

Series II
TRIPS—TIPS—& SECRET PLACES

PRESS RELEASE

From magnificent ruins in Athens and Sicily to the neon nightlife of the French Riviera, from world-class museums to cozy village churches, *Smart Travels—Europe with Rudy Maxa Series II* features more of Rudy Maxa's picks of the best of Europe. Continuing public television's first HDTV series, the 13 new half-hour episodes offer a new take on the Old World. Host Rudy Maxa models hassle-free ways to get to great places, to discover the continent's vitality and character, and to plot a memorable, independent trip. *Smart Travels—Europe with Rudy Maxa Series II* will air on (station)_____ at (time)_____, (day)_____. beginning (date)_____. Maxa, a well-known travel personality, writer and lecturer, is a Pulitzer Prize-nominated reporter and the original host of public radio's *The Savvy Traveler™*.

In these new episodes, Maxa highlights the spirit of change in 21st-century Europe—the music, art, fashion and architecture that shout “a new millennium.” In each episode, he goes on a spree to track down trendy cuisine, a fantastic hotel or a favorite hot spot of the locals.

To bring old Europe alive, Rudy takes viewers to treasured, historic sites. He rambles through ancient ruins, cathedrals and cobbled streets, showing viewers the stories of Europe's past. When it's time to relax, he shares his favorite serene, pristine and hidden places.

Smart Travels—Europe with Rudy Maxa Series II builds on the carefully crafted, viewer-friendly format of Small World Productions' 52 popular episodes of *Travels in Europe with Rick Steves* and 13 episodes of *Smart Travels—Europe Series I*. Host Maxa is an award-winning journalist, travel expert and syndicated columnist. He's engaging, sophisticated, wry and practical. As with all Small World travel series, Rudy shows viewers how to travel smart and take charge of their own trips. His itineraries lead into the tourist-savvy destinations first and then beyond, making travel easy for first-timers and anyone who can read a map, browse a guidebook, pack light, and enjoy good wines and food. *Smart Travels* motivates independent travel and appeals to armchair travelers. These are real trips with precise you-are-there details. Every week, Rudy highlights a manageable itinerary of famous spots and off-the-beaten-path surprises.

Each episode delves into the rich historical and cultural nature of destinations, and provides practical insights for traveling. Rudy visits famous sites and lesser-known attractions. He barges, walks, hikes, drives and seeks out local Europeans to learn where they take out-of-town friends. This is thoughtful travel—an engaging way to gain insight into a quickly changing Europe in a new millennium. Through the lens of Emmy Award-winning photographer Tom Speer, the audience sees today's Europe, from Athens to Berlin; from the French Riviera to Vienna, Salzburg and Sicily.

Ten half-hours are destination-oriented, with a new feature of Series II being three theme-driven programs. One takes viewers to top sites from the classical world as Rudy touches the high points of the ancient Greek and Roman civilizations as discovered in such sites as Athens, Syracuse, Rome and Pompeii. Another program illuminates the Renaissance, visiting key sites from that golden age—Florence, Venice, the Loire Valley and Hampton Court. The third theme program collects Rudy's favorite getaways—easy R&R destinations such as Mittenwald, Delft and Provence.

Part of the delight of travel is planning. Rudy offers tips on travel philosophy, reservations, choosing a comfortable approach, jumping the language barrier, adapting to different surroundings, changing money, getting around, pacing yourself and meeting the people who make travel unforgettable. Rudy cozies up to new and old Europe, adding a touch of luxury to the day-to-day delight of discovery. Diversity is a touchstone of this series. Rudy's philosophy is clear: Savvy travelers find Europe on their own, at their own pace. He's just eager to get them started. Armchair adventurers and seasoned travelers alike will be delighted with *Smart Travels—Europe with Rudy Maxa Series II*.

