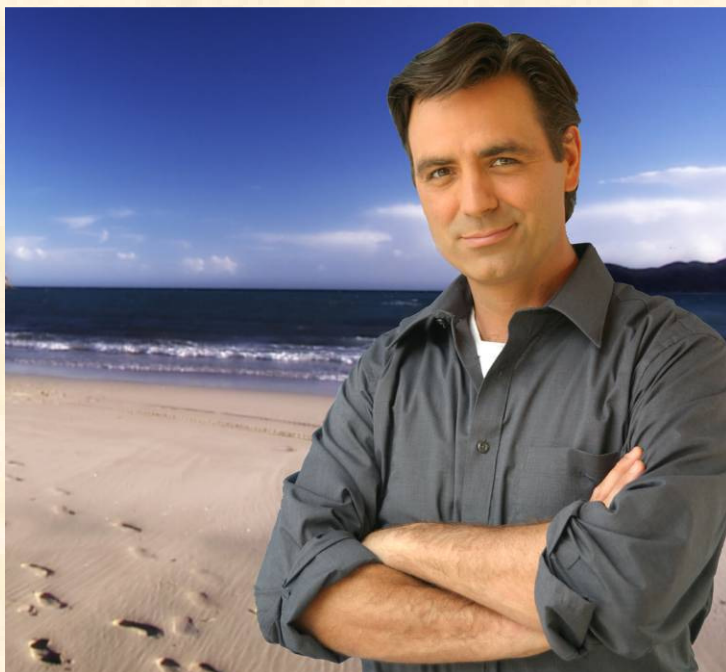




Smart Travels—Pacific Rim with Jeff Wilson

- Continuing a proven, popular **American Public Television** series broadcast to more than 100 million TV households
- Exhilarating **true adventures**; 13/30s available Spring 2012
- **Content driven, thought provoking, & timely**
- **Superior production values** from an Emmy, Lowell Thomas Gold, CINE Golden Eagle and Telly Award winning team
- Photographed and edited in HDCam 1080i format
- Showcasing some of **the world's premier travel destinations**
- A Ratings winner! **Thoughtful, engaging trips—virtual perspectives** on an ever changing world
- **Carefully-researched, precise** "you-are-there" details for travelers and armchair adventurers alike
- **True adventures while "traveling in style for less"**
—*Smart Travels*



Smart Travels—Pacific Rim
with Jeff Wilson

Produced by
Small World Productions

Co-produced by
KCTS/Seattle

Distributed nationally by
American Public Television

Contact:
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Seattle WA 98122
206-329-7167
JohnGivens@TravelSmallWorld.com
www.SmartTravels.tv

discover the ins and outs of

Smart Travels—Pacific Rim with Jeff Wilson

Summary

Each series of *Smart Travels* features **13 half-hour episodes** shot on location, produced by Small World Productions and **distributed by American Public**



Television. *Smart Travels—Pacific Rim, Series VI* is the latest in our continuing **HDTV travel series for public television.** Our previous **150+ shows** have aired repeatedly on **public television stations across the nation.** *Smart Travels, Adventures with Purpose, Travels in Europe, America's Historic Trails, and Travels in Mexico & the Caribbean* have attracted audiences

in all time slots from prime-time to the widely viewed weekend "how to" schedule. Consistently **engaging destinations, true adventures, and historic details** make these series **popular ratings winners.**

Smart Travels has gained even more **prime-time exposure and honors in HDTV**, receiving *Emmy Awards, CINE Golden Eagle Awards, Silver Telly Awards, International Communicator Awards, a Columbus International Film Festival Award, a Finalist Award in the NY Film Festival and a Golden Pen Grand Prix Award* from Croatia. *Smart Travels VI* will build on our established format and rich content and offer **compelling new-takes and adventure-travel-options for some of the world's premier destinations.**



Smart Travels—Pacific Rim with Jeff Wilson

Smart Travels VI Introduces New Host Jeff Wilson

- Skillful Communicator
- Energetic
- Outdoor Adventurer
- Eco-traveler
- Jeff joins our winning format to present an all-new and exhilarating Pacific Rim odyssey.



- These are engaging, **thoughtful trips—virtual perspectives on an ever changing world**. We believe that travel is key to individual growth, to knowing--first hand--cultures other than our own.
- Our focus is **true adventure while traveling in style for less**—“Smart Travels.” The series provides reliable, timely advice from our award-winning writers. Jeff highlights **good value**, showcases **occasional** high-end **splurges** and seeks-out true adventure options. To beat the crowds, we also ferret out **lesser-known sites, eco-lodges and back-country camping options**. To better understand each destination Jeff will gain **insights from locals**.
- *Series VI* will **motivate independent and adventure travels** while **engaging armchair adventurers** too. Each episode will highlight a manageable itinerary of **famous spots** and **off-the-beaten-path surprises**, and delve into the history and culture of destinations.



- **Jeff will boat, hike, bicycle and drive**. He will inquire where locals take out-of-town friends. Through the lens of **experienced HD photographers** and the insights of **new research**, our audience will join Jeff for 13 exhilarating new HDTV adventures on the Pacific Rim.
- Audience research shows that *Smart Travels* appeals to knowledgeable travelers and to people who watch public television. Viewers are ready

for **new adventure travel options** and eager for **all new episodes** on **premier Pacific Rim destinations**.

a sponsorship opportunity
that can really take you places...

Smart Travels—Pacific Rim with Jeff Wilson

Come along with us as a sponsor for the brand new installment of public television's award winning, audience-pleasing *Smart Travels* series.



- Beginning in spring 2012, we will debut **13 new high-energy, engaging episodes of *Smart Travels—Pacific Rim***.
- Shot entirely on location, the series strives to **motivate independent travel** and to **appeal to armchair adventurers** with **exhilarating odysseys of discovery**
- These are **real trips with precise you-are-there details**.
- Each episode sweeps viewers through the **diverse cultures and landscapes** of the Pacific Rim on **upbeat journeys** and **true adventures**.
- Jeff's thoughtful, energetic approach to travel brings alive the **impact of today's technology**, the **enduring layers of Pacific Rim history** and true adventure options for travelers of all ages.



