

Series III
TRIPS—TIPS—& SECRET PLACES

PRESS RELEASE

From the rugged beauty of Ireland's West Coast and Italy's Dolomites to soaring spires in exotic, old Prague; from glorious palaces in Germany and Sweden to the D-Day Beaches of Normandy, *Smart Travels—Europe Series III* features more of Rudy Maxa's picks of the best of Europe. Continuing public television's first HDTV series, these 13 new half-hour episodes offer Rudy's take on the Old World. He 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 III* will air on (station)_____ at (time)_____, (day)_____, beginning (date)_____. Host Rudy Maxa, a *National Geographic Traveler Magazine* contributing editor, is a Pulitzer Prize-nominated reporter and public radio's original *Savvy Traveler*.™

In these brand new episodes, Maxa highlights the spirit of change in today's Europe—the music, art, fashion and architecture that shout “a new millennium.” In each episode, he tracks 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 III builds on the carefully crafted, viewer-friendly format of Small World's other 104 popular travel episodes on public television. Host Maxa is engaging, sophisticated, wry and practical. As with all Small World travel series, *Smart Travels* shows viewers how to travel in style for less and how to take charge of their own trips. Rudy's 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 half-hour 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 bikes, 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 Dublin to Budapest, from the Germany's Romantic Road to Stockholm's Milles Garten.

Eleven *Smart Travels Series III* episodes are destination oriented while two are theme-driven. In the theme-driven programs, Rudy tours the high points of Medieval Europe in Southern Germany, Normandy and Burgundy as he tries to make sense out of the fascinating 1000 years from the fall of Rome to the dawn of the Renaissance. In *Four Great Cities of Europe*, Rudy tackles the problem of what to do if you have just 24 hours in London, Paris, Amsterdam or Brussels. He chooses high tea and the New Tate Gallery in London; Rijsttafel dinner and Rembrandt's *Night Watch* in Amsterdam; Paris' Musee D'Orsay and dinner at a lively bistro; and in Brussels, it's mussels in cream sauce and “the most beautiful town square in Europe.”

Part of the delight of travel is planning. Rudy offers tips on travel philosophy, reservations, car rentals, cruising the Rhine, jumping the language barrier, train travel, antique, gold, glass and wine shopping, 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 III*.

— MORE —

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PRESS RELEASE

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Six DVDs and six VHS home videos of *Smart Travels—Europe with Rudy Maxa Series III* are available from Small World Productions. Each 60 or 90 minute video contains two or three episodes from the series paired geographically. Each DVD is 100+ minutes long and includes value-added bonuses: Rudy's consumer travel tips, maps, quick clicks to locations and topics, bonus footage, and more. Eighteen Smart Travels DVDs and videos containing all 39 series episodes may be ordered for \$24.95 each (plus shipping) at 800.866.7425 or on-line, at www.SmartTravels.tv.

Small World Productions, Inc., of Seattle, produces *Smart Travels—Europe with Rudy Maxa Series III*. KCTS/Seattle is a co-producer and the presenting station. Expedia.com, the world's largest online travel company, provides major corporate support for production and national distribution of the series. American Public Television (APT) of Boston distributes all 39 episodes nationally. HDTV versions of each episode are up-linked on the public television HD satellite transponder. More than 150 stations now broadcast Smart Travels in HDTV and simulcast it in NTSC, or standard television. 270+ public TV stations have signed up to air the NSTC "letterboxed" version of *Series III*. Digital audio is transmitted in stereo.

For 42 years, American Public Television (APT) has been a prime source of programs 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*, *Julia and Jacques Cooking at Home*, *Ballykissangel*, *Brian Jacques' Redwall* and *Sinatra: The Classic Duets*. APT is known for identifying innovative programs and developing creative distribution techniques for producers. And APT has a long-established tradition of providing program choices for public television stations nationwide—choices that enable stations to strengthen and customize their schedules. The press contact at APT is Donna Hardwick at 617.338.4455 ext. 129 or donna_hardwick@aptonline.org via e-mail. More information about APT's programs and services can be found online at www.aptonline.org.