— MORE —

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Six DVDs or six VHS home videos of *Smart Travels—Europe with Rudy Maxa Series II* are available from Small World Productions. Each 60- or 90-minute video contains two or three episodes from the series paired geographically. DVDs also contain added-value material such as behind-the-scenes looks and consumer travel information from Rudy. DVDs and videos for both Series I and II are \$24.95 each and are available by calling the Small World order desk at 800.866.7425. Online, it's www.SmartTravels.tv.

The series is a production of Small World Productions, Inc., of Seattle. KCTS/Seattle is a co-producer and presenting station. The world's largest online travel company, Expedia.com, has provided partial underwriting for production and national distribution of the series. American Public Television (APT) of Boston distributes the 13 episodes nationally. HDTV versions of each episode will be uplinked on the PBS HD satellite transponder to all public television stations. More than 60 stations will broadcast the series in HDTV and simulcast it in NTSC, or standard television. Hundreds of other public TV stations will broadcast the NTSC "letterboxed" version of the series, showing the complete wide-screen images of *Smart Travels*. Digital audio is transmitted in stereo.

For 40 years, American Public Television (APT) has been a major source of programming for the nation's public television stations. APT has more than 10,000 hours of available programming including *Discovering the Real World of Harry Potter*, *Globe Trekker*, *Muhammad Ali: Through the Eyes of the World*, *Nightly Business Report*, *Smart Travels—Europe with Rudy Maxa*, *Julia and Jacques: Cooking at Home*, *Ballykissangel*, *Brian Jacques' Redwall* and *The Three Tenors' Christmas*. APT is known for identifying innovative programs and developing creative distribution techniques for producers. In four decades, it has established a tradition of providing public television stations nationwide with program choices that enable them to strengthen and customize their schedules. Press should contact Donna Hardwick at 617.338.4455, ext. 129, or via e-mail at donna_hardwick@aptvs.org. For more information about APT's programs and services, log on to www.aptonline.org.

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FACT SHEET

Title: *Smart Travels—Europe with Rudy Maxa Series II*

National Underwriter: Expedia.com

Format: Available in HDTV (on PBS HD transponder) Stereo Audio
Available in NTSC Letterboxed (on APT transponder) Stereo Audio

Episodes: 13/30s

Category: Travel, How-to

Release: April 5, 2003

National Distribution: American Public Television Exchange
Unlimited releases through April 4, 2006

Producer: Small World Productions
Producers of: *Smart Travels—Europe with Rudy Maxa Series I*
Travels in Europe with Rick Steves
Travels in Mexico and the Caribbean with Shari Belafonte
America's Historic Trails with Tom Bodett

Co-producer: KCTS/Seattle

Promotion Materials: Series Press Release, Individual Program Descriptions, Biography of Rudy Maxa, Series Production Credits, digital versions of B&W and color photos available for download at www.SmartTravels.tv, a 30-second generic and 30-second promos for each episode

Production Date: 2002/2003, ©2003 by Small World Productions, Inc.

Related Merchandise: Six DVDs and six VHS home videos, 2 or 3 episodes per DVD or tape, \$24.95 each: Athens & Delphi/Greek Islands; French Riviera/Burgundy & Loire; Berlin/Munich & Bavaria; Vienna & The Danube/Salzburg & The Lakes District; Milan & Lake Como/Sicily; Classical Europe/Renaissance Europe/Europe's Getaways. DVDs have substantial added-value material including consumer travel advice from Rudy Maxa.

Series One companion book: *Smart Travels.TV*, 160 pages with 100+ subject-related Web sites and numerous articles by series host Rudy Maxa. \$16.95 each
Shipping and handling: \$4 Order desk: 800.866.7425

Pledging: Rudy Maxa is available for on-air pledging—contact Small World. CONTENT-RELATED MERCHANDISE IS AVAILABLE AS PREMIUMS: Series One Books \$8.50 each, 60- or 90-min. tapes \$10 each, 30 min. tapes \$6 each, DVDs with added-value material \$10 each. Public TV version of *Rudy Maxa's Traveler* newsletter free. Add shipping to all items.

