World Have Your Say

Join the planetary water cooler conversation with the BBC

The BBC's groundbreaking interactive radio program puts listeners in charge. The BBC's World Have Your Say lives up to its name. Each weekday the show revolves around a topical issue that is relevant to a global audience. Listeners from around the world respond to the day's topic via phone, email, text messages and messages posted on the World Have Your Say blog.

Hosted by Ros Atkins and a handful of other presenters, the program also features leading global experts and correspondents who are invited to take questions and comments from the audience. A listener from Tampa might have her say, followed by a viewpoint from Lagos, Nigeria. The World Have Your Say team occasionally takes the show on the road, broadcasting in front of live audiences around the world. “Our aim is to tap into what people are talking about and find out what’s really making your news, not just ours,” says World Have Your Say editor Mark Sandell. “We work with a vibrant and dynamic team of journalists from different backgrounds and presenters who have brilliant qualities; one of which is knowing when to shut up.”

Like no program before, World Have Your Say fulfills Marshall McLuhan’s prophecy of a global village. Using the power of electronic media, World Has Your Say has people talking in the global village square, and the conversation is never one-sided.

World Have Your Say can be heard on WUSF 89.7 Monday through Friday, 1-2 p.m. For more information about WHYS and to access its blog, visit www.worldhaveyoursay.wordpress.com.
April Highlights

RICHARD BANGS’ ADVENTURES WITH PURPOSE: “NORWAY: QUEST FOR THE VIKING SPIRIT”

A thousand years ago, Vikings set out from Norway’s fjords striking fear across Europe. Yet today, this ruggedly beautiful country is the home of the Nobel Peace Center, of explorers and adventure travelers, and is one of the most eco-friendly countries on earth. Richard Bangs’ quest is to discover how such a progressive nation grew from such a violent past. Airs Monday, April 13, at 9 p.m.

JOURNEY TO PLANET EARTH: “STATE OF THE PLANET’S OCEANS”

Join Academy Award-winner Matt Damon as he takes a hard look at why nearly half the world’s marine animals may face extinction over the next 25 years. Case studies focus on how global warming, sea-level rise, over-fishing, and habitat destruction are beginning to empty the world’s oceans. Airs Wednesday, April 22, at 10 p.m.

WILD! “THE SECRET OF CATS”

An intimate portrait of nature’s big cats “told” by an expert on feline behavior, a domestic cat. Secrets of lions, tigers, pumas and more are uncovered, including how they brush their teeth, which actually like to get wet, and what similarities there are between housecats and wild cats. Airs Thursday, April 30, at 9 p.m.
Sheila Rue, WUSF’s new program director, is responsible for the sound, vision and management of the WUSF news department, jazz and classical music programming, and WUSF 89.7², the station’s HD channel for news and information. Rue brings more than 30 years of experience in the public radio industry. Most recently, she was owner and president of SR Sound Programming, a programming and on-air fundraising consulting and training business in which she worked with public radio stations across the country. Prior to that, Rue was program director for KUSC-FM in Los Angeles where she implemented a programming plan designed to build an audience for classical music while creating avenues for promoting arts and cultural events in southern California. We spoke with her recently about her new role.

continued on following page
When did your love affair with radio begin? When my dad was in the military, we were stationed at an overseas base. In high school, I volunteered for the American Forces Radio and Television Service on the base. I was only in ninth grade and already on the air! I was hooked from then on. I got my bachelor's degree in radio and television and my master's degree in communications and journalism at Murray State University in Murray, Ky.

You've worked for some outstanding public radio stations. What drew you to WUSF Public Broadcasting? WUSF offers a great working environment full of creative, talented and energetic people. I thought I could learn a lot by working with them. In my short time here, that's already come true. If you want to grow creatively, surround yourself with creative people.

What's your first impression of WUSF? It's truly exceptional, especially as an organization comprising both radio and television. We don't put radio in one box and television in another. There's a lot of cross-pollination and creative collaboration, and that's rare. Everyone on board works to achieve the same goals at the same high standard. I'm proud to be a part of the team.

Tell me about the creative collaboration. Well, we recently launched the television version of Florida Matters. I flew in from California for many strategic meetings during which we had to answer hard questions about our goals for the show. As a result, it helped us focus and we hit the ground running. We're still holding meetings each morning to brainstorm the future of the program and innovate ways that WUSF's radio and television stations can provide useful information for our audience.

