadcasting offers a month of cool programming, including a host of special Independence Day programs. Two are nothing short of incandescent. 3,2,1 FIREWORKS! is a behind-the-scenes documentary produced by WUSF, which follows the journey of one set of fireworks—from its creation in factories in China to lift-off at our nation’s most spectacular Fourth of July fireworks display in Washington, D.C. The second is A Capitol Fourth, a live telecast from the west lawn of the U.S. Capitol that features performances by the acclaimed National Symphony Orchestra and other star-spangled musicians. You can also hear a broadcast of this stirring concert on WUSF 89.7.

The radio revelry continues throughout Independence Day weekend. On July 5, at 10 p.m., WUSF 89.7 fills your ears with the sounds of the 2007 Detroit International Jazz Festival. Bob Seymour hosts this two-hour tribute to a musical art form born in America. The concert features performances by Dave Brubeck, Stanley Jordan, Patti Austin, the Gerald Wilson Orchestra and others.

As always, WUSF fills the entire month with exceptional radio and TV programming. This issue gives you a look at some highlights. We also offer a close-up look at Susan Giles Wantuck, our All Things Considered local host and interim news director. Susan studied mass communication and broadcast news at the University of South Florida and came to work for WUSF Public Broadcasting in 1989. We’re glad she did! This talented professional’s enthusiasm for our station is positively contagious.

And yet again, WUSF’s winning news team has earned more award nominations. This time, we are finalists in the 2008 Sunshine State Awards. Carson Cooper and Bobbie O’Brien received a nomination for their Florida Matters segment, “State Gambling Deal,” an investigation of the state’s contract with the Seminole Indian Tribe to allow expanded gambling at tribal casinos in exchange for a cut in the profits.

Finally, we cast a nervous eye at climate change—namely the budget climate in Tallahassee. In the last six months, deep cuts in state funding have had a painful impact on public broadcasting stations around the country. WUSF is certainly not immune. Now, more than ever, we rely on our members. Assuming you didn’t borrow this copy of First Choice, the fact that you’re reading it means you’re already a WUSF supporter. We thank you and encourage you to invite your friends and colleagues to join our family. Your support is what allows this station to celebrate our own independence all year long.

Happy July!

JoAnn Urofsky General Manager
Estonian President Toomas Ilves Visits USF

WUSF’s University Beat covered Estonian President Toomas Ilves’ visit to the University of South Florida’s College of Business in April. President Ilves spoke to a crowd of approximately 130 students, faculty, and members of the Bay area Estonian community about the economic challenges his small European country faces in a global market.

Mark Schreiner (with microphone), host/producer of University Beat on WUSF TV and WUSF 89.7, interviews Estonian President Toomas Ilves during his April 21st visit to USF’s College of Business. Photo by Shannon Legrand.

If you missed the May 5th University Beat segment, you can hear and see it by visiting www.wusf.org/university_beat, and clicking on “Access Past Topics.” In addition, thanks to an arrangement with the USF Executive MBA Distinguished Speaker Series, WUSF offers a podcast of President Ilves’ comments at www.wusf.usf.edu/Podcast_Info/COBA_Lectures.cfm.

Celebrate a Jazzy Fourth!

It makes perfect sense to celebrate our nation’s birthday by paying tribute to one of America’s greatest cultural achievements — jazz. What other musical tradition so powerfully unites people across the divides of race, religion and national boundaries? WUSF 89.7 is pleased to bring you coverage of the 2007 Detroit International Jazz Festival. This two-hour special includes performances by Dave Brubeck, Stanley Jordan, Patti Austin, the Gerald Wilson Orchestra, Poncho Sanchez, and many more. Violinist Regina Carter, a Detroit native and a MacArthur Grant recipient, was the first artist-in-residence in the history of the festival, and is also on the program. The Detroit Jazz Festival, founded in 1980, is one of the world’s largest free music festivals and consistently a favorite with jazz fans. The program is hosted by two veteran Detroit jazz broadcasters, Linda Yohn and Ed Love. Airs on WUSF 89.7, July 5, 10 p.m.

Spotlight on Vinny Noto

Vinny Noto works his magic out of sight. You can usually find him in a dimly lit editing room, the glow of monitors lighting up his face. As the senior video editor at WUSF Public Broadcasting, Noto uses specialized software and his unique brand of artistry to fine-tune program promos, underwriting credits, University Beat and other programs produced at WUSF. He’s good at what he does — and that’s an understatement. One of his recent accomplishments is being one of the recipients of the prestigious 2008 Silver Telly Award for WUSF’s Plant City Goes to War. Our viewers don’t see Noto work his magic. But they always love what they see. What’s his secret?

“Timing,” he says. It’s been said before, but it’s still true. In a film or video editor’s world, timing is everything. Completed spots have to fit a strict time limit; not a second more or less. This is where his technical wizardry shines. But, according to Noto, a sense of good timing is only one of his job skills. “I also need to be creative and knowledgeable; I have to be part entertainer and part psychologist while working with a mix of producers, each with a different taste and temperament.”