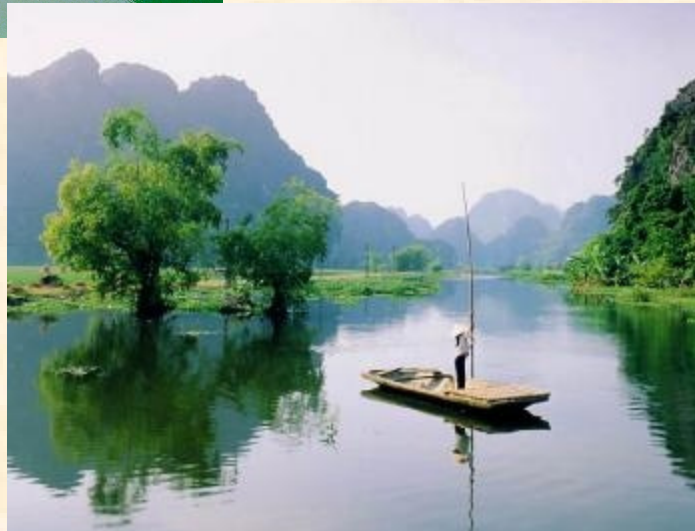
discover the ins and outs of

Smart Travels—Pacific Rim with Jeff Wilson

Smart Travels Series VI reveals how to confidently explore the Pacific Rim—from China's Imperial Beijing to Peru's majestic Macchu Pichu. Exotic, ancient, sometimes difficult but always rewarding, Pacific Rim destinations increasingly attract Western tourists. We join new host Jeff Wilson on an incredible adventure odyssey as he motorbikes through Thailand, rents a boat on the Pearl River in Vietnam and samples local cuisine in rural China. Jeff will model the ins and outs of traveling independently, comfortably and safely with flair and a spirit of adventure. Smart travel tips will show how to jump the language barrier and how to stay healthy. Jeff will kayak, snorkel, horseback ride and hike. Along the way, he'll sample local cuisine, over-night in distinctive hotels and unusual camp grounds and he'll find smart ways to get from place to place.



Jeff's affable manner and roll-with-the-punches style models the best attitude for independent travel. He embraces the comforts and attractions of large cities and the sublime beauty, cultural legacy and exhilarating adventures of rural areas. Jeff's at home with the people. Friendly and respectful, he finds ways to communicate with the locals. In *Smart Travels Series VI* Jeff makes independent travel inviting for adventurers in search of extraordinary experiences.



the thirteen destinations of

Smart Travels—Pacific Rim with Jeff Wilson

Vietnam—Saigon, the Mekong Delta and excursion to Angkor Wat

Blossoming capitalism and Third World poverty collide in this vital city. Jeff tours by cyclo-rickshaw and shops at Ben Thanh market. Temples, teeming nightlife and culinary sensations add to Saigon's allure. Next, a boat excursion to nearby Mekong Delta, with its lush green rice paddies, floating markets and network of canals. Vinh Long Island includes exotic birds, river temples, and rice farming as it has been done for centuries. An out of country excursion takes us to Cambodia to explore the temple complex Angkor Wat, world famous for its magical ruins, exquisite carvings and spectacular architecture. Tips on health, safety and getting around.



Vietnam—Central Vietnam

From the beaches of Nha Trang to the ancient capital Hue, this journey heads north and back in time. Vietnam is one of the last places in Asia where travelers can see life as it has been lived for millennia. Nha Trang's crystal clear water makes for excellent snorkeling in this lovely, unspoiled resort. North, the city of Hoi An evokes centuries past—an ancient Japanese covered bridge, pagodas and nearby ruins at My Son, an ancient Hindu site. Through fields and rice paddies, our journey takes us to Hue, Vietnam's beautiful city on the Perfume River. Highlights include a seven story pagoda, a fortress moat choked with water lilies, and a boat tour to tombs on the river. Tips on riding minibuses, accommodations and cuisine.

Thailand—Bangkok and North

Chaotic Bangkok assaults the senses. But with tips on how to avoid the seedy side of this crowded city, we discover Bangkok's treasures: the Golden Palace and Emerald Buddha, Jim Thompson's fine arts museum, and bazaars and shops with great bargains on gems, textiles and art. A day trip takes us to the floating market at Damnoen Saduak. At the ancient walled city of Sukothai we discover canals and lakes blanketed in lotus flowers, and a celebrated temple complex. Nearby we tour Si Satchanalai, on the back of an elephant. Tips on crime, cuisine and getting around.



Smart Travels—Pacific Rim with Jeff Wilson

Thailand—Island Beaches of the South

Still largely an unspoiled paradise, Southern Thailand sports sparkling blue water and white sand beaches. Our base is the island of Phuket—perfect for exploring by motor bike. Fine resorts, snorkeling, lively beaches and lonely beaches, Phuket has it all. Jeff kayaks through limestone islands at nearby Phang Nga Bay, visits a fishing village built entirely on stilts, and day-trips to the pristine Ko Ta Po Tao Island. Inland we trek to jungle waterfalls and temples, including a forest wat, the Tiger Cave Temple. Tips on beach accommodations, water sports and motorcycle rental.



China—Beijing and the Great Wall

From the great halls and courtyards of the Forbidden City to the serene lakes and arched bridges of the Summer Palace, Beijing is a majestic and grand showcase of Imperial China. Some highlights: an acrobatic show at Chaoyang Theatre, shopping in Liulichang—a recreated ancient Chinese village—and a rickshaw tour of Beijing's back streets. On an out-of-town excursion, we take in the Great Wall and escape the crowds on a wild, lonely hike. Tips on managing currency, language, and getting around efficiently.