What's ahead for Florida Matters? There are great stories about Florida and Floridians and we plan to explore as many of them as we can for many years to come. Stay tuned!

Public radio is a challenging, fast-changing environment. What changes do you see ahead? Ten, 20 and 30 years from now, public radio will still offer music, news, and some mix of those two. Our programming will remain distinct from commercial stations; that's part of public radio's mission. The broad outlines will remain the same. Within that, it depends on where our listeners will take us. Technology empowers our mission; it doesn't drive that mission.

Where does public radio fit in the new age of social networking and digital new media? There's a temptation to reinvent the wheel because of the rapid evolution in new media and its audience. I think these new ways of communicating will enhance and supplement radio, but they won't replace it. It's really a delicate balancing act. If we don't change with our audience, we'll be left behind. As technology ramps up, public radio has to adapt. At the same time, each form of media has its own identity. The public radio format still has tremendous appeal. In this region, WUSF is a vital part of the community. We can't afford to lose sight of this in pursuit of the latest flavor of the week in the media world.

So it's a question of adapting to change without losing your identity? Sure. I'm not saying resist change. WUSF was the first station in the market to offer an HD channel. That allowed us to expand our news and public affairs programming. The internet and digital radio expands our audience and gives listeners new ways to connect. Media paradigms may change. Public radio's mission won't.

Speaking of social networks, how can our listeners give you feedback? They can contact me directly at srue@wusf.org, or call me at 813-974-8647.

What's your favorite part of the job? The possibilities and opportunities at WUSF are endless. It's inspiring to come in and plan the day and the future with so many talented people who are passionate about what they do. At the end of each day, I feel like I've accomplished something important.
Switched!

On April 16, WUSF enters the new world of digital-only broadcasting for TV. We’ll be joining over 600 TV stations that have already made the switch. We hope we’ve helped you prepare so you can continue to enjoy WUSF’s programs after April 16.

For the past year, WUSF has aired numerous hours of DTV educational programming on TV and made announcements about the DTV change on radio. Our website still features information on the transition.

For nearly 43 years you’ve known WUSF as Channel 16. Now, depending on your cable or satellite provider, you’ll find WUSF’s four channels in different places. There is a handy listing in this and every issue of First Choice.

If we missed your cable system or TV provider on our list, please let us know. You can call me or our chief engineer, Mike Burnham, who has helped so many of you connect your converter boxes. Mike’s number is 813-905-6918 and mine is 813-974-8622.

If you have questions about WUSF’s channel position or can’t find WUSF on your system, we are including a list of contact information for most of the television service providers in this and the next few issues of First Choice. There will be more adjustments you will want to make to your TV when the rest of the TV stations become digital-only on June 12, 2009. You can count on WUSF to help you with that.

WUSF is also becoming more visible in the world of social media. You can become a fan of WUSF on our Facebook page and sign up for Twitter so we can tweet you with information you are interested in about our programs and activities.

We look forward to moving with you into this digital age!

JoAnn Urofsky General Manager
This year marks the 11th year of the renowned Sarasota Film Festival (SFF), a celebration of the art of filmmaking and the contribution of filmmakers to our culture. This year’s festival runs through April 5 and features more than 150 films, with film screenings every day from 10 a.m. to 10 p.m. In addition, an extensive number of children’s and youth programs, lively talkbacks with filmmakers following the film screenings, and engaging panel discussions with visiting filmmakers and film industry guests also take place. “WUSF has been a major supporter of the Sarasota Film Festival since it first began 11 years ago,” says Mark Famiglio, president of SFF and a member of WUSF’s Partners Board. “It’s a natural fit, of course. Like the Sarasota Film Festival, WUSF brings together a community of forward-thinking people who are passionate about arts and culture and eager to participate in our region’s rich offerings." We’re proud to partner with WUSF and look forward to many more years together.” For more information, visit www.SarasotaFilmFestival.com or call 941-364-9514.