Viewer Inquiries Contact: Small World Productions, Inc.
P.O. Box 28369, Seattle, WA 98118
Business office: 206.329.7167, Viewer DVD/Tape Orders ONLY: 800.866.7425
www.SmartTravels.tv or info@travelsmallworld.com

American Public Television/PI Contact: Dawn Anderson, 617.338.4455, ext. 149

RUDY MAXA

HOST OF *SMART TRAVELS*, THE PUBLIC TELEVISION SERIES

Rudy Maxa is one of America's best known travel writers—on radio, television, in cyberspace and in print. He's been a journalist for more than 20 years. He is the original host of the public radio travel series *The Savvy Traveler*[™] and a regular commentator on public radio's nightly *Marketplace*.

Rudy Maxa writes on how to travel smart for *Worth*, the personal finance monthly, and contributes humorous travel essays to *Forbes* magazine. His work regularly appears in the pages of *National Geographic Traveler Magazine*, and he appears as a travel expert on CNN, CNNfn, and Fox News Channel. *Rudy Maxa's Traveler*, a subscription-only newsletter, gives insider information on "traveling in style for less." He was a travel columnist with *American Express Online* and MSNBC.com, and wrote a monthly business travel column for the Dow Jones tabloid, *BIZ*.

As a *Washington Post* investigative reporter and personalities columnist, Maxa's reporting on political scandals was nominated by the paper for a Pulitzer Prize. During his tenure at the *Post*, he won the John Hancock Award for Excellence in Business and Financial Journalism.

Rudy Maxa has written for an ABC-TV dramatic series and is an occasional guest travel authority on *The Today Show* and *Good Morning America*. His travel articles appear in *GQ*, *The Washington Post*, *Los Angeles Times*, *US Airways' Attaché* magazine, *Playboy*, *Ladies' Home Journal*, the *London Evening Standard*, *Modern Maturity*, *P.O.V.* and other magazines.

In addition to his lectures on travel, Rudy speaks frequently on politics and journalism. He spends half his time traveling. He calls Washington, D.C., home, and has two children.

SMART TRAVELS PRODUCTION TEAM BIO

For 18 years, Small World Productions has produced substantial, content-driven travel series for public television. The Seattle-based company has produced more than 100 half-hour episodes and three pledge specials that are popular with public television programmers and viewers. This body of work translates into nearly 150 home video titles. SWP production credits include *Smart Travels—Europe with Rudy Maxa I and II*, *Travels in Europe with Rick Steves: Series I, II, III and IV*, *Travels in Mexico and the Caribbean with Shari Belafonte*, *America's Historic Trails with Tom Bodett*, *Best Travels in Europe* and *Best of the Mediterranean*. SWP programs have helped to raise tens of millions of dollars in viewer contributions to public television stations. Small World's awards include CINE Golden Eagles, national Telly Awards, and a Columbus International Film Festival Award.

SWP partners Patricia Larson, Sandra Nisbet and John Givens created the series *Smart Travels—Europe with Rudy Maxa*. In addition to their body of work with SWP, Larson and Nisbet have a background in theater, history, play writing, international travel and college teaching. CEO Givens has been producing, directing and editing public television programs for more than 35 years. Programs produced and/or directed by Givens have won several Emmy Awards. He's a former member of the Board of Governors of the National Academy of Television Arts and Sciences, Seattle Chapter.

Larson and Nisbet teamed with Givens in 1980 to make public television programs supported by the National Endowment for the Humanities, the Washington Commission for the Humanities and the Washington State Arts Commission. Their credits include a dramatic series, *Take It To The People*, hosted by Stanley Kramer, and an award-winning documentary, *Everything Change, Everything Change*.