China—Up the Yellow River from Taishan to Xian

A rail journey up the Yellow River leads into the spiritual heart of China. Starting at Taishan, a sacred Taoist mountain and pilgrimage site, we head south to the birthplace of Confucius. Now west and deeper into China, we travel to the Shaolin Monastery, for a lesson in Kung Fu at the home of the martial art. Jeff joins young initiates and practices to 'perfect' his new skills. Nearby we marvel at 100,000 carvings and statues of Buddha in the Longmen Caves. A two-tiered train brings us to the ancient capital of Xian and the archeological find of the 20th century—an underground army of 7,000 terra cotta warriors. Tips on train travel, booking accommodations and staying healthy.



Smart Travels—Pacific Rim with Jeff Wilson

Japan—Tokyo

High-tech, super-modern and efficient, Tokyo pulsates with non-stop energy. The city buzzes with neon signs, game rooms, bars, restaurants and the latest fashions. Side-by-side, traditional Japan remains, with women in kimonos and old men praying at temples. We visit Imperial Japan on the grounds and gardens of the Imperial Palace, and then take in the action at the gigantic Tsukiji fish market. For shopping and fashion, there's the Ginza district—Tokyo's Rodeo drive—or Takeshita-dori, the subculture shopping alley. Not to be missed: the experiences of attending a Sumo match, and shopping at the largest department store in the world. On an excursion to awesome Mt. Fuji we join the throngs for an exhilarating mountain hike. Tips on getting around the city, handling the currency, and wise shopping.

Japan—Kyoto and Nara

The Zen of Japan evokes another time in Kyoto and Nara, both ancient capitals. With Shinto pagodas, raked pebble gardens, man-made lakes, and teahouses, the Japanese aesthetic comes alive in these two cities. Jeff visits a Kabuki Theater performance, experiences a purification ritual, and dines on kyo-ryori—a traditional and elegant meal of several courses. Tips on dining out, respecting Japanese rituals, and enjoying sento, the public baths.

The Inside Passage to Alaska

Our first-ever shipboard adventure, heads north to Alaska through the legendary Inside Passage. We begin with cruise ship pampering and eye-catching scenery. At Juneau, we explore remnants of the Tlingit Indians' discovery of gold in the 1800s. Sea kayaking along tidal beaches leads us into Tongass National Forest. Then we board a charter boat to the quiet island of Haines and to the Tracy Arm Fjord, renowned for its calving glaciers. Next, we head for Skagway, "The Gateway to the Klondike" for a feel of Gold Rush days. Finally, a steam-powered train takes us up steep and winding White Pass, following the haunted path of gold-rush dreamers heading to Canada's Yukon Territory. Tips on cruise ship survival and safe but lively adventure travel.



Alaska the Beautiful

Alaska is home to two premier national parks: Kenai and Denali. We'll begin with a cruise of the Kenai Fjord to soak in scenic splendor and get close to abundant wildlife. Sightings of harbor seals, porpoises, puffins and eagles are guaranteed. Then it's north to Anchorage to encounter big-city life "Alaska style." The Native Heritage Center affords historical glimpses of Alaska's first-peoples. Heading north again, we arrive at Denali National Park, "The Crown Jewel of North America." Here, there is frontier adventure aplenty. We choose whitewater rafting and horseback riding across the open tundra. Salmon dinners and cushy rooms at a wilderness lodge will sooth adventure weary muscles. For a stunning caper to our Alaska trek, we'll "flight-see" Mt. McKinley by helicopter. Tips on high-season reservations and wildlife spotting.

Smart Travels—Pacific Rim with Jeff Wilson

Costa Rica

Here's where we see what eco-tourism is all about. It's a nation with no army, a thriving middle class, twenty National Parks, and countless biological reserves and protected areas. As one of the most bio-diverse regions in the world, an eco-trip here is memorable. We'll zip through the top of the cloud forest at Monteverde, sleep at the foot of an active volcano at Arenal, soak in the natural steam ponds at Tabacon Resort, horseback ride along pristine beaches, watch baby turtles take their virgin walks to the sea, wind surf, and raft down a river. We'll learn a bit about shade-grown coffee, rare birds, monkeys, and the famous hospitality of the "ticos"—that's the diminutive term for Costa Ricans. Tips on eco-tourism and adventure travels.



Guatemala

Guatemala—Central America in concentrated form—is home to the continent's most spectacular Mayan ruins, biggest volcanoes, incredible natural beauty and exquisite native arts and crafts. We begin in colonial Antigua with stops at a musical instrument



museum and a coffee plantation.

Surrounded by towering volcanoes, we'll paddle dugout canoes on pristine Lake Atitlan. At Tikal—the grandest of all Mayan cities—a jungle hike will reveal towering pyramids jutting from the rainforest canopy. In Guatemala City we'll stroll the capitol's grand central plaza, take in a textile museum, and shop for souvenirs. Tips on buying arts and crafts, and safe jungle hikes.

Peru and Macchu Pichu

Barely 100 years of Inca Empire left its indelible, sophisticated mark on Peruvian culture. We spend a day in Lima, the capitol city, visiting remnants of antiquity at the national museum. Then, a flight lands us in the colonial town of Cusco. At 11,500 feet it's a gateway to the famous Inca Trail. We choose an easier route, by car through the lush Sacred Valley on our way to Macchu Pichu, the fabled Inca city "lost" until 1911. Hospitality and delicious cuisine await us in the traditional villages of Ollyantantambo and Aguas Calientes. On a riverboat ride in the Amazon jungle's Tambopata Reserve we spy colorful macaws, caiman along the shore, and saddleback and howler monkeys cheering from the trees. From the ambiance of five-century old plazas to lively contemporary arts, and the imperial capitol city, Peru whets our travel appetite. We want more time to explore! Tips on acclimating to high altitudes and eating safely at street stalls.

