

### Series IV

### TRIPS—TIPS—& SECRET PLACES

#### PRESS RELEASE

From grand plazas and sparkling fountains in Madrid and Barcelona, to France's Dordogne River Valley dotted with castles and sweeping vineyards; from Switzerland's glorious Alpine peaks to the stunning white-stone cities and azure waters of Croatia's Dalmatian Coast, **Smart Travels—Europe Series IV** 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 IV** 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 IV** builds on the carefully crafted, viewer-friendly format of Small World's other 117 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 lush Scottish Highlands to ancient ruins out of Rome, from sleepy hilltop towns in the Pyrenees to bustling Christmas Markets in Switzerland.

Ten **Smart Travels Series IV** episodes are destination-oriented while three are theme-driven. In the first theme-driven program, Rudy tours *Europe Just for Fun*. In *Four Great Cities of Europe*, Rudy tackles the problem of what to do if you have just 24 hours in Copenhagen, Berlin, Munich or Rome. In *A Music Lover's Tour*, Rudy takes viewers to some of Europe's best music festivals for a different view of life on the continent.

Part of the delight of travel is planning. Rudy offers tips on travel philosophy, reservations, car rentals and leases, jumping the language barrier, avoiding the crowds, shopping, wine tasting, dining in style for less, 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 IV**.

— MORE —

Series III  
TRIPS—TIPS—& SECRET PLACES

PRESS RELEASE

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Six DVDs and six VHS home videos of *Smart Travels—Europe with Rudy Maxa Series IV* 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. Twenty-four *Smart Travels* DVDs and videos containing all 52 series episodes may be ordered for \$24.95 each (plus shipping) at 800.866.7425 or on-line, at [www.SmartTravels.tv](http://www.SmartTravels.tv).

Small World Productions, Inc. of Seattle, produces *Smart Travels—Europe with Rudy Maxa Series IV*. KCTS/Seattle and SavTrav Productions are co-producers. KCTS is the presenting station. Expedia.com, the world's largest online travel company, provides major corporate support for production and national distribution of the series. Additional support and trans-Atlantic and European air travel is provided in part by bmi, the United Kingdom's second largest scheduled airline. Accommodations and location photography at hotels in Europe are coordinated in part by Classic Custom Vacations. American Public Television (APT) of Boston distributes all 52 episodes nationally.

HDTV versions of each episode are up-linked on the public television HD satellite transponder. More than 175 stations now broadcast *Smart Travels* in HDTV and simulcast the series in NTSC, or standard television. More than 270 public TV stations have signed up to air the NTSC "letterboxed" version of *Series IV*. Digital audio is transmitted in stereo.

For 44 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations. APT distributes more than 10,000 hours of programming including *JFK: Breaking the News*, *Simply Ming*, *Globe Trekker*, *Smart Travels—Europe*, *Julia and Jacques Cooking at Home*, *Battlefield Britain*, *Jungle*, *America's Test Kitchen*, *Lidia's Italian-American Kitchen* and classic movies. 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 email to [Donna\\_Hardwick@APTonline.org](mailto:Donna_Hardwick@APTonline.org). For more information about APT's programs and services visit [APTonline.org](http://APTonline.org).

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FACT SHEET

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

**Major corporate support:** Expedia.com

**Additional support:** bmi Airlines

**Format:** Available in HDTV (on public television HD transponder) Stereo Audio  
Available in NTSC Letterboxed (on APT transponder) Stereo Audio

**Episodes:** 13/30s

**Category:** Travel, How-to

**Release:** April 2, 2005

**National Distribution:** American Public Television Exchange  
Unlimited releases through April 1, 2008

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

**Co-producers:** KCTS/Seattle, SavTrav Productions, St. Paul, MN

**Promotion Materials:** Series Press Release, Individual Program Descriptions, Rudy Maxa Bio, Production Credits, digital versions of B&W and color photos available for download at [www.SmartTravels.tv](http://www.SmartTravels.tv), 30-second generic and 30-second promos for each episode