WUSF Hosts Cokie Roberts

Renowned political commentator and bestselling author Cokie Roberts will be in Tampa on April 16 to speak at a luncheon sponsored by WUSF and the Tampa Chamber of Commerce. The Tampa Convention Center will be the venue for Roberts who is promoting the tenth anniversary edition of *We Are Our Mothers’ Daughters*, a collection of essays offering insights into the opportunities and challenges that women encounter today. In this updated edition, Roberts examines the nature of women’s roles through the illuminating lens of her personal experience. From mother to mechanic, sister to soldier, the author reveals how much progress has now been made—and how much further there is to go. Proceeds from the event, which features an address from Roberts and a book-signing after the luncheon, will be directed to WUSF Public Broadcasting. Sponsorships and tables can be purchased for $1,000 to $10,000; individual seats are available for $50 each.

For information about this event or to register for it, please visit: wusf.org.
Ovation: A Day for the Arts at Lakewood Ranch

This February hundreds of people flocked to Lakewood Ranch in Manatee County to enjoy performances by some of southwest Florida’s leading cultural groups at the second annual Ovation: A Day for the Arts at Lakewood Ranch. This WUSF benefit event also enjoyed visits by several of the station’s on-air hosts and staff, including Carson Cooper, Mark Schreiner, Bethany Cagle and Andy Nichols.

Adventures in Good Company

What are you doing next month? How about joining WUSF friends, May 5-10, for six culture-filled days taking in the sights, sounds and stories of New York City? WUSF’s New York Classics Tour takes you on a cultural journey that includes a New York Philharmonic performance, treks to the city’s top museums, an exclusive backstage tour of the Metropolitan Opera followed by a matinee performance there, a visit to the Neue Galerie, featuring Austrian and German art, and an all-Mahler program at Carnegie Hall. Inspired music, art, and company! Call 800-727-2995 for more information.

Cruise The Danube River With Burt Wolf

There’s still time to reserve your berth aboard Burt Wolf’s Danube River Cruise, July 29-August 9. The host of the public television series Travels & Traditions invites WUSF friends to join him on a grand river cruise that begins in Prague, Czech Republic, and travels through Germany, Austria, Slovakia, and ends in Budapest, Hungary. Guests travel in style aboard the Avalon Poetry, a spacious and elegant vessel. Highlights of this river adventure include regional wine and food tastings and seminars on European architecture. It’s a unique opportunity to travel with Burt, see the sights, and visit the places where his television programs were filmed. A portion of the proceeds from tickets will be directed to WUSF. For a detailed description of the cruise, visit wusf.org to learn more. WUSF will be directing to WUSF. For a detailed description of the cruise, visit www.burtwolf.com/ DanubeJuly2009, or call Burt Wolf Travels at 888-365-3443.

This American Life: Live!

Fans of This American Life will be glad to hear that their favorite radio program will be broadcast live in HD on Thursday, April 23, at 8 p.m. Host Ira Glass will be joined by regular This American Life contributors, including Dan Savage, David Rakoff, Starlee Kine, Mike Birbiglia and Dave Hill on stage at the NYU Skirball Center in New York City. The live broadcast will be shown at select theaters around the country, including AMC Hollywood 20 in downtown Sarasota and Regal Cinemas in Citrus Park Mall in Tampa. Tickets are $20 and can be purchased online only at www.fathomevents.com. Of course, if you prefer listening to This American Life from the comfort of your armchair, the show airs on WUSF 89.7 every Saturday night at 8 p.m. Visit www.wusf.org to learn more about This American Life or to hear past shows.

WUSF Partners with La Musica for 23rd Year

For the past 23 years, outstanding musicians from Europe and the Americas have gathered in Sarasota for two and a half weeks of intense music-making as part of La Musica International Chamber Music Festival. This year’s festival is April 4-19, with five evening concerts performed at the Sarasota Opera House. Daily rehearsals, guest lectures, and special events for young people round out festival activities. This year’s theme is homeland on composers from the 18th through the 20th centuries. “Some, like Dvorak, always carried his homeland with him. Sadly, others, like Schulhoff, who was seized by the Nazis from his home in Czechoslovakia and died in a concentration camp in 1942, were denied a return,” says Sally Faron, La Musica’s executive director. “We also celebrate music written by composers for their musician friends; Boccherini and Schubert being prime examples of composers who created some of the most enduring chamber music ever written. The influence of home is an important determinant in our daily living. It is no less true for musicians and composers, who, by necessity, lead peripatetic lives.” Listen for interviews with and performances by La Musica musicians on WUSF 89.7 on Tuesday, April 7. For tickets to and information about La Musica, call 941-366-8450, Ext. 3, or visit www.lamusicafestival.org.