Smart Travels—Pacific Rim with Jeff Wilson

Jeff Wilson, your on-camera host

He's charismatic, energetic, and filled with a passion for travel and true adventure. That's **Jeff Wilson**, the new host of *Smart Travels—Pacific Rim Series VI*. A **proven on-camera communicator**, Jeff has hosted 'how-to' TV programs for more than a decade. Warm, easy going and curious, he is an ideal virtual travel companion. He joins *Smart Travels'* award-winning producers and writers who pack each episode with information our audience expects—**hot destinations, engaging history, and up-to-date travel advice**. With zest and humor, Jeff will energize *Smart Travels'* **core**



audiences and inspire action-packed travel options. His 'can-do' attitude is sure to **connect with younger viewers**—a bonus for public television stations and underwriters.

Jeff is a practical traveler, at home in a tent or a five-star hotel. He's an accomplished dancer and classical pianist. As a lifelong fan of French cooking and fine wine, he relishes a high-end splurge but also enjoys farmers' markets, country inns and back roads. An outdoor enthusiast and eco-traveler, he once devoted a full year to backpacking across the US. Hiking, canoeing, skiing and horseback riding are right up his alley.

After replacing Bob Vila as host of *Restore America*, Jeff went on to host eight national TV series and several prime-time specials, many for HGTV and The Do It Yourself Network. His first-class narration can be heard on more than a dozen travel films on extreme skiing and in a variety of national documentaries and commercials. Toyota, McDonalds, Chevrolet, Opryland and Bell South are just a few of Jeff's clients. His production credits include hundreds of 'how-to' presentations for online streaming and he's an advisor for Thompson's Water Seal Company. Clips may be viewed at <http://www.thompsonswaterseal.com/how-to/>.

Jeff is an avid blogger and regularly files stories on his family's adventure travels at www.greenfamilysummer.com. For a number of years he has also posted videos of the Wilson family summer trips to national parks and active travel destinations in North America. Jeff shoots, edits, writes and narrates the clips that feature his children Winter, 13 and Sylvie 12. For *Smart Travels: Pacific Rim* Jeff will blog about his incredible odyssey too on the series web site www.SmartTravels.TV.

Jeff is a 1992 graduate of the University of Michigan. With his wife and two daughters he now lives in a small Ohio college town where he prepares for his next travel adventure.

Smart Travels—Pacific Rim with Jeff Wilson

the production team

For twenty-five years, Small World Productions has produced substantial, content-driven travel series for public television. The Seattle-based company has produced 143 half-hour episodes six pledge specials and eight hour-long documentary specials that are popular with public television programmers and viewers. This body of work has resulted in the release of more than 180 home-video, DVD and Blu-ray titles. Small World production credits include: *Smart Travels – Europe, Series I, II, III, and IV*, *Smart Travels—Pacific Rim, Series V*, *Richard Bangs' Adventures with Purpose*, *Travels in Europe with Rick Steves: Series I, II, III and IV*, *Travels in Mexico and the Caribbean with Shari Belafonte*, and *America's Historic Trails with Tom Bodett*.

Small World partners John Givens, Patricia Larson and Sandra Nisbet created *Smart Travels*. In addition to their body of work with Small World, Larson and Nisbet have a background in theater, history, play writing, international travel, and college teaching. Executive producer and CEO Givens has produced, directed and edited public television programs for more than forty years. In 2000, he was honored with a *Most Valuable Producer Award* from American Public Television and with *APT Programming Excellence Awards* in 2007 and 2008. An avid traveler, Givens has visited more than 55 countries.

Larson and Nisbet first 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, an award-winning documentary *Everything Change, Everything Change*, and eleven public television travel series.

For *Smart Travels Series VI* Small World will be joined again by our excellent team of award-winning photographers, editors and producers. Patty Conroy has produced and written more than three dozen travel episodes for Small World. For her work on *Smart Travels*, she has been honored with an *Emmy Award*, four *CINE Golden Eagle Awards*, three *Silver Telly Awards*, and two *International Communicator Awards*. Editor David Ris brings unique skills and knowledge of high-definition television production to the project. He has edited more than 60 HD travel episodes for Small World, including 20 *Smart Travels* shows that have been honored with national or international awards. Dave has also edited and composed original music for 8 hour-long documentaries in Small World's *Adventures with Purpose* series. *Adventures with Purpose* shows edited by Dave have been honored with nearly two-dozen major awards including two Lowell Thomas Gold Awards for Broadcast Journalism, Emmys, CINE Golden Eagles and Silver Telly Awards. HD photographers Karel Bauer, Eric Jensen and Ian Devier will shoot *Smart Travels: Pacific Rim*. Karel's national public television credits include *Adventures with Purpose*, *Rick Steves' Europe*, and *Travels to the Edge with Art Wolfe*. He also shoots for National Geographic Channel and Discovery Channel. Eric Jensen is a photo-journalist with more than a decade of story-telling experience in television news. He was the director of photograph for three award-winning *Adventures with Purpose* docs. When he's not shooting adventure travel shows for Small World he works for a Seattle network affiliate. Ian Devier has photographed four award-winning *Adventures with Purpose* episodes. His innovative work leverages his premiere skills with small format HD cameras for the spectacular adventure travel shots featured in many of our documentaries.

Smart Travels—Pacific Rim with Jeff Wilson

a series that comes with a great following

Small World travel series are some of **public television's preeminent travel offerings** nationwide. Our credits include *Smart Travels I, II, III, IV and V with Rudy Maxa*, *Richard Bangs Adventures with Purpose* (eight hour-long documentary specials), *Travels in Europe I, II, III, and IV with Rick Steves*, *Travels in Mexico & the Caribbean with Shari Belafonte*, and *America's Historic Trails with Tom Bodett*.

Smart Travels—Pacific Rim Series VI with Jeff Wilson will **air multiple times on more than 600 public TV stations**, including broadcasts in all of the top 50 US TV markets. The series will reach **95% of US TV Households and 90% Canadian TV Households**, the latter through public television stations along the US/Canada border.