Editing the moving image can be tedious to some. To Noto, the job is always a creative blast. He knows there’s an endless line-up of tasks in a video editor’s world — but you can make the same complaint about breathing. He approaches each project as a new breath of fresh air — always a new challenge. That’s the reason his work never gets boring, either to him or to the viewer. “I never want to go through the motions,” he says. “I want everything I produce to be a mini-masterpiece, worthy of the viewer’s attention.”

That’s what it takes to make the magic happen.
Summertime Pleasures

To inspire your spirit of adventure this month, WUSF TV/DT features a series of programs exploring quintessential American midsummer pleasures—from rattling wooden roller coasters to hot dogs and cool ice cream. We invite you to grab a tall glass of sweet lemonade, settle into your favorite easy chair, and revisit a time of kites and cotton candy. Every Wednesday night at 10 p.m.

July 2 An Ice Cream Show is a nostalgic glimpse into a great American tradition. Rick Sebak’s cross-country road trip reveals master ice cream makers and the places they make their stand. It’s the ultimate inside scoop.

July 9 Great Old Amusement Parks is your ticket to America’s smaller amusement parks. The death of merry-go-rounds and wooden roller coasters has been greatly exaggerated. Vacationers can still reach for the brass ring.

July 16 A Hot Dog Show celebrates the endless varieties of this popular and portable all-American food.

July 23 Shore Things is the ultimate day at the beach. From Daytona to Ocean City to Venice Beach, this exploration of America’s beach vacation culture blends nuggets of seaside history with images worthy of Fellini.

July 30 Sandwiches You Will Like proves Dagwood isn’t the only one who talks with his mouth full. It’s an explosion of American voices, each talking about their favorite sandwiches, tastes, traditions and toppings.
WUSF Salutes Happy Feet Plus

Jane Strong and Jacob Wurtz know the secret of happiness. How do you make people happy? Make their feet happy. (Hey, it works for penguins—why not for people?) That’s what Jane Strong and Jacob Wurtz have been doing for the past 23 years, ever since they founded Happy Feet Plus, a Florida-based chain of shoe stores featuring top-quality, orthopedic footwear. They know how wearing the right—or wrong—shoe can affect our overall health and wellbeing. After all, when your feet hurt, you hurt all over! They’re committed to sharing this knowledge with every person who walks through their doors. (And that’s plenty of doors; they now have nine stores in the Tampa Bay region and a thriving online business.)

Happy Feet Plus offers such cutting-edge, ergonomically superior brands as Birkenstock, Finn Comfort, Mephisto, Dansko, Think, and —their most recent addition—MBT (Masai Barefoot Technology), physiological footwear that has a positive effect on the whole body. The company looks beyond reputation when selecting brands: the footwear companies they represent also share a commitment to sustainable business practices that keep the earth a nice place to walk on.

“A love of nature has always been at the heart of our company practices,” says Wurtz. “Each of our stores uses earth-friendly materials. In 2004, we opened the country’s first Gold LEED-certified green retail building!”

Doing the right thing for planet earth and its pedestrians has always been part of the company’s mission. “Our employees share this passion,” explains Strong. “We’re not just selling shoes; we’re dedicated to educating the community about the health benefits of keeping feet happy and healthy.”

This community commitment is one reason Happy Feet Plus became a proud WUSF 89.7 supporter. “We feel a connection with WUSF and its viewers and listeners,” says Strong. “This station keeps thousands of people informed, entertained and happy. Helping keep WUSF on the air makes us happy!”

Margrette Beall: A WUSF Volunteer Extraordinaire

Ask Margrette Beall why she volunteers at WUSF and she’ll give you a simple answer. “I love it,” she says with a big smile. “I enjoy being with the people here. It’s nice to have something special to do and to be with friends. Oh—and accomplishing a good deed feels good!”

After moving to Tampa with her husband in 1994, Beall joined the Greater Brandon Chapter of AARP. “Not long after I joined AARP” she recalls, “someone there asked if we would like to answer phones for WUSF’s membership drives. I went along once and never looked back. WUSF has become my home away from home at least once a month.”

Beall and her AARP team have since taken over bulk mailing activities or, in the vernacular of volunteerism, stuffing envelopes.

“We always manage to have between eight and 11 AARP members here and we spend about half a day a month stuffing envelopes,” she says. “I really enjoy the camaraderie. We stuff envelopes and chat and eat cookies—one of our volunteers bakes something sweet to munch on. And the WUSF staff always treats us to a great lunch—an added bonus!”

“We just couldn’t do what we do without dedicated people like Margrette,” says Karen Monroe, volunteer coordinator. “She goes above and beyond—always looking for more volunteers. Margrette makes it easier for all of us to do our jobs. Our whole office brightens up when they’re here!”

“People like Margrette and her team create a community of caring at WUSF,” says Pat Hickok, WUSF’s member services director. “The people power they provide is a treasure for which we will always be grateful. But it’s more than that. They have become part of our family, and our lives have been enhanced through knowing them.”

Interested in volunteering at WUSF Public Broadcasting? Call Karen Monroe at (813) 974-8631.
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| *Programs scheduled are subject to change after printing of this publication.*
The WUSF Radio Reading Service (RRS) is accessible to those who qualify 24 hours a day via a special radio receiver, provided at no charge, or through the WUSF TV/DT Channel 16 SAP option.