For *Smart Travels*, Small World was joined by a team of award-winning photographers, editors and producer/writers. Producer Patty Conroy has won several Telly Awards and three CINE Golden Eagles for her work with Small World, the Boeing Company and the University of Washington. Producer Susan McNally is currently writing and directing a feature-length comedy funded by the National Endowment for the Arts. Award-winning photographer Tom Speer, chief photographer at KCTS/Seattle, has shot more than 75 travel episodes for Small World. His other national credits include *The Miracle Planet*, *Fire on the Rim*, *Death: The Trip of a Lifetime*, *Bill Nye the Science Guy*, *The Frugal Gourmet* and *The NewsHour*. Editor David Ris brings unique skills and knowledge of high-definition television production to the project. He has edited more than three dozen travel episodes for SWP and does freelance work with the University of Washington and other clients

CUTTING-EDGE DIGITAL TELEVISION:

Smart Travels Series II continues Public Television's First HDTV series

On April 5, 2003, Small World Productions, KCTS/Seattle and American Public Television will release 13 new episodes of *Smart Travels—Europe with Rudy Maxa*, continuing public television's first high-definition television series. Like the first 13 segments, these episodes were photographed and edited in Sony's 1080i HDCam format. The result is a visually stunning, cutting-edge, digital television series.

PBS will feed *Smart Travels II* on its HD satellite transponder to public TV stations nationwide. Many stations will simulcast the series in HDTV and NTSC, or standard television. The NTSC version will be "letterboxed" to show the wide-screen images of the HDTV production. "Viewers watching in NTSC should see images that are noticeably brighter and clearer than they'd expect," according to series executive producer John Givens of Small World Productions. Digitally mastered stereo audio is featured on both the HDTV and NTSC versions of the series.

"Best of all, the stunning beauty of Europe and the luscious detail of HDTV are a ready-made match, sure to be a hit with public television programmers and viewers for years to come," according to Givens. Rudy Maxa, the original host of public radio's *The Savvy Traveler*™ hosts *Smart Travels—Europe II*.

More than 60 public television stations are now broadcasting in HDTV while they continue to transmit in standard-definition NTSC as well. Virtually all public TV stations will convert to HDTV digital transmitters over the next several years, according to the PBS Engineering Department. American Public Television of Boston distributes the standard-definition version of *Smart Travels* nationally. Production and distribution costs for *Smart Travels* were partially underwritten by Expedia.com.

HDTV is the wide-screen, digital television standard adopted by the FCC several years ago. It provides brilliant images and incredible detail, with nearly four times the resolution of standard television. HDTV is the first major revision of television's transmission format since its inception in the 1940s. For many viewers, the change from NTSC to HDTV will be as dramatic as the change from black and white to color in the '60s.

Six DVDs and six VHS home videos of the series are available from Small World. Two or three geographically related episodes are combined on each 60- or 90-minute tape. DVDs also include extra-value material such as behind-the-scenes looks and consumer travel advice from series host Rudy Maxa. DVDs and home videos may be ordered by calling 800.866.7425 or online at www.SmartTravels.tv. In the future, *Smart Travels* will also be released on high-definition DVDs and D-VHS tapes. *Smart Travels—Europe III*—in HD, of course—is currently being planned and is seeking funding.

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Series II Program Descriptions**#201 ATHENS AND THE PELOPONNESE**

While Athens sprawls, its historic core survives. After climbing the majestic Acropolis, prowling the Plaka, and cheering Greece's best folk dancers, we take some easy trips outside the city. We make a pilgrimage to the famed oracle of Delphi and tour a beautiful medieval monastery. Then it's off to the Peloponnesian Peninsula, where we scope out Nafplion's charming port and visit the epic ruins of King Agamemnon in the ancient capital of Mycenae. Along the way, we investigate local superstitions and sample tangy specialty treats. **TIP: FINDING GREAT GREEK FOOD, TRADITIONAL AND CONTEMPORARY.**

