singing songs of freedom

Join WUSF in celebrating America’s men and women in uniform with PBS’s annual National Memorial Day Concert on May 25. This music-filled tribute, hosted by Gary Sinise and Joe Mantegna from the West Lawn of the Capitol, features Grammy-nominated violin virtuoso Robert McDuffie in performance with the National Symphony Orchestra conducted by maestro Erich Kunzel. In addition to inspired music, the program includes documentary footage and dramatic readings honoring Americans who have served our country. Dignitaries and artists include statesman and four-star general, Colin Powell, opera star Denyce Graves, actress Dianne Wiest, country music superstar Trace Adkins, Broadway actor Colm Wilkinson, and classical music superstar Lang Lang. Airs May 25, 8:30 p.m., on WUSF TV.
Exploring new horizons!

These days, everyone is economizing. At WUSF Public Broadcasting, we’re ahead of the cost-cutting curve. We’re finding creative ways to be good stewards of your membership dollars. This issue of First Choice is one example. In order to save on printing costs and to be more eco-conscious, we’ve reduced the number of pages in our monthly magazine. Each issue will still feature timely information, along with our television and radio schedules. In the future, we plan to evolve towards a paperless, e-format on a variety of platforms and social networking sites.

As many of you have experienced, the media industry is rapidly changing. People not only rely on newspapers, television and radio to get news, but through social media and networking. Sites like Twitter and Facebook have become invaluable news content sources. In order to continue providing you with the programming and content you rely on, we’ve created a presence on Twitter and a fan page on Facebook.

This month, our viewers and listeners will be filling their hearts with music. On May 25, WUSF TV airs PBS’ award-winning 2009 National Memorial Day Concert honoring the service and sacrifice of our men and women in uniform. A few days later, on May 30 at 10 p.m., WUSF 89.7 jazz director Bob Seymour has a very special treat for us. He’s invited back long-time Jazz Legacy host, Larry Martin, for an evening honoring Benny Goodman and his music. Larry brought WUSF 89.7 listeners the sounds of classic jazz and the swing era for 15 years before his retirement in 2005. We look forward to hearing his familiar voice again. Finally, area music aficionados are gearing up for the Sarasota Music Festival, starting June 1. This acclaimed festival celebrates its 45th anniversary this year and we’ve been honored to sponsor it since its beginnings. This year’s line-up features rising stars in the classical music scene and a world-renowned faculty who mentor them and also perform. Look for more information about this wonderful event inside these pages.

Looking for something inspired to do this summer? Visit our online events calendar for a guide to happenings in the greater Tampa Bay area. You might even run into one of our on-air hosts at the next arts and cultural event you attend. At WUSF, we feel the best social networking takes place in the real world.

Happy summer!

JoAnn Urofsky  General Manager
CELEBRATING BENNY GOODMAN

On May 30, WUSF 89.7’s jazz director Bob Seymour celebrates Benny Goodman’s 100th birthday with a very special guest. Seymour has invited former WUSF jazz host, Larry Martin, to co-host an evening honoring the King of Swing. “I’m really looking forward to sharing Larry’s expertise and enthusiasm with our audience again. I always learn something, and it’s always swinging,” says Seymour. The program includes Goodman’s early recordings as a sideman, the hit songs with his quartet and orchestra and some sessions from his later years. “And, of course, we’ll listen to his Carnegie Hall concert in 1938, which remains one of the most famous nights in American music,” says Seymour. Airs May 30, 10 p.m.
I spend a lot of money on tickets to orchestra concerts, and it’s really great when, on Sunday evenings, I can tune into SymphonyCast on WUSF 89.7 and hear a top-notch orchestra with a top-notch conductor and a top-notch program right in my living room.

I’m William Wiedrich and WUSF is my source for SymphonyCast – a very reasonable ticket to a great concert.

William Wiedrich
Conductor, University of South Florida Symphony Orchestra
You Did It!
Despite the challenges of this turbulent economy, WUSF met and exceeded its FM spring membership campaign goal of $400,000. “This is a real testament to the value the community places on public broadcasting,” says Cathy Coccia, WUSF’s development director. “We’re thrilled with the campaign’s success,” says JoAnn Urofsky, general manager of WUSF. “It allows us to continue bringing meaningful, in-depth and objective radio programming to our region. That’s always great news!”

Have you tweeted lately? WUSF fans can now follow latest breaking news and information about upcoming events and programming on Twitter and Facebook. Go to www.twitter.com and search WUSF, and to www.facebook.com and search for WUSF Public Broadcasting. There you’ll find updates on upcoming WUSF events and special programs, links to news stories on WUSF 89.7, and news articles and posts about the industry.