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FACT SHEET

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

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 3, 2004

National Distribution: American Public Television Exchange
Unlimited releases through April 2, 2007

Producer: Small World Productions
Producers of: *Smart Travels—Europe with Rudy Maxa Series I and Series II*
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: 2003/2004, ©2004 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: *Ireland's West Coast/Dublin & Beyond; Germany's Romantic Road/Rhine & Mosel Rivers/Prague & Budapest; Bologna & Emilia Romagna/Italy's Veneto & Dolomites; Stockholm & Sweden/Oslo & Norway; France's Champagne Region/France's Normandy*. DVDs have substantial added-value bonuses including consumer travel advice from Rudy Maxa. Series One companion book: *Smart Travels.TV*, 160 pages with 100+ subject related websites, and numerous articles by series host, Rudy Maxa. \$16.95 ea. 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 \$7.50 each, 60- or 90-min. tapes \$7.50 each, 30 min. tapes \$6 each, DVDs with added-value material \$7.50 each. Six month subscription to *Rudy Maxa's Traveler* newsletter \$15. 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 public radio's original *Savvy Traveler*™ and a regular commentator on public radio's nightly *Marketplace*.

Rudy Maxa is a contributing editor for *National Geographic Traveler Magazine*, writes on how to travel smart for *Worth*, the personal finance monthly, and contributes humorous travel essays to *Forbes* magazine. In addition to hosting *Smart Travels* on public television, 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. A Maxa article for *National Geographic Traveler* recently won a Lowell Thomas award for major magazines.

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*, *The Los Angeles Times*, *USAirways 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 Minneapolis home, and has two children.

SMART TRAVELS PRODUCTION TEAM BIO

For 20 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 160 home video and DVD titles. SWP production credits include *Smart Travels—Europe with Rudy Maxa Series I, II and III*, *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, International Communicator Awards and Columbus International Film Festival Awards.

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.

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 their team of award-winning photographers, editors and producer/writers. Producer Patty Conroy has won several Telly Awards and four 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, from KCTS/Seattle, has shot more than 90 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 four dozen travel episodes for SWP.

CUTTING-EDGE DIGITAL TELEVISION:

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

On April 3, 2004, 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 26 segments, these episodes were photographed and edited in Sony's 1080i HDCam format. The result is a visually stunning, cutting-edge, digital television series.

APT, American Public Television of Boston, will feed *Smart Travels III* 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," says Givens. Public radio's original *Savvy Traveler*,[™] Rudy Maxa, hosts *Smart Travels—Europe III*.

More than 150 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. APT also distributes the standard-definition version of *Smart Travels* nationally. Major corporate support for production and distribution of *Smart Travels* is provided by Expedia.com, the world's largest online travel company.

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.

Eighteen DVDs and eighteen 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 are 100+ minutes and also include extra-value bonuses 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. *Smart Travels—Europe IV*—in HD, of course—is in the works and seeking corporate underwriting.

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Series III Program Descriptions

#301 IRELAND'S WEST COAST

We're blessed with a bit of Irish luck as we take on Ireland's ruggedly beautiful west coast. We start in Galway, Europe's fastest growing city, shopping for Irish crystal and Celtic jewelry. Then it's a salt-sprayed boat trip to the fabled Aran Islands where we reach breathless heights at a Stone Age fort and ferret out traditional hand-knit sweaters. Heading south, we pass through the eerie landscape of the Burren, sample the best of Irish folk music, and binge on a medieval banquet at Bunratty Castle. In the lush forests of Killarney, we visit the country manor of Muckross, before touring the stunning Dingle Peninsula. TIPS ON RENTING BICYCLES.

#302 DUBLIN AND BEYOND

Irish eyes are smiling when we explore Dublin, Ireland's urban core. There's history around every corner, and Dublin delights with Trinity College, the Book of Kells, the famous Guinness Brewery, and the infamous Kilmainham jail where Irish rebels spent their last days. We liberally sample pub life while tapping our toes to traditional music, and follow in the footsteps of famous Irish writers on a literary pub-crawl. Beyond Dublin, we find inspiration in the hillsides of Glendalough, site of Ireland's revered monastery, and the Hill of Tara, home of the ancient Irish kings. A side trip to Northern Ireland's best folk park brings the Eire of yesteryear to life. TIPS ON VISITING DUBLIN'S LITERARY SITES.