**Production Date:** 2004/2005, ©2005 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: *Bath and South Wales/ Edinburgh and Scotland; Barcelona & Costa Brava/ Madrid; France's Carcassonne & the Pyrenees/ Bordeaux & the Dordogne; Switzerland and the Alps/ Christmas in Switzerland; Out of Rome/ Croatia's Dalmatian Coast; Four Great Cities II (Copenhagen, Berlin, Munich, & Rome)/ Europe Just for Fun/ A Music Lover's Europe*. DVDs have substantial added-value bonuses including consumer travel advice from Rudy Maxa. Also, Series I companion book: *Smart Travels.TV*, 160 pages with 100+ subject related websites, 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 for Pledge Premiums: 60- or 90-min. VHS home videos \$7.50 each, station price; 30-min. VHS home videos \$6 each, station price; 100+ min. DVDs with 2 or 3 episodes plus added-value material \$7.50 each, station price; DVD six-pack with 26 Smart Travels episodes and extras \$16.50; Series One Companion Books \$7.50 each, station price. Plus pass-through of UPS charges for shipping.

**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](http://www.SmartTravels.tv) or [info@travelsmallworld.com](mailto: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 consumer travel experts—on radio, television, in cyber-space and in print. He's been a journalist for more than 30 years and for the last 13 years has been known as "the Savvy Traveler" on public radio's business show, *Marketplace*.

In addition, Maxa is a contributing editor and award-winning writer for *National Geographic Traveler* magazine. His travel articles have also appeared in *GQ*, *Forbes*, *USA Today.com*, *Modern Maturity*, *Worth*, *Travel & Leisure*, the *Washington Post*, and dozens of other national publications. In addition to hosting 52 episodes of *Smart Travels* on public television, Mr. Maxa appears frequently as a travel expert on ABC's *Nightline*, CNN, Fox News Channel and other networks.

As a *Washington Post* investigative reporter earlier in his career, 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.

Maxa has written for an ABC-TV dramatic series and is a frequent speaker to travel industry groups as well as the public. The father of two children, he lives with his fiancée in St. Paul, Minnesota.

### **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 130 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, III and IV*; *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, Ms. Larson and Ms. Nisbet have advanced degrees in theater, and an extensive background in history, play-writing, international travel and college teaching. CEO Givens, the series executive producer, edits five episodes in each series. He has been producing, directing and editing public television programs for more than 35 years.

For *Smart Travels*, Small World is joined by a 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 a Seattle based producer/ writer/ director and winner of several Telly Awards and two CINE Golden Eagles. A *Smart Travels Series III* episode produced by Ms. McNally was a finalist in the New York Film Festival. Award-winning photographer Tom Speer of Seattle has shot more than 100 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. Mr. Ris has edited more than five dozen travel episodes for SWP, including Telly and CINE Award winners.

**CUTTING-EDGE DIGITAL TELEVISION:  
*Smart Travels Series IV*  
continues Public Television's First HDTV series**

On April 2, 2005, 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. All 52 programs in the series 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 IV* on the HD satellite transponder to public TV stations nationwide. Many stations will broadcast the series in both 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 will 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. Public radio's original *Savvy Traveler*,™ Rudy Maxa, hosts *Smart Travels—Europe*.

More than 175 public television stations are now broadcasting in HDTV while they continue to transmit in standard-definition NTSC as well. All TV stations will be required to convert to HDTV digital transmitters within the next few 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 on-line 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.

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 are 100+ minutes and 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](http://www.SmartTravels.tv). *Smart Travels—Europe V*—in HD, of course—is in the works and seeking corporate underwriting.

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### Series IV Program Descriptions

#### **#401 BATH AND SOUTH WALES**

We conjure a bit of magic when we visit the Georgian city of Bath and follow tales of Camelot into South Wales. In Bath, we marvel at ancient Roman spas and peek into the high society of Jane Austen's day. We stop by Wells to admire that city's spectacular cathedral, and we quest for the Holy Grail in the mystical town of Glastonbury. The poignant landscape of Wales' Wye River Valley offers a wealth of scenic riches. We investigate Caerleon's claim to King Arthur and explore a ruined abbey that inspired poet William Wordsworth. TIPS ON BOOKSTORES AND COUNTRY FAIRS.