#202 GREEK ISLANDS

On the Greek Islands, we get familiar with the ferries as we island-hop the Aegean. Sun-drenched, upscale and exotic, Santorini sits on the rim of an ancient, but still active, volcano. At one end of the island, the archeological site at Akrotiri uncovers a city frozen in time by the volcano's eruption 3,600 years ago. The island of Naxos offers serenity, a low-keyed pace and bargain accommodations. Its massive marble quarries and kouros sculptures were the toast of ancient Greece. We catch some R&R on trendy Mykonos, and then head to sacred Delos—an uninhabited island covered entirely with ancient ruins, and the place where the great god Apollo was born. **TIPS: DISCOVERING LITTLE OFF-THE-BEATEN-PATH SURPRISES.**

#203 FRENCH RIVIERA

From Nice to St. Tropez, we drop in on the hot spots along the Mediterranean's famous Cote d'Azur. Based in lively Nice, we visit the local beaches and superb modern art museums featuring works by Matisse, Picasso and Signac. A short hop up along the winding Grande Corniche leads to wealthy Monaco. Then it's on to glamorous Cannes and the lively beaches at Juan le Pins. In stylish St. Tropez, we visit the prettiest beaches and tour the colorful town. Inland, we make our own perfume in Grasse and explore a medieval hill town. **TIPS INCLUDE RENTING A CAR AND ACCOMMODATIONS.**

#204 FRANCE'S BURGUNDY AND LOIRE REGIONS

The Burgundy region boasts top French wines, romantic canals, Romanesque churches and some of France's most renowned cuisine. We base in the small town of Beaune and learn about its history of winemaking. From the vineyards of the Côte d'Or to the culinary delights—we discover the exquisite taste of Burgundy. The city of Dijon and the cathedral at Vezelay add artistic treasures to the Burgundy experience. For the second half of our trip, we head for the Loire Valley and chateaux country. From our home base in Amboise, we visit the famous chateaux, including magnificent Chenonceau, and François I's overwhelming Chambord. **TIPS INCLUDE TOURING WINE COUNTRY, DISCOVERING SMALLER CHATEAUX AND BALLOONING OVER THE LOIRE.**

#205 BERLIN

With world-class cultural sites, dynamic new architecture and unstoppable energy, Berlin is a city on the move. We visit the museums—the ancient treasures of the Pergamon and the Egyptian museum, German Expressionism at the Neue Nationalgalerie and the newly designed Jewish Museum. From dynamic Potsdamer Platz to the stark reminders at Checkpoint Charlie, we feel the past and see the future in Berlin. Our base is the luxurious and historical Hotel Adlon. Even shopping in Berlin brings history with it—we shop and snack at the fabulous KaDeWe department store. An outing to Potsdam takes in the Prussian past. **TIPS ON TOURING THIS HISTORIC CITY, AND BEST BEERS.**

#206 MUNICH AND BAVARIA

Munich's lively Marienplatz pulses with outdoor cafes, shoppers, street musicians and happy tourists. At the famous Hofbrauhaus, we sample Bavarian beer and kick up our heels with Schuhplattler dancers clad in lederhosen. Next stop is the Residenz, the family palace built by the Wittlesbachs who ruled Bavaria for more than 700 years. Just outside of town, a sobering visit to Dachau concentration camp reminds us of the dark side of Germany's past. Then, we move on to lighter vistas—a trip into the mountains takes us to “Mad” King Ludwig's fairytale castle Neuschwanstein and on an exhilarating luge ride. **TIP: FINDING BAVARIA'S BEST BEER GARDENS.**

#207 SALZBURG AND THE LAKES DISTRICT

In musical Salzburg, we focus on Austria's easy approach to life. We visit the city's grand Cathedral, take a funicular up to Europe's greatest medieval fortress, and shop along fine baroque streets reminiscent of Mozart's time. We visit the

house where the young Amadeus was born and where he composed his first masterpiece. Investigating the sumptuous palaces of Salzburg's prince-archbishops, we discover some "secret" passions. Then we relax in Austria's woodsy "Sound of Music" land, the Salzkammergut Lakes District. We soar high into the mountains to tour magical ice caves and then stroll little spa towns where Europe's crowned heads once "took to the baths." TIP: BEST BARGAIN FOR SEEING LOTS OF SIGHTS IN A SHORT AMOUNT OF TIME.