#303 GERMANY'S ROMANTIC ROAD

The Romantic Road winds through some of Germany's most picturesque countryside complete with medieval villages and Baroque Palaces. We start our journey in Würzburg where we visit the spectacular Baroque Bishop's Palace or Residenz and taste wine at one of Würzburg's many wine festivals. Next we visit the castle of the Teutonic Knights in Bad Mergentheim and a short distance away the Deutsches Auto Museum in the Renaissance Castle of Prince Hohenlohe-Langenburg. Every July the medieval town of Dinkelsbühl celebrates the day the children saved the town during the Thirty Years War. We get a front row seat complete with dancing, music and an historic reenactment. We finish our trip in Rothenburg, the best preserved medieval walled city in Germany. TIPS ON TRAVEL OPTIONS ALONG THE ROMANTIC ROAD.

#304 GERMANY'S RHINE AND MOSEL RIVERS

For centuries the Rhine has been a natural border and the main route for trade, people and ideas. We start in the ancient Roman city of Trier and travel up the Mosel River visiting vineyards and ancient castles. We'll take a scenic cruise down the Rhine for a sailor's eye view of famous Rhine castles and the lovely but dangerous Lorelei. In Koblenz we'll see where Julius Cesar destroyed two Germanic tribes but was never able to conquer Germany, and just down stream we'll see where American troops first crossed the Rhine during World War II at the bridge at Remagen. Our trip concludes in the city of Cologne where we'll visit the modern art museum and sample Kölsch, the local beer. TIPS FOR TAKING A CRUISE DOWN THE RHINE.

#305 BOLOGNA & EMILIA ROMAGNA

Known the world over for its wheels of golden cheese, its sweet prosciutto and divine vinegar, this slice of Northern Italy is a feast. From our base in Bologna we eat our way across the region, taking in the glorious art and culture along the way: cheese and mosaics in Parma, Balsamic vinegar and racecars in Modena, ham, pasta and university life in Bologna. An excursion to the mountainous Apennines, a trip to Ravenna's brilliant 6th century mosaics and a beach resort at Rimini round out the adventure. TIPS ON SAMPLING THE REGION'S DELICACIES AND AGRITOURISM HOTELS.

#306 ITALY'S VENETO & DOLOMITES

Graced with charming cities, countryside villas and precious art, this corner of Northern Italy also features a playground of Alpine peaks and meadows. After a spectacular night at the opera in fair Verona's Roman arena, we set out in search of Giotto's colorful frescoes in Padua and architect Palladio's palatial villas in Vicenza and the surrounding countryside. Then we head for the hills and the dramatic peaks and meadows of the Dolomite mountains. TIPS ON TOURING THE VENETO COUNTRYSIDE, SHOPPING FOR GOLD AND STAYING IN A MOUNTAIN INN.

#307 PRAGUE & BUDAPEST

We leave Western Europe behind as we venture to the exotic cities of Prague and Budapest. In Prague, we marvel at the startlingly beautiful old town and tour the labyrinthine castle that haunted writer Franz Kafka. Bohemian glass

dazzles us as we browse the flourishing shops in this former Communist country, and we witness the scene of the “Velvet Revolution.” Then it’s off to Budapest where we surrender ourselves to steamy mineral spas, get serenaded by Gypsy music in one of the city’s most traditional restaurants, and sway to the rhythms of Hungarian dancers. We round out our trip with Budapest’s regal Opera House, and monuments of a bygone era in the Communist Statue Park. TIPS ON LUXURY HOTELS.

#308 STOCKHOLM & SWEDEN

Sweden is a natural-born beauty, winning us over with luxuriant landscapes and sleek Scandinavian style. We cruise through Stockholm’s sun-dappled archipelago, visit a designer hotel and sip cocktails in the trendy Ice Bar (a lounge built completely of ice!). We stroll through the Karl Milles sculpture garden, and admire the world’s best-preserved 17th century warship, the Vasa. Then it’s off to the woodsy “Kingdom of Crystal” where we peek in on Sweden’s best glass artists and get rowdy at a traditional herring dinner. We pay tribute to a grand medieval castle once called the “key to Sweden.” Then we escape to the vacation island of Öland, an out-of-the-way charmer with timeless windmills, ancient ruins and glorious sand beaches. TIPS ON SHOPPING FOR GLASS.