- Average audience **ratings** for *Smart Travels* are strong and steady, going **as high as 5.0**.
- As sponsor your corporate message reaches a **responsive audience of decision-makers with purchasing power**—real travelers as well as armchair adventurers are guaranteed.

Appealing and modest, new host Jeff Wilson brings warmth, humor, intelligence and extensive on-camera experience to *Smart Travels*. Over the last decade, Jeff has hosted eight national “how-to” television series. He is a proven communicator, passionate about travel and expert at connecting with an audience. An easy virtual travel companion, Jeff is committed to showing the ins and outs of true adventures on the Pacific Rim.

To carry your corporate message beyond broadcast:

- Our information-packed web site www.SmartTravels.TV includes **your corporate logo and links** to your web site.
- *Smart Travels* **DVDs include your corporate video message** and your logo on each package.
- *Smart Travels* clips streamed though **www.SmartTravels.TV with links** to related content on your web site.
- All print media materials we publish on the series credit corporate underwriters as well.
- Webisodes from episodes you underwrite will be available for posting on your web site too.

Smart Travels—Pacific Rim with Jeff Wilson

a commitment that achieves reach and frequency
as sponsor of *Smart Travels—Pacific Rim*

Continuous visibility through identification with popular weekly show

- 13 weekly shows
- Multiple airings within the week in many markets
- Repeats of the entire series over many years (Initial broadcasts run three years, but *Smart Travels Series I* is now playing into its tenth year and has been extended through at least 2014. *Travels in Europe* has been extended repeatedly with some episodes now playing into their twentieth year.)

National carriage for your corporate message

- A history of multiple airings on more than 600 public TV stations including all of the Top 50 US. TV Markets. Your message reaches 95% of US TV Households and 90% of Canadian TV Households through public television stations along the US/Canada border.
- Public television has carriage and ratings surpassing those of any cable network.
- *Smart Travels* also airs **on Create Network**, a public television digital cable channel from APT & PBS. Create reaches 83% of US TV Households.

Prominent identification for you as sponsor in an uncluttered environment

- Your **15 or 30 second message at the beginning and end of each program.**
- Your **message airs on all broadcasts and repeats** of shows and is included in Small World **DVD and Blu-ray releases** of the series.
- Your message is shown in an uncluttered environment. (Public television has television's lowest number of non-programming minutes per hour, less than half that of its closest competitor.)

Strong ratings

- A history of individual markets reporting ratings as high as 5.0.
- Bonus reach through multiple broadcasts. (A Nielsen study found that 86% of the average public television repeat audience was composed of new viewers.)
- A built-in potential audience of new viewers—tens of millions of US travelers visit Pacific Rims destinations each year.

Smart Travels—Pacific Rim with Jeff Wilson

a sponsorship that delivers impact beyond broadcast

Through the *SmartTravels.TV* web site

- Your corporate message on the *Smart Travels* web site
- The *Smart Travels* web site linked to your web site
- Scripts for episodes are posted on-line at www.SmartTravels.TV with numerous content-related links, bonus materials, maps and photos. Your logo and links are included with each script
- Jeff Wilson's blog on his Pacific Rim odyssey on the series web site

Through home videos

- Your video message is included on all new *Smart Travels* DVDs Blu-rays published by Small World and your logo is prominently displayed on packages of all *Smart Travels* videos distributed by Small World
- Steeply discounted DVDs will be yours for promotional premiums

Through HD stock footage and on-line video clips

- High-quality HD stock footage from our destinations will be available to underwriters to use in advertising, promotional videos, web sites, etc.
- Webisodes from the series will be available for underwriters to post on their web sites
- Underwriters will be recognized and promoted on the 'Partners' page of the series website

Through printed materials

- Your credit will be prominently displayed on all series promotional materials released by Small World and APT.
- Your brochures, discount coupons, or flyers may be included in all fulfillment packages of tapes and DVDs ordered from end-of-show offers. (Small World ships thousands of items each year)

Through in-flight airings

- In-flight rights are included in the sponsorship package.

Many optional promotion possibilities are available only to our sponsors

- Special events and screenings
- Guest appearances by series producer or host
- Special prices on *Smart Travels* DVDs to use as premiums
- Tune-in ads in magazines and newspapers
- In-store displays and point of purchase materials
- Viewer guides and other outreach materials
- And more...

Smart Travels—Pacific Rim with Jeff Wilson

a sponsorship that will reach
a quality audience

An audience with buying power.* Public television viewers have significant buying power and are more inclined than broadcast or cable viewers to purchase certain products and services, such as:

- Business and financial services
- Travel
- Insurance and real estate
- Entertainment, amusements and hobbies
- Computing and electronics equipment

A broad-based audience. Age groups 25-75+ are all well represented, with good balance between men and women.* 70% of all travel purchases are made by 20% of travelers--age 35-65, middle to upper income, well-educated. *Smart Travels* and public television reach these demographics and delivers an affluent audience interested in true adventures and travel.

An audience of your customers. Public Television reaches several demographic groups well including Baby Boomers who prefer public television. When it comes to delivering the Boomer demographic (adults 40-60, 4+ years of college, \$60K+ income) that purchases 60% of all consumer goods, public television is more than twice as powerful as its closest cable competitor.*

Our viewers are active Internet users and regularly visit travel web sites. They are educated, affluent travel consumers and travel book buyers.**

- 17% report income of more than \$100,000 per year.
- 69% of our viewers have college degrees.
- 36% have post-graduate degrees.