#### **#402 EDINBURGH AND SCOTLAND**

Friendly and feisty, Scotland makes us feel right at home. In Edinburgh, we climb the ramparts of this city's famous castle, shop for kilts, visit mysterious Rosslyn chapel and thrill to a spooky ghost tour. Then we head to historic St. Andrew's to practice our swing on the world's most famous golf course. In the Scottish highlands, we try our hand at skeet shooting and falconry, and tour the Dewar's whisky distillery. Then it's off to historic Stirling to stroll the battlefields of Braveheart before setting sail on legendary Loch Lomond. TIPS ON GOLF AND SCOTCH WHISKY.

#### **#403 BARCELONA AND COSTA BRAVA**

A Mediterranean marvel, Barcelona simmers with beautiful beaches, medieval mazes, eye popping art and hypnotic architecture. From tapas bars, to surrealist art, to Modernist structures, we'll feast on Barcelona's delights. Rambles along La Rambla, Gaudi's treasures, a neighborhood festival, designer shopping and waterfront fun are some of the highlights. For the best in beaches we head north to the coves of the Costa Brava. TIPS ON TAPAS AND NIGHTLIFE.

#### **#404 MADRID**

The Spanish capital Madrid welcomes us with grand plazas and sparkling fountains. Madrid's pride is the Prado, one of Europe's great museums and home to Goya, El Greco and Velázquez. We tour El Palacio Real, the seat of the Spanish empire, and the Monasterio de las Descalzas Reales, a fascinating hoard of art treasures hidden away in the center of the city. After dark we sway to the rhythms of flamenco dancers and lose ourselves in Madrid's pulsating nightlife. Then we day-trip to the imperial city of Toledo to roam the twisting streets and narrow alleyways of this historic center. TIPS ON TRADITIONAL FOOD AND JEWELRY.

#### **#405 CARCASSONNE AND THE PYRENEES:**

From a fairy tale fortress to the gentle Pyrenees, Rudy takes in the castles and peaks of this magical region. We tour the largest fortress in Europe, Carcassonne. A gallop through the countryside takes in several romantic castle ruins and the artwork of Toulouse Lautrec. Then we head for high country and one of the world's natural wonders—a mountain amphitheatre with cascading waterfalls. TIPS ON DRIVING IN FRANCE, AND MOUNTAIN TRAILS.

#### **#406 BORDEAUX AND THE DORDOGNE**

The world's finest wines, sweeping vineyards and fine food couple with a river valley dotted with castles. We sample the best Bordeaux then cruise the lovely Dordogne and Lot rivers with stops at chateaux, ancient watermills, and perched villages. Cooking classes and an underground adventure to see pre-historic cave paintings round out the trip. TIPS ON WINE TASTING AND WALKING PATHS.

#### **#407 SWITZERLAND AND THE ALPS**

The Swiss Alps reverberate with cowbells, accordions, and laughter. We make our home base in the year-round playground of Interlaken, the "town between two lakes." We sail across glacial Lake Brienz, famous for its beautiful wood carving. We head to the spectacular Lauterbrunnen Valley for a heart-stopping gondola ride to alpine heights, and hike past flower-filled meadows and mountain chalets. Then it's off to vibrant Zurich for shopping, chocolate and tasty Swiss cuisine. TIPS ON TRANSIT PASSES AND BUYING CHEESE

### #408 CHRISTMAS IN SWITZERLAND

Hot spiced cider and strains of *O Tannenbaum* warm our hearts as we head to Europe for Christmas. Switzerland has a special glow this time of year and we find plenty of good cheer in the bright Christmas markets and toasty ski lodges. We begin in German-speaking Zurich with its glittering trees and festive music. We veer off the beaten path to the medieval towns Bremgarten and Einsiedeln. Then we discover French-speaking Switzerland on the shores of Lake Geneva. Dog sledding on a glacier and a visit with Father Christmas round out the trip. TIPS ON CHRISTMAS CRAFT MARKETS AND WINTER SPORTS.

### #409 OUT OF ROME

We leave the eternal city behind by way of the famous Apian Way to explore the environs of Rome. First it's the majesty of Emperor Hadrian's villa and lakes of the Alban Hills. Next, it's south to the ancient seaport of Ostia, Rome's Pompeii. Along the way we sample olive oil, stop at the ancient's favorite beach and visit a medieval hilltop town. Our own five star villa is a retreat fit for an emperor. TIPS ON TASTING OLIVE OIL AND NAVIGATING ROME'S RING ROAD.