2nd Annual Sunsets and Steinways

Join WUSF staff on April 18th at Chateau du Soleil for an evening of wonderful music, fabulous food and great company. James and Helen Rosburg are opening their home to WUSF’s friends and inviting you to enjoy their extraordinary 1926 Steinway Player Piano. A performance by pianist Svetozar Ivanov and violinist Carolyn Stuart will highlight the evening. This sunset celebration is for the benefit of WUSF Public Broadcasting. Tickets are $250 and every contribution will be matched dollar for dollar by the Rosburgs. For more information, contact Cathy Coccia at 813-974-8624.
my first choice > wusf

Tavis Smiley’s programming has a great appeal, especially to young professionals... his commentaries are direct, to the point, and many times voice the views that we have.

I’m Candace Cusseaux, and WUSF is my source for The Tavis Smiley Show because of his direct commentary style.

Candace Cusseaux
Real Estate Broker
Associate with Cushman & Wakefield of Florida in Tampa
Classical music brought WUSF Cornerstone members Ernie and Alisa Kretzmer together, and it’s still a love they share.

Both had been widowed when they met in the early 1980’s in New Jersey. A mutual friend was aware of their shared passion and gave Alisa’s phone number to Ernie. A few days later Ernie found himself at her front door. Even before Alisa opened it, Ernie heard strains of classical music coming from inside. Better still, Alisa’s radio was tuned to WQXR, New York’s acclaimed classical music station and Ernie’s favorite. After spending only a few hours with this beautiful, cultured woman, Ernie was hooked for life. Alisa was, too.

Twenty five years later, the Kretzmers are still in love with each other and classical music. Thanks to their generous philanthropic gifts to area music groups, they’re celebrated as “Mr. and Mrs. Music” throughout the region.

“Classical music has given so much to me,” says Ernie. “How could I not give back?” He was born in Germany. In 1940, with Nazism on the rise, his family moved to America. At a young age, Ernie found himself in a strange new land. Radio became a source of comfort to him, especially listening to classical music, which had always been a large part of family life. Now it helped keep those memories alive, connecting him to a lost world of culture and family.

Alisa helped expand Ernie’s knowledge and embrace of classical music. Born in Israel, she had been introduced to classical music at a very young age. Ernie smiles. “The first piece of music I heard in her house was Boieldieu’s “Harp Concerto.” I was fascinated by it. She’s still teaching me.”

Where does WUSF Public Broadcasting fit into their lives?

“Everywhere,” laughs Ernie. “It’s with us from morning to night; in our cars and throughout our home. I even have the garage set up so that when we pull in, the radio automatically turns on!”

He continues. “WUSF is so much more than a radio or TV station. It’s an integral part of our cultural community. That’s why we support it. We’re proud to be part of the WUSF family.”

For more information about WUSF’s Cornerstone Society membership, contact Cathy Coccia at 813-974-8624.
Monday through Friday
Morning Edition with Carson Cooper 5-9 a.m.
Classical Music with Russell Gant 9 a.m.-1 p.m.
Classical Music with Bethany Cagle 1-4 p.m.
All Things Considered with Susan Giles Wantuck 4-6:30 p.m.
Marketplace 6:30-7 p.m.
Classical Music with Coleen Cook 7-10 p.m.
Jazz with Bob Seymour 10 p.m.-1 a.m.
Jazz 1-5 a.m.
All Things Considered 4-6 p.m.
Florida Matters 6-6:30 p.m.
Riverwalk 10-11 p.m.
Jazz at Lincoln Center 11 p.m.-midnight
Jazz Set with Dee Dee Bridgewater midnight-1 a.m.
Saturday
Jazz 1-6 a.m.
Classical Music 6-8 a.m.
Weekend Edition 8-10 a.m.
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 Channel 16 SAP option.