An audience of decision-makers. Public television audiences have strong representation of professionals, owners and managers.*

* PBS Market Research

** Small World Market Research

Smart Travels—Pacific Rim with Jeff Wilson

a sponsorship that will reach
a responsive audience

An audience that will feel good about your company and your products

- 75% of public television viewers believe that companies that fund public television are committed to quality and excellence.*
- 71% of public television viewers are able to recall sponsoring companies.*
- 62% of public television viewers believe sponsors are industry leaders.*
- 60% of public television viewers would choose to buy from a company that supports public television, all other things being equal.*

An audience that has already responded to our series for a sponsor

Here's what CD-COM, a sponsor of our *Travels in Europe* series wrote:

“As soon as the program began running, we began to receive phone calls from companies interested in our service... We received calls from every corner of the country and from all over Canada as well... The callers were almost all upper level managers, executives or company officers... Many of them are now our customers or will be signing contracts in the near future
...Many of them complimented us on sponsoring a public television program...
...It has been our best investment of advertising dollars to date...
...If other companies are considering sponsoring a program, I would highly recommend that they act on the opportunity.”

Smart Travels—Pacific Rim with Jeff Wilson

APT is a solid distributor
for your program and corporate messages

For 50 years, American Public Television (APT) has been a prime source of programming for the nation's public television stations.

- APT distributes more than 300 new program titles per year and has 10,000 hours of programming in its library.
- APT is responsible for **many public television milestones including the first HD series (*Smart Travels*)** and the Create channel featuring the best of public television's lifestyle programming.
- APT is known for its **leadership in identifying innovative, worthwhile and viewer-friendly programming.**
- APT has established a **tradition of providing** public television stations with program **choices that strengthen and customize** their schedules such as *JFK: Breaking the News, Battlefield Britain, Globe Trekker, Great Museums, Jacques Pépin: Fast Food My Way, America's Test Kitchen From Cook's Illustrated, Broadway: The Golden Age, Lidia's Family Table, California Dreamin'--The Songs of The Mamas & the Papas, Rosemary and Thyme, P. Allen Smith's Garden Home, The Big Comfy Couch, Monarchy*, and other prominent documentaries, dramatic series, how-to programs and classic movies.

The APT **track record is impressive.** Ninety percent of APT member stations regularly carry the programs offered by APT. In addition to **satellite feeds** of series, APT maintains ongoing **relationships with station program managers** and actively markets series with **persuasive promotional materials.**

Smart Travels—Pacific Rim with Jeff Wilson

Smart Travels features cutting edge digital television

Smart Travels—Pacific Rim Series VI is a **continuation of national public television's first ever high definition series.**

- HDTV provides brilliant images and **incredible detail in a 16 x 9 picture ratio.**
- All **public stations** now **broadcast in HDTV** while they continue to broadcast in standard definition as well.
- Public television **HDTV signals** are available **in all of the Top-50 TV Markets** and all medium and smaller markets as well.
- More than **61,000,000 homes have HD sets.** That's 60% of the 108.5 million U.S. TV Households. So, *Smart Travels* can be watched in HDTV by 150,000,000 viewers.

Smart Travels Series VI will be released in both HDTV and NTSC letterboxed versions to meet the needs of all stations. **Programmers** are free to air either or both formats and many **will simulcast in HDTV and NTSC.** *Series VI* provides **content-driven** public TV **programming** produced in the beauty and clarity of HDTV.

- With **four times the resolution** of standard television, digital HDTV 1080i is one of highest quality television formats now available.
- Since *Smart Travels* is mastered in HD, even **standard definition releases** of the series present **brighter, sharper, images with rich, true-to-life color and crisp digital audio.**
- Plus, *Smart Travels* will continue to air in HD after traditional standard definition broadcasts decline in coming years.

Best of all, the stunning beauty of Pacific Rim destinations and the luscious detail of HDTV are a ready-made match. Exotic destinations and high definition images insure the series will be a hit with public television programmers and viewers for years to come.



Smart Travels—Pacific Rim with Jeff Wilson

Awards for *Adventures with Purpose*

- **Assam: Quest for the One-horned Rhino** —2010 Lowell Thomas Travel Journalism Gold Award
- **Morocco: Quest for the Kasbah**—2010 Emmy Award “Cultural Documentary”
- **Assam: Quest for the One-horned Rhino**—2010 Emmy “Cultural Documentary”
- **Assam: Quest for the One-horned Rhino**—2010 Silver Telly Award “Documentary”
- **Assam: Quest for the One-horned Rhino**—2010 Bronze Telly “Travel & Tourism”
- **Norway: Quest for the Viking Spirit** —2010 Bronze Telly “Travel & Tourism”
- **Norway: Quest for the Viking Spirit** —2010 Bronze Telly Award “Documentary”
- **Norway: Quest for the Viking Spirit**—2009 Lowell Thomas Travel Journalism Gold Award
- **Switzerland: Quest for the Sublime**—2009 Silver Telly Award “Documentary”
- **Switzerland: Quest for the Sublime**—2009 Silver Telly “Travel & Tourism”
- **Morocco: Quest for the Kasbah**—2009 Silver Telly Award “Documentary”
- **Morocco: Quest for the Kasbah**—2009 Bronze Telly Award “Travel and Tourism”
- **Switzerland: Quest for the Sublime**—2009 Emmy Nomination “Photography”
- **New Zealand: Quest for the Kaitiakitanga**—2009 Emmy Nomination “Documentary”
- **New Zealand: Quest for the Kaitiakitanga**—2008 CINE Golden Eagle Award
- **New Zealand: Quest for the Kaitiakitanga**—2008 Bronze Telly “Documentary”
- **Adventures with Purpose Series**—2008 American Public Television MVP Award
- **New Zealand**—2008 Environmental Media Association Nomination—the “Green Oscars”
- **Egypt: Quest for the Lord of the Nile**—2007 Silver Telly Award “Documentary”
- **Egypt: Quest for the Lord of the Nile**—2007 Silver Telly “Travel & Tourism”
- and more to come....