PERFORMANCE
OPERA LIVE!
The “Metropolitan Opera: Live in HD,” a series of live performances shown in high definition in movie theaters around the world, has one more performance this season. Rossini’s La Cenerentola is Saturday, May 9, at 12:30 p.m. in area movie theaters. Hot on the heels of her triumphant Met debut as Rosina in last season’s Il Barbiere di Siviglia, Elina Garanča portrays another Rossini charmer in this bel canto Cinderella story. Lawrence Brownlee is her Prince Charming. Veteran baritone Alessandro Corbelli demonstrates his impeccable comic timing to match the gravitas of Met favorite John Relyea. Conductor is Maurizio Benini. Visit the Met Opera website for cinema locations at www.metoperafamily.org.

EVENT
SARASOTA MUSIC FESTIVAL
For 45 years, the Sarasota Music Festival (SMF) has brought the best up-and-coming young musicians from around the world to Sarasota for three weeks each June. These talented students are mentored by world-renowned faculty who also perform. WUSF has partnered with SMF and its host organization, Sarasota Orchestra, since its beginnings, and for good reason. It’s a showcase of new and established talent and a must see for area classical music lovers. This year’s festival is June 1-20. Concerts are Thursdays, Fridays and Saturdays at the Sarasota Opera House and in the Beatrice Friedman Symphony Center. For tickets and info, visit www.sarasotamusicfestival.org, or call 941-953-3434, or 866-508-0611.

NEWS
LEGACY OF WAR
Sixty years after he covered the aftermath of World War II, Walter Cronkite returns to key European locations to recall his dispatches from London as the city launched its massive rebuilding initiative, from Nuremberg as war criminals were held accountable in gripping criminal trials and from Berlin as the city became the icon of post-war politics. Don’t miss the spellbinding Legacy of War on WUSF TV, May 25 at 10 p.m., immediately following the National Memorial Day Concert.

Our Partners
Most WUSF members work their way up to Cornerstone Society status. Not Danny Fittro. This 38-year-old St. Petersburg elementary school counselor and photographer was already a fan of public broadcasting and National Public Radio when he moved to the area four years ago. He quickly became a fan of WUSF. And he put his money where his passion was.

“I wanted my extra dollars to go to something that matters,” says Fittro. “WUSF matters.” Fittro appreciates WUSF’s blend of entertainment and hard-hitting news. Above all, he appreciates its lack of a commercial agenda. “We can’t have a democracy without objective news reporting,” says Fittro. “WUSF connects the public with real issues that matter. Information is power.”

For information on Cornerstone Society membership, contact Cathy Coccia at 813-974-8624 or ccoccia@wusf.org.
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 with Jeff Franklin, Matthew Wengert 1-5 a.m.

Friday
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.

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.

MAY TV HIGHLIGHTS

Appalachia: A History of Mountains and People Four programs examine the environmental history of an American region, recounting the compelling story of how landscape shapes human cultures and, in turn, how humans shape the land. The central character of the series is the Appalachian Mountain region itself. Academy Award-winner Sissy Spacek narrates. Airs Sundays, May 10 and May 18, 9-11 p.m.

Paving the Way: The National Park-to-Park Highway relates the little-known story of how most Americans first reached the national parks using the Park-to-Park Highway. This series traces the key players and obstacles involved in creating and driving this 5,000 mile highway, which inspired the first stirrings of the great American road trip. Airs Monday, May 11, 9-11 p.m.

The Call of the Wild tells the story of Christopher McCandless’ cross-country pilgrimage, which ended tragically on Alaska’s Stampede Trail in 1992. Fourteen years later, filmmaker Ron Lamothe traced McCandless’ footsteps to the abandoned bus where he eventually died of starvation. Lamothe uncovers new evidence about the mystery surrounding his death that directly contradicts popular media releases. Airs Monday, May 18, at 9 p.m.
**Sunday 10th**

8:00 p.m. Nova “Doctors’ Diaries”
8:30 p.m. M*A*S*H *“We Are in the Presence of Great Men”*
9:00 p.m. Appalachia: A History of Mountains and People
9:30 p.m. Appalachia: A History of Mountains and People

**Monday 11th**

8:00 p.m. Rick Steves’ Europe
9:00 p.m. Smart Travels – Europe with Rudy Maxa
10:00 p.m. “See America First”

**Tuesday 12th**

8:00 p.m. Lark Rise to Candleford
9:00 p.m. Doc Martin “Happily Ever After”
10:00 p.m. MI-5