#208 VIENNA AND THE DANUBE

Habsburg palaces, coffee houses, Strauss waltzes...all symbolic of Vienna. Visiting elegant Schoenbrunn Palace, riding in carriages, sampling luscious apple strudel, and listening to Mozart concerts, we see that Austria's capital still lives its elegant, proud past. We get a behind-the-scenes peek at how exquisite china is made at Augarten, Europe's second oldest porcelain manufacturer. For a change from urban to countryside, we cruise down the Danube past vineyards and castles, stop at the dazzling Melk Abbey and sample "new" wines—unique young varieties special to this part of the world. TIP: WHERE TO EXPERIENCE VIENNA'S HOT NEW ART SCENE.

#209 MILAN AND LAKE COMO

Milan symbolizes the powerhouse Italy of the 21st century—a European center for finance and fashion. We explore Italy's most extravagantly decorated Gothic cathedral, look at Leonardo da Vinci's famous *Last Supper* and shop, shop, shop. A visit to the Milan Design Museum shows how, for the Milanese, everyday life is art. We take a train north to serene Lake Como, where we ferry-hop among lakeside villages, explore elegant villas and stop over at the historic Villa D'Este Hotel. A side trip to the ancient city of Bergamo and an alpine festival in the Valtellina complete our journey. TIPS INCLUDE TRAIN TRAVEL AND BOAT ITINERARIES.

#210 SICILY

We wend our way across this largest island in the Mediterranean Sea. Once the hub of the ancient world, Sicily offers up a vibrant, sun-soaked brew of history, tradition and intense cultural pride. At Palermo, a city bursting with its atmospheric past, we visit the lively market, and marvel at Monreale Cathedral, which shows off remnants of its Arab, Norman and Byzantine past. The finest classical Greek temples outside of Greece stand near Segesta and Agrigento, while the Villa Romana del Casale houses the most extensive and unspoiled Roman mosaics surviving from the ancient world. Then it's on to ancient Syracuse, once the rival of Athens for wealth and power. Finally, we climb to the top of Mount Etna, for steaming craters and unearthly views. TIPS INCLUDE GETTING AROUND THE ISLAND AND WHEN TO VISIT.

#211 CLASSICAL EUROPE: ANCIENT GREECE AND ROME

Here's where we pull together some of Europe's most rewarding sites from the classical world. Ancient Greek and Roman remnants are more than cold stone. They hold centuries of stories. So we revisit some favorite classical sites around the Mediterranean, pick up some new stories and see what kinds of connections we can make. It's the Greeks in Athens, Delphi, Delos, Paestum and Syracuse—and the Romans in Pompeii, Rome and Provence, with a little history of wine and olives thrown in for good measure.

#212 RENAISSANCE EUROPE

Travelers adore Italy, and Italy adores the Renaissance. In this half-hour, we follow Western Europe's transition from medieval to modern times, exploring the arts and ambiance of that vibrant period. In Florence, Milan and Venice, we find works by Brunelleschi, Michelangelo, Raphael, Leonardo and Titian. Side-tripping to France's lush Loire Valley, we visit Renaissance castles and abbeys—the timeless haunts of Amboise, Chenonceau and a few less-traveled chateaux along the way. And we drop into the Northern Renaissance with a visit to Hampton Court and Henry VIII.