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Awards for *Smart Travels*

- Smart Travels #101—*Naples and the Amalfi Coast*, CINE Golden Eagle Award
- Smart Travels #103—*Venice*, CINE Golden Eagle Award
- Smart Travels #103—*Venice*, Silver Telly Award
- Smart Travels #103—*Venice*, Silver Telly Award for Music
- Smart Travels #110—*English Countryside*, Silver Telly Award
- Smart Travels #112—*Amsterdam and the Netherlands*, International Communicator Crystal Award
- Smart Travels #203—*The French Riviera*, Silver Telly Award
- Smart Travels #207—*Salzburg and the Lakes District*, Silver Telly Award
- Smart Travels #203—*The French Riviera*, CINE Golden Eagle Award
- Smart Travels #207—*Salzburg and the Lakes District*, CINE Golden Eagle Award
- Smart Travels #207—*Salzburg and the Lakes District*, International Communicator Crystal Award
- Smart Travels #309—*Oslo and Norway*, CINE Golden Eagle Award
- Smart Travels #309—*Oslo and Norway*, Emmy Award
- Smart Travels #305—*Bologna and Emilia Romagna*, New York Film Festival Finalist Award
- Smart Travels #406—*France's Bordeaux and Dordogne*, Emmy Award
- Smart Travels #410—*Croatia's Dalmatian Coast*, Golden Pen Grand Prix Award from the Government of Croatia
- Smart Travels Executive Producer, John Givens – American Public Television Most Valuable Producer Award for year 2000
- Smart Travels #501—*Maui and Hawaii's Big Island*, Silver Telly Award
- Smart Travels #505—*Shanghai*, CINE Golden Eagle Award
- and more to come....

According to CINE, "Golden Eagle Awards recognize the excellence of production as judged by at least two juries of your peers and acknowledge excellent filmmaking craftsmanship evident in your productions." Other recent Golden Eagle winners include: Ken Burns, American Masters, Nature, and 60 Minutes.

According to the Telly Awards "Tellys are the premier award honoring outstanding local, regional, and cable TV programs, as well as the finest video and film productions. The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operator, and corporate video departments in the world. About 7% of the 10,000 entries each year are "Winners" and receive the Silver Telly." Recent Telly winners include: Columbia Pictures, Discovery Communications, Harpo Productions, Miramax Films, MSNBC, NASA, NBC, Reader's Digest, and Time Life.

"the buzz"—media comments on *Smart Travels*...

THE SEATTLE PI – John Levesque

"...What's the opposite of *Rick Steves' Europe*? Possibly...*Smart Travels* on public television. The contrast is palpable. Shot in high-definition, the photography in *Smart Travels* pops, even on conventional TV sets...[The series] affects a relaxed documentary style...aiming at a more affluent tourist."

SAN FRANCISCO CHRONICLE—Mick LaSalle

"...The production qualities are excellent. Intelligent travel footage and commentary..."

BEST STUFF.COM-- Peter Putman, contributing editor

"I have been watching and taping all of the *Smart Travels* episodes so far in D-VHS...The shows are great—beautifully photographed and interesting to boot."

WASHINGTON POST NEWSPAPER GROUP-- Andrew Wineke

"...*Smart Travels* is the killer app...programming so cool, everyone will rush to adopt the technology that lets them get it. If there is any reasonable reason to go out and spend a thousand or more bucks on a new TV, this program is it. On HDTV, the water of the Naples fountains virtually explodes through the screen. Images take on a Technicolor, three-dimensional quality. Everything is brighter than bright, crisper than crisp. It almost hurts your eyes to see it. In a Naples church, a statue contains an unbelievably detailed fishing net carved out of marble. It's fleeting image that would be nothing but a blur on a standard TV, but the net's intricate knots are totally clear in high definition...once you've seen the best, it's awfully hard to go back."

THE VICTORIA TIMES-COLONIST

"After 52 episodes on Europe, the *Smart Travels* team turns its attention to the Pacific Rim in 13 new half-hour episodes that include a quick trip to Victoria...The series shows hassle-free ways to get to great places, to discover the vitality and character of each destination, and to plot a memorable, independent trip. *Smart Travels--Pacific Rim* airs on KCTS Wednesdays at 7:30 p.m."

NEW JERSEY PUBLIC TV NETWORK--Andre Butts, Program Director

"I caught the Venice episode of *Smart Travels* in HD this morning. What a wonderful package! The effortless and fun way of giving the travel facts and suggestions is a joy since it is not instructional. The photography makes the HD effort worth the expenditure. Thanks for putting *Smart Travels* on the PBS HD feed."

KTCA MINNEAPOLIS/ ST. PAUL--Tom Holter, VP Programming

"FYI – we finally caught up with the *Smart Travels Sweden* and *Norway* episodes. These are gorgeous shows, and I am sure you are proud of them... Loved the Swedish singing toast before the gravlax!"

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unsolicited viewer email about *Smart Travels*

Hello! I must say that your series *Smart Travels* is a **gem of public television**. I am a convinced fan and will probably end up buying the whole set of DVDs—I can't help it! **Keep up the awesome work!** Pierre D.

Greetings from Space City. My friend and I are huge fans of *Smart Travels*, **by far the best looking show I've seen on HD**. Your cameras must be state-of-the-art. **I feel like I am actually at these places**, rather than just watching them on TV. We would love a catalog of available DVDs. Thanks so much. Bill Wald, Houston, TX

Just a short note to let you know how much my wife and I enjoyed watching your recent program, *Europe Just For Fun*, on our Atlanta PBS station, especially, the portion on the puppets in Charleville, France. Don Haller, Douglasville, Georgia

Hi! We LOVE *Smart Travels* and either **reminisce about our previous trips, or look forward to future ones** based on your experience! Where can I find a list of the days and times for *Smart Travels* broadcasts, with descriptions of the wonderful places we'll visit together? Thanks so much! Laura.