Monday through Friday
Car Talk 10-11 a.m.
Wait Wait... Don’t Tell Me! 11 a.m.-noon
Classical Music noon-1 p.m.
Metropolitan Opera 1-5 p.m.
All Things Considered 5-6 p.m.
A Prairie Home Companion 6-8 p.m.
This American Life 8-9 p.m.
Classical Music 9-10 p.m.
Jazz with Bob Seymour 10 p.m.-1 a.m.
Sunday
Jazz 1-6 a.m.
Classical Music 6-8 a.m.
Weekend Edition 8-10 a.m.
Florida Matters 10-10:30 a.m.
Classical Music 10:30-11 a.m.
Sunday Baroque 11 a.m.-1 p.m.
Classical Music 1-3 p.m.
A Prairie Home Companion 3-5 p.m.
All Things Considered 5-6 p.m.
Studio 360 6-7 p.m.
SymphonyCast 7-9 p.m.
Classical Music 9-11 p.m.
Jazz 11 p.m.-5 a.m.
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 Channel 16 SAP option.
**Wednesday 1st**
8:00 p.m. Art Wolfe's Travels to the Edge “Kenya: Masai Mara and El Karama”
8:30 p.m. Burt Wolf: Travels and Traditions “Great Hotels of the World”
9:00 p.m. This Old House
9:30 p.m. Hometime “Urban Terraces”
10:00 p.m. Sandwiches That You Will Like

**Thursday 2nd**
8:00 p.m. Nature “The Wolf That Changed America”
9:00 p.m. Wild!
“The Nature of Aggression”
10:00 p.m. Planet Tales “Everglades: To Hell and Back”

**Friday 3rd**
8:00 p.m. Florida Matters
8:30 p.m. Wild Florida “Sharks”
9:00 p.m. Antiques Roadshow “Chattanooga, TN” Part 1
10:00 p.m. Globe Trekker “Indian Ocean Islands”

**Saturday 4th**
8:00 p.m. Jason Movie Star Package “Ingrid Bergman Remembered”
9:00 p.m. Saturday Night Movie “Moonstruck”

**Sunday 5th**
8:00 p.m. NOVA “Rat Attack”
9:00 p.m. American Experience “The Polio Crusade”
10:00 p.m. Secrets of the Dead “Battle for the Bible”

**Monday 6th**
8:00 p.m. Rick Steves’ Europe “Highlights of Castile: Toledo and Salamanca”
8:30 p.m. Smart Travels – Pacific Rim with Rudy Maxa “Queensland, Australia”
9:00 p.m. America’s Ballroom Challenge

**Tuesday 7th**
8:00 p.m. Lark Rise to Candleford
9:00 p.m. Doc Martin “City Slickers”
10:00 p.m. Mi5

**Wednesday 8th**
8:00 p.m. Art Wolfe’s Travels to the Edge “Patagonia: Mt. Fitz Roy”
8:30 p.m. Burt Wolf: Travels and Traditions “Oaxaca, Mexico”
9:00 p.m. This Old House
9:30 p.m. Hometime “Caretaker’s Home”
10:00 p.m. Awake, My Soul: The Story of the Sacred Harp

**Thursday 9th**
8:00 p.m. Nature “The Dragon Chronicles”

**Thursday 9th**
9:00 p.m. Attenborough Wildlife Collection “Living with Dinosaurs”
10:00 p.m. Planet Tales “Mystery of the Jurassic”

**Friday 10th**
8:00 p.m. Florida Matters
8:30 p.m. Wild Florida “Wild Florida Highlights”
9:00 p.m. Antiques Roadshow “Chattanooga, TN” Part 2
10:00 p.m. Globe Trekker “The Balkans”

**Saturday 11th**
8:00 p.m. America’s Ballroom Challenge “American Smooth”
9:00 p.m. Saturday Night Movie “Run Silent, Run Deep”

**Sunday 12th**
8:00 p.m. NOVA “Extreme Ice”
9:00 p.m. American Experience “The Alaska Pipeline”
10:00 p.m. Gates of the Arctic: Alaska’s Brooks Range

**Monday 13th**
8:00 p.m. Rick Steves’ Europe “Normandy: War Torn, Yet Full of Life”
8:30 p.m. Smart Travels – Pacific Rim with Rudy Maxa “New Zealand’s South Island”
9:00 p.m. Richard Bangs’ Adventures with Purpose
10:00 p.m. Alone in the Wilderness