#213 EUROPE'S GETAWAYS

A key attraction of travel in Europe is that 30 minutes outside of any city there lurks a getaway, a quiet spot to catch one's breath. In this program, we explore a few such magic places. We begin in peaceful Holland with visits to the windmills and canals of Zaanse Schans and Delft. Then, in the Bavarian Alps, we breathe in pristine Mittenwald and check out the handiwork of a local violinmaker. In Austria, a cruise on the Danube takes us to a spectacular Baroque abbey. Finally, in Tuscany, we go underground to ancient Etruscan tombs beneath the town of Orvieto and sample great wine at Castello Banfi. TIPS ON HOW TO FIND ONE'S OWN HIDEAWAY, HOW TO MEET LOCALS AND HOW TO AVOID MUCH TOURIST HASSLE.

APT PROGRAMMERS' MAP to
Smart Travels—Europe with Rudy Maxa Series II

- 12.4 MILLION Americans will travel to Europe this year—that's a 6% increase over travel from last year.
- New travelers are “itinerary-driven,” and look for information that will help them make the most of their time in key destinations. Series II includes: Athens, Berlin, Munich, Milan, Vienna, French Riviera.
- Experienced travelers enjoy repeat visits to great European sites...but like to find the off-the-beaten-track places that give them an “insider’s” perspective.
- Armchair travelers enjoy good storytelling, gorgeous pictures and entertaining insights about classic destinations.
- Boomer travelers base their travel plans on getting good value...but usually budget enough for a couple of “vacation splurges” on fine restaurants or lodging.
- Rudy Maxa is the perfect European travel host! A familiar and trusted name to millions of public radio listeners...an expert and experienced traveler who will show viewers not only how to make the most out of their European trip...but what to do to make a trip to Europe truly unforgettable.
- Shot in high-definition, *Smart Travels—Europe with Rudy Maxa Series II* is a lush and beautiful visual experience for all viewers...and a special treat for HD stations looking to provide their schedule with a fresh new show on a weekly basis.
- Promos – Rudy will cut a :30 station-specific promo for you.
- Pledge – Rudy will be available for on-air appearances at stations that wish to create a *Smart Travels* pledge event.
- DVDs, videos, and a companion book loaded with travel advice from Rudy are premium collectibles for real and armchair travelers.
- *Smart Travels—Europe with Rudy Maxa Series II* is a new take on the Old World from Small World Productions and KCTS/Seattle.
- *Smart Travels—Europe with Rudy Maxa Series II* will be a smart addition to your travel block. Keep your travel viewers with you and increase audience flow by providing a complementary perspective to ongoing series.

SERIES II PRODUCTION CREDITS

SMALL WORLD PRODUCTIONS, SEATTLE

Executive Producer/Editor John Givens
Host/Travel Authority Rudy Maxa
Producer/Writers Patty Conroy, Susan McNally,
Patricia Branch Larson, Sandra Lewis Nisbet
Consulting Producers Patricia Branch Larson, Sandra Lewis Nisbet
HDTV Photographer Tom Speer, KCTS
AVID Editor/ HDTV Post Production David Ris
HDTV Consultant Jerry Morin, University of Washington
Graphic Designers Lisa Moore, KCTS
Rodney Fehsenfeld, KCTS
Researcher..... Richard Upjohn
Production Assistant Sara Givens
Original Music-Composer/Arranger/Musician Denny Gore
Musicians Hans Teuber, Tom Hopkins, Ted Turner, Joann Gillis, Denny Hall,
Scott McGougan, Roger Ferguson, Mike Stoican
Additional music Network Classical Music Library, River City Sound Productions,
Davenport Music, Classic Clips, Catovah Arts, Partners in Rhyme,
Michael Brewer, Gene Michaels Productions, iamusic.com
Special Thanks Delta Airlines, EuropeByCar.com, David Fulton, Hotel Andromeda-
Athens, Hotel Kavalari-Santorini, Martinez Hotel-Cannes, Hotel
Adlon-Berlin, Mandarin Oriental Hotel-Munich, Mittenwald Post
Hotel, Hotel Schenner-Bad Ischl, Altstadt Radison Hotel-Salzburg,
Villa D'Este Resort-Lake Como, National Tourist Office of Greece,
French National Tourist Office, Munich Tourist Office, Austrian
National Tourist Board, Salzburg Tourist Office, Vienna Tourist Office,
Berlin Tourist Office, Syracuse Tourist Office & Film Board, Catania
Tourist Office & Film Board, Italian Government Tourism Office-
Los Angeles