### #410 CROATIA'S DALMATIAN COAST

Europe's best kept secret, the Croatian coast of Dalmatia dazzles with stunning white stone cities and azure waters. From the marble streets of beautiful Dubrovnik to sleepy fishing villages, we explore this dramatic coastline, sampling the wine and seafood, discovering glorious Roman art and hopping to islands and their stunning walled towns. TIPS ON BOATING, FOOD AND ISLAND ACCOMMODATIONS.

### #411 FOUR GREAT CITIES II

We can jet to Europe in a day and visit four cities in less than a week. It's great to take your time but sometimes you only have a day to visit. How can you be part of the international jet set and still get a taste of "old" Europe? This time *Smart Travels* takes viewers on a whirlwind tour of four cities that represent a bit of the old and bit of the new in Europe. Rudy shows viewer how to get the most out of one-day visits to Copenhagen, Berlin, Munich, and Rome. TIPS ON MAXIMIZING TRAVEL MEMORIES FROM A 24-HOUR STAY IN A EUROPEAN BIG CITY.

### #412 EUROPE JUST FOR FUN

As today's travelers replace the old "once-in-a-lifetime" European tour with multiple trips, many look for another dimension in travel. Some are ready for a break from museums and historical sights in favor of a trip—or a day—just for fun. So, here's where Rudy shares his personal picks of fun and games. Whether it's hot-air-ballooning, mountain luge rides, golf, puppetry, amusement parks, country mazes, hiking, or just lazing on a sunny beach, there's plenty of adventure to be found in Europe. And of course, this R&R comes well spiced with memorable meals and local libations. Here's Rudy's take on Europe Just For Fun.

### #413 A MUSIC LOVER'S EUROPE

For a totally different view of Europe, Rudy shows smart travelers how to organize a trip around a theme. Rudy discovers surprising and fresh takes on Europe as he sets out on a music lover's tour. Winning, live performances by the Sicilian folk band Diascouri, and by Gruppo Emiliano, a zany, classically-trained quartet from Emilia Romagna, are the backbone of this offbeat trip. But performance is just the start. Rudy visits folkdance groups in Greece, Sweden and Norway and delights in the classics in Italy and Austria. And everywhere, the music provides a backdrop for enthralling local scenery and engaging local stories. TIPS ON ORGANIZING A TRIP AROUND A THEME.

**SERIES IV PRODUCTION CREDITS**

**SMALL WORLD PRODUCTIONS, SEATTLE**

Executive Producer/Editor ..... John Givens  
Co-Executive Producer/Host..... Rudy Maxa  
Producer/Writers..... Patty Conroy, Susan McNally,  
Patricia Branch Larson, Sandra Lewis Nisbet  
Consulting Producers ..... Patricia Branch Larson, Sandra Lewis Nisbet  
HDTV Photographers..... Tom Speer, Karel Bauer  
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, Douglas Newell  
Original Music Composer/Arranger ..... Denny Gore, Safari Studios  
Musicians ..... Denny Gore, Hans Teuber, Tom Hopkins, Ted Turner, Joann Gillis,  
Denny Hall, Scott McGougan, Roger Ferguson, Mike Stoican  
Additional music ..... Klaus Lenzian, Network Classical Music Library, River City Sound  
Productions, Davenport Music, Classic Clips, Catovah Arts,  
Partners in Rhyme, Gene Michaels Productions, Unique Tracks,  
Fresh Music

**MAJOR CORPORATE SUPPORT**..... Expedia.com

**ADDITIONAL SUPPORT** ..... bmi Airlines

**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 Carter  
Press Contact ..... Donna Hardwick  
Public Information ..... Dawn Anderson  
President..... Cynthia Fenneman





The photos below for **Smart Travels—Europe with Rudy Maxa** are available in digital form at [www.SmartTravels.tv](http://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](mailto:info@travelsmallworld.com).

We will respond promptly.