**Tuesday 14th**
8:00 p.m. Lark Rise to Candleford
9:00 p.m. Doc Martin “The Admirer”
10:00 p.m. Mi5

**Wednesday 15th**
8:00 p.m. Art Wolfe’s Travels to the Edge “The Southwest: Zion and Canyon De Chelly”
8:30 p.m. Burt Wolf: Travels and Traditions “Sacramento, California”
9:00 p.m. This Old House
9:30 p.m. Hometime “Entrance Plaza”
10:00 p.m. What Makes Pittsburgh Pittsburgh?

**Thursday 16th**
8:00 p.m. Nature “Is That Skunk?”
9:00 p.m. Wild! “The Leopard that Changed Its Spots”
10:00 p.m. Planet Tales “Great Natural Wonders of the World”

**Friday 17th**
8:00 p.m. Florida Matters
8:30 p.m. Wild Florida “The Ten Thousand Islands”
9:00 p.m. Antiques Roadshow “Chattanooga, TN” Part 3
10:00 p.m. Globe Trekker “Utah & Colorado”

**Saturday 18th**
8:00 p.m. Rock, Rhythm and Doo Wop

**Sunday 19th**
8:00 p.m. Great Performances “Hit Man: David Foster”
10:00 p.m. Viewer Favorites

**Monday 20th**
8:00 p.m. Rick Steves’ Europe “Belfast and the Best of Northern Ireland”
8:30 p.m. Smart Travels – Pacific Rim with Rudy Maxa “New Zealand’s North Island”
9:00 p.m. Wildside With Nick Mollé – Costa Rica
10:00 p.m. Planet Tales “Great Natural Wonders of the World”

**Tuesday 21st**
8:00 p.m. Lark Rise to Candleford
9:00 p.m. Doc Martin “The Admired”
10:00 p.m. Mi5

**Wednesday 22nd**
8:00 p.m. Art Wolfe’s Travels to the Edge “India – Varanasi to Bandhavgarh”
8:30 p.m. Burt Wolf: Travels and Traditions “Sonoma County”
9:00 p.m. This Old House
9:30 p.m. Hometime “Journey to Planet Earth: The State of the Planet’s Oceans”

**Thursday 23rd**
8:00 p.m. Nature “Drakensberg: Barrier of Spears”
9:00 p.m. Wild! “Return of the Prime Predators”
10:00 p.m. Attenborough Wildlife Collection “Sharks – The Truth”

**Friday 24th**
8:00 p.m. Florida Matters
8:30 p.m. Wild Florida “Black Bears”
9:00 p.m. Antiques Roadshow “Grand Rapids, MI” Part 1
10:00 p.m. Globe Trekker Special “Globe Shopper”

**Saturday 25th**
8:00 p.m. America’s Ballroom Challenge “International Standard”
9:00 p.m. Saturday Night Movie “Inherit the Wind”

**Sunday 26th**
8:00 p.m. NOVA “Monster of the Milky Way”
9:00 p.m. Exploring Space: The Quest for Life

**Monday 27th**
8:00 p.m. Rick Steves’ Europe “London: Mod and Trad”
8:30 p.m. Smart Travels – Pacific Rim with Rudy Maxa “Guadalajara & Puerto Vallarta”
9:00 p.m. Destination: World “Coral Reef Adventure”
9:45 p.m. Destination: World “Hurricane on the Bayou”

**Tuesday 28th**
8:00 p.m. Lark Rise to Candleford
9:00 p.m. Doc Martin “The Holly Bears a Prickle”
10:00 p.m. Mi5

**Wednesday 29th**
8:00 p.m. Nature “Why We Love Cats and Dogs?”
9:00 p.m. Wild! “The Secret of Cats”
10:00 p.m. Wild Things “The World’s Biggest Cats”

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

The State We’re In.
Each week on TV, on radio, online.

**wusf 16** Friday 8 p.m. – Sunday 9:30 a.m.
*hosted by Irene Maher*

**wusf 89.7** Friday 6 p.m. – Sunday 10 a.m.
*hosted by Carson Cooper*

support for Florida Matters provided by