KCTS/SEATTLE

Executive in Charge Rupert Macnee
Director of Production Nolan Lehman

AMERICAN PUBLIC TELEVISION

Executive Producer Nelsa Gidney
Vice-President,
Exchange & Distribution Services Chris Funkhouser
Distribution Services Nancy Baldacci
Press Contact Donna Hardwick
Public Information Dawn Anderson
President Cynthia Fenneman



The photos below are available in digital form at www.SmartTravels.tv in the press kit section. If you need assistance, please call 206.329.7167 or e-mail us at info@travelsmallworld.com. We'll respond promptly.

OVERALL CAPTION: From magnificent ruins in Athens and Sicily to the neon nightlife of the French Riviera, from world-class museums to cozy village churches, **Smart Travels—Europe with Rudy Maxa Series II** features more of Rudy Maxa's picks of the best of Europe. Continuing public television's first HDTV series, the 13 new half-hour episodes offer a new take on the Old World. Host Rudy Maxa models hassle-free ways to get to great places, to discover the continent's vitality and character, and to plot a memorable, independent trip. Maxa, a well-known travel personality, writer and lecturer, is a Pulitzer Prize-nominated reporter and the original host of public radio's *The Savvy Traveler*.™

#1 (Head Shot) Rudy Maxa, is host of **Smart Travels—Europe**, public television's first HDTV series. For years, Maxa's candor, expert interviews and passion for travel have provided good-natured, insightful tips to listeners of public radio's *The Savvy Traveler*.™ Now on public television, Rudy shows viewers *smart travels*—how to see what they want to see and how to get the most for their time and money.

NEW PIX #2 (Rudy and statue) Rudy Maxa, host of **Smart Travels—Europe**, cozies up to the charms of Europe as he pauses in the courtyard of the splendid Residenz, home of the Wittlesbach dynasty in Munich, Germany, from the 14th through the 19th centuries. **Smart Travels** is a new take on the Old World, with Rudy's tips, trips and secret places.

#3 (Rudy and sunflowers) Rudy Maxa, host of **Smart Travels—Europe**, revels in the sunflowers of summer in Provence, France. Provence—once a Roman colony—is featured in the *Classical Europe* episode of the continuing public television series. **Smart Travels—Europe** offers a new take on the Old World, with Rudy's tips, trips and secret places.

#4 (Rudy with village behind) Rudy Maxa, host of **Smart Travels—Europe**, delights in the charms of Italy, as he visits tiny resort villages clinging to the rocky shores of Lake Como. Milan and Lake Como are featured in one of 13 new episodes of the continuing public television series. **Smart Travels** is a new take on the Old World, with Rudy's tips, trips and secret places.

NEW PIX#5 (Rudy with castle behind) Rudy Maxa, host of **Smart Travels—Europe**, visits "Mad" King Ludwig's Castle in Bavaria, Germany. Munich and Bavaria are featured in one of 13 new episodes of the continuing public television series. **Smart Travels** is a new take on the Old World, with Rudy's tips, trips and secret places.

NEW PIX #6 (Rudy with tour boat captain) Rudy Maxa, host of **Smart Travels—Europe**, shares a relaxed moment with a Sicilian tour boat captain as he tours the harbor of Syracuse, Sicily. *Sicily* is one of 13 new episodes in the continuing public television series. **Smart Travels** is a new take on the Old World, with Rudy's tips, trips and secret places.



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