**Wednesday 13th**

8:00 p.m. Travelscope “Naturally Los Angeles”
8:30 p.m. Burt Wolf: Travels and Traditions “U.S. Virgin Islands”
9:00 p.m. This Old House
9:30 p.m. Hometown “Eat-in Kitchen: Cabinets”
10:00 p.m. Teachings of Jon

**Thursday 14th**

8:00 p.m. Nature “Frogs: The Thin Green Line”
9:00 p.m. Wild Florida “Frogs and Toads”
9:30 p.m. Wild Florida “Snakes”
10:00 p.m. Attenborough Wildlife Collection “Attenborough in Paradise”

**Friday 15th**

8:00 p.m. Florida Matters
8:30 p.m. Wild Florida “Florida’s Springs”
9:00 p.m. Antiques Roadshow “Hartford, CT” Part 1
10:00 p.m. Globe Trekker “South Korea”

**Saturday 16th**

8:00 p.m. America’s Ballroom Challenge “Grand Finale”
9:00 p.m. Saturday Night Movie “Anchors Aweigh”

**Sunday 17th**

8:00 p.m. Nova “Secrets of the Parthenon”
9:00 p.m. Appalachia: A History of Mountains and People
10:00 p.m. Appalachia: A History of Mountains and People

**Monday 18th**

8:00 p.m. Rick Steves’ Europe “Provence: Legendary Light, Wind and Wine”
8:30 p.m. Smart Travels – Europe with Rudy Maxa “Greek Islands”
9:00 p.m. Call of the Wild
10:00 p.m. Orphan Orca: Saving Springer

**Wednesday 20th**

8:00 p.m. Travelscope “Ottawa, Canada”
8:30 p.m. Burt Wolf: Travels and Traditions “The Lake Geneva Region, Switzerland”
9:00 p.m. This Old House
9:30 p.m. Hometown “Sculpture Studio: Framing”
10:00 p.m. New Cops

**Thursday 21st**

8:00 p.m. Nature “The Loneliest Animals”
9:00 p.m. Wild! “Warthog”
10:00 p.m. Attenborough Wildlife Collection “Africa’s Forgotten Elephants”

**Friday 22nd**

8:00 p.m. Florida Matters
8:30 p.m. Wild Florida “Coral Reefs”
9:00 p.m. Antiques Roadshow “Hartford, CT” Part 2
10:00 p.m. Globe Trekker Food Hour: Mexico

**Saturday 23rd**

8:00 p.m. Saturday Night Movie “Dances with Wolves”

**Sunday 24th**

8:00 p.m. Nova “Missing in MIG Alley”
9:00 p.m. Fighting for Life

**Monday 25th**

8:00 p.m. Rick Steves’ Europe “French Riviera: Uniquely Chic”
8:30 p.m. National Memorial Day Concert 2009
10:00 p.m. Legacy of War

**Tuesday 26th**

8:00 p.m. Lark Rise to Candleford
9:00 p.m. Doc Martin “Gentlemen Prefer”
10:00 p.m. MI-5

**Wednesday 27th**

8:00 p.m. Travelscope “Zambia Bush Adventure”
8:30 p.m. Burt Wolf: Travels and Traditions “Geneva, Switzerland”
9:00 p.m. This Old House
9:30 p.m. Hometown “Sculpture Studio: Finishing”
10:00 p.m. History Project “The Lost Kingdom of the Himalayas”

**Thursday 28th**

8:00 p.m. Nature “Parrots in the Land of Oz”
9:00 p.m. Jean-Michel Cousteau: Oceani Adventures “Return to the Amazon” Part 1
10:00 p.m. Jean-Michel Cousteau: Oceani Adventures “Return to the Amazon” Part 2

**Friday 29th**

8:00 p.m. Florida Matters “Best of Florida Stories” Part 2
8:30 p.m. Wild Florida “Sea Turtles”
9:00 p.m. Antiques Roadshow “Hartford, CT” Part 3
10:00 p.m. Globe Trekker Special: Volcanoes, Ring of Fire

**Saturday 30th**

8:00 p.m. American Masters: Cary Grant: A Class Apart

**Sunday 31st**

9:30 p.m. Saturday Night Movie “Suspicion”

**Where to Watch**

Digital
16.1 WUSF TV
16.2 WUSF Kids
16.3 Create TV
16.4 Florida Knowledge Network

WUSF on Verizon FiOS
470 WUSF TV
473 WUSF Kids
472 Create TV
471 Florida Knowledge Network

WUSF on Bright House
616 WUSF TV
617 WUSF Kids
618 Create TV
619 Florida Knowledge Network

*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 TV 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 Mosaic