OVERALL CAPTION: From grand plazas and sparkling fountains in Madrid and Barcelona, to France's Dordogne River Valley dotted with castles and sweeping vineyards; from Switzerland's glorious Alpine peaks to the stunning white-stone cities and azure waters of Croatia's Dalmatian Coast, **Smart Travels—Europe Series IV** 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 (with plate of food) **Smart Travels** host Rudy Maxa samples cassoulet, a rich, bean-stew that's a specialty of Carcassonne, France. Carcassonne and the Pyrenees are featured in one of 13 new episodes of public television's first high-definition television series. **Smart Travels—Europe with Rudy Maxa** offers a new take on the old world with tips, trips and secret places. 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.

#3 (in Welsh pub) **Smart Travels** host Rudy Maxa chats with the bartender at the Bear Pub and Hotel in Crickhowell, South Wales. Bath and South Wales are featured in one of the 13 new episodes of public television's first high definition series. **Smart Travels—Europe with Rudy Maxa** offers a new take on the old world with tips, trips and secret places. 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*.™

#4 (Rudy under rounded arch) **Smart Travels** host Rudy Maxa explores Edinburgh Castle. Edinburgh and Scotland are featured in one of 13 new episodes of public television's first high-definition series. **Smart Travels—Europe with Rudy Maxa** shows viewers how to travel in style for less and offers Rudy's tips, tricks and secret places. Maxa mantra for viewers is "Smart Travels"—how to see what you want to see and how to get the most for your time and money.

#5 (Rudy with river and flowers) **Smart Travels** host Rudy Maxa stops to smell the flowers in Bath, England. Bath and South Wales are featured in one of the 13 new episodes of public television's first high definition series. **Smart Travels—Europe with Rudy Maxa** offers a new take on the old world with tips, trips and secret places. The series shows viewers how to travel in style for less.

#6 (Rudy in cloisters) **Smart Travels** host Rudy Maxa explores Wells Cathedral in Wessex, England. A visit to the Saxon era cathedral is featured in a new **Smart Travels** episode on Bath and South Wales, one of 13 new episodes of public television's first high definition series. **Smart Travels—Europe with Rudy Maxa** offers a new take on the old world with tips, trips and secret places. Maxa, a well-known travel personality, writer and lecturer, is a Pulitzer Prize-nominated reporter and a *National Geographic Traveler* magazine contributing editor.

#7 (Rudy under pointed arch) **Smart Travels** host Rudy Maxa checks out the brooding ruins of Tentern Abbey on the Wye River in South Wales. The abbey ruins are featured in a new **Smart Travels** episode on Bath and South Wales, one of 13 new episodes in public television's first high definition series. **Smart Travels—Europe with Rudy Maxa** offers a new take on the old world with tips, trips and secret places. 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.

#8 (Rudy with Bike) *Smart Travels* host Rudy Maxa prepares for a bicycle ride up the Col de Tourmalet, in the French Pyrenees, a regular leg of the famous Tour de France bike race. Carcassonne and the Pyrenees are featured in a new *Smart Travels* episode. *Smart Travels Series IV* offers viewers 13 new episodes of public television's first high-definition series. *Smart Travels—Europe with Rudy Maxa* is a new take on the old world with Rudy's tips, trips and secret places. 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*.™

#9 (Rudy in a kilt) *Smart Travels* host Rudy Maxa tries a kilt on for size in Edinburgh, Scotland. Edinburgh and Scotland are featured in one of 13 new episodes of public television's first high-definition series. *Smart Travels—Europe with Rudy Maxa* shows viewers how to travel in style for less and offers Rudy's tips, tricks and secret places. 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.

#10 (Rudy with castle behind) *Smart Travels* host Rudy Maxa loses himself in the backstreets of Carcassonne, Europe's best preserved medieval fortress. France's Carcassonne and the Pyrenees are featured in one of 13 new episodes in public television's first high-definition series. *Smart Travels—Europe with Rudy Maxa* shows viewers how to travel in style for less and offers Rudy's tips, tricks and secret places. Maxa, a well-known travel personality, writer and lecturer, is a Pulitzer Prize-nominated reporter and a *National Geographic Traveler* magazine contributing editor.



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