#309 OSLO & NORWAY

The grand panoramas of Norway prove irresistible to adventurers. In Oslo, we see testaments to maritime prowess in Viking Ships and the celebrated Kon Tiki raft. We “Scream” with painter Edvard Munch before heading south to the glorious vistas of Telemark country. After dropping by the home of playwright Henrik Ibsen, we’re off to a boisterous celebration of Norwegian village life, complete with traditional costumes, dancing and potato pancakes. Next it’s a ride on Europe’s most spectacular railway and a boat cruise through the impossibly beautiful scenery of the fjords. We end up in Bergen, Norway’s best-preserved medieval city, taking in a traditional stave church and views that inspired composer Edvard Grieg. TIPS ON RAILROAD TRAVEL.

#310 FRANCE’S CHAMPAGNE REGION

The Champagne region of France bubbles over with fine wine, gourmet cuisine, picturesque towns and gothic spires. We base in Reims, home of the historic cathedral where French kings were crowned. From Reims, we tour wine country, visiting champagne producers both large and small. In the medieval town of Troyes, we shop for fine chocolate and discover a collection of modern art. North of Reims, the city of Charleville delights with its golden architecture and tradition of puppetry. Our final destination is the imposing fortress of Sedan, the largest castle in Europe. TIPS ON HOW TO BUY QUALITY CHAMPAGNE AND TOURING WINE COUNTRY.

#311 FRANCE’S NORMANDY

From a dramatic, historic coast to rural pastures, this sweet section of France abounds with apple orchards, enchanting villages, stunning abbeys and sparkling seaports. We base in the lovely seaside town Honfleur. At Giverny, and in the museums in Rouen and Honfleur, we discover the birth of Impressionism. Near the famous beaches of Normandy, the Norman Conquest unfolds in the Bayeux tapestry and we remember the poignant victory of World War II’s D-day. Cider and cheese draw us to the lovely farmland just inland from Honfleur. Our journey ends at the awe inspiring Abbey of Mont-St-Michel. TIPS ON CAR RENTAL, SHOPPING FOR ANTIQUES AND TOURING CIDER COUNTRY.

#312 MEDIEVAL EUROPE

The medieval world is one of the big draws of European Travel. Moody ruins, “tippy” towers, cobbled streets, sparkling mosaics, monasteries, castles, and cathedrals form the core of many a tourist’s dreams. In this episode we revisit some favorite spots and toss in a few new sights as we make a little sense out of a fascinating 1000 years—from the fall of Rome to the dawn of the Renaissance. We sort it all out with several short itineraries in Ireland, Austria, Germany, and France.

#313 FOUR GREAT CITIES OF EUROPE: LONDON, PARIS, AMSTERDAM AND BRUSSELS

A European city bustles—it’s a hub of commerce and the arts, energy, surprise, and international flavor. Where do you start if you have just 24 hours? Here, we highlight some best choices of the urban culture in four great cities. London calls for high tea at the Athenaeum and modern art at the New Tate. Paris treats us to impressive dining, the Musee D’Orsay and the Pompidou. Rembrandt’s *The Night Watch* and traditional rijsttafel dinner are mandatory in Amsterdam, and in 1000 year-old-Brussels, we land in what some call “the most beautiful town square in Europe.” Europe’s great cities stay with you.

SERIES III 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

NATIONAL UNDERWRITER..... Expedia.com

KCTS/SEATTLE

Executive in Charge Jay Parikh
Station Relations Tom Niemi

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 the rugged beauty of Ireland's West Coast and Italy's Dolomites to soaring spires in exotic, old Prague; from glorious palaces in Germany and Sweden to the D-Day Beaches of Normandy, **Smart Travels—Europe with Rudy Maxa Series III** 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.

#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 Palace Museum in Würzburg, Germany. **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. France is featured in the *Medieval 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 Emilia Romagna and the Italian Venezo in episodes that continues public television's first HD series. **Smart Travels** is a new take on the Old World, with Rudy's tips, trips and secret places.



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