Greetings from Southern California! My name is Fred Haskin and I wanted to comment on *Smart Travels* programs on PBS stations. We enjoy the shows and watch every Saturday on PBS. **We wish your programs where a full hour—a half-hour is not enough!!!** In fact we enjoy *Smart Travels* more than *Rick Steves' Europe*. Kudos and thank you very much. Fred and Anne Haskin

I am interested in purchasing the music for the trumpet solo played at the beginning of *Smart Travels* on PBS. According to www.smarttravels.tv, the piece is an aria called *Questa o Quella* from *Rigoletto* by Giuseppe Verdi, arranged by Denny Gore. Can this arrangement be purchased? Your help will be appreciated. Erika Bem

I am a big fan of *Smart Travels* each week on WETA, Washington, D.C. You do a fabulous job **informing, entertaining, and enlightening** us all about **special people and places** across the globe. Laura Cataldo, Washington, D.C.

How come the rich networks don't get it? Would one rather watch a HD show on the history of Italy or goofy Jay Leno? I am glad somebody knows what to do with expensive HD equipment. I will email NBC and have them hand over their HD cameras so you can have two going around the world. **Thanks for nourishing our brains.** Max

Thank you so much *Smart Travels*. **We love this show**, record it on our TIVO, watch it faithfully, **and recommend it to others** too. Gene Naparst

Sample Ratings for *Smart Travels*

Attached is a chart of *Smart Travels* sample ratings from *American Public Television*. APT distributes *Smart Travels* to **600+ public TV stations** across the US. **Each rating is a snapshot** of one market at one point-in-time. Together these **snapshots provide significant insight into the total public television audience** for corporate messages on *Smart Travels*.

- **2,928,500 viewers watched the 26 *Smart Travels* broadcasts** on public television listed in the chart at the right.
- Each *Smart Travels* episode has two underwriter messages. These **26 broadcasts account for 5,857,000 total impressions** for each sponsor.
- Each of the 600+ public television stations that signed to carry the series will air each *Smart Travels VI* episode an average of **ten-times over a seven-to-ten-year period**.
- Each *Smart Travels VI* episode will air as many as 2700 times. All told *Smart Travels episodes for each series could air more than 35,000 times* on public television stations. That means corporate **underwriter messages will air more than 70,000 times. (two messages per show)**
- The total audience for each episode is **tens-of-millions of well-educated, affluent viewers interested in travel**:
 - 17% report incomes of more than \$100,000**
 - 69% have college degrees**
 - 39% have post-graduate degrees**
 - Public Television is more than twice as powerful as its nearest competitor at delivering **Baby Boomer demographics***
 - Boomers account for 70% of all leisure travel spending**PBS Market Research **Small World Market Research
- *Smart Travels* episodes are also featured **on Create Network** a new "lifestyle and how-to" digital channel from APT, PBS, WNET and WGBH. *Create* reaches 83% of US TV households. Underwriter spots air at the beginning and end of every *Create* broadcast of *Smart Travels*.
- **Clips of *Smart Travels* are the featured on our web site, SmartTravels.TV.** and maybe **linked to related travel information on underwriter's web site.**
- *Smart Travels* home videos and **DVDs are offered** in tags on each public television broadcast. Thousands of DVDs are purchased each year by libraries and viewers. All *Smart Travels* DVDs include underwriter spots.
- A major specialty DVD distributor markets Blu-rays *Smart Travels* shows through Costco, Amazon, Best Buy and other large retailers and to thousands of libraries in the US and Canada.

The information above and the sample ratings in the attached chart are clear indications that ***Smart Travels* provides exceptional media exposure for our sponsors.**

SMART TRAVELS Sample Ratings

* = Highest Rated APT program in primetime or daytime on this date

= Highest Rated program on this station in primetime or daytime on this date

** = Seattle and Buffalo ratings do NOT include additional audiences in Canada

PTV STATION	MARKET/ RANK	DATE	TIME	RATING	SHARE	AUDIENCE HH x 2.5 PEOPLE	IMPRESSIONS TWO SPONSOR SPOTS PER EDISODE
KAET *	PHOENIX 14	7/23/06	8:00 PM SUN	3.6	5	147,500	295,000
KAET *	PHOENIX 14	7/16/06	8:00 PM SUN	3.0	5	125,000	250,000
KAET	PHOENIX 14	6/25/06	8:00 PM SUN	3.3	5	135,000	270,000
WNET	NEW YORK 1	5/19/06	10:30 PM FRI	.6	1	110,000	220,000
KTCA	MINNEAPOLIS / ST.PUAL 15	5/13/06	2:00 PM SUN	2.9	8	120,000	240,000
KETA	OKLAHOMA STATE NET 45 & 61	5/07/06	4:00 pm SAT	3.7	7	108,000	216,000
KOED	OKLAHOMA STATE NET 45 & 61	9/04/05	4:00 PM SAT	3.7	6	108,000	216,000
KCTS **	SEATTLE 13	9/04/05	10:30 PM SAT	2.0	4	85,000	170,000
KTCA 5 SHOW MARTHON	MINNEAPOLIS / ST.PUAL 15	4/27/05	12:00 PM - 2:30 PM SUN	2.3	8	475,000 TOTAL FOR FIVE SHOW MARTHON	950,000 TOTAL IMPRESSIONS/ TEN SPONSOR SPOTS
WUSF * #	TAMPA 12	3/21/05	8:30 PM MON	2.8	4	120,000	240,000
KAET *	PHOENIX 14	2/20/05	8:30 PM SUN	3.2	5	132,500	265,000
WNED **	BUFFALO 49	2/19/05	3:30 PM SAT	3.4	7	55,000	110,000
KETA * #	OKLAHOMA STATE NET 45 & 61	11/21/04	5:00 PM SAT	4.7	8	137,500	275,000
WLRN	MIAMI 17	10/27/04	7:30 PM WED	1.7	3	65,000	130,000
KCTS **	SEATTLE 13	10/16/04	5:30 PM SAT	1.7	4	72,500	145,000
KAET	PHOENIX 14	10/03/04	7:30 PM SUN	3.1	5	122,500	245,000
KERA	DALLAS 7	9/25/04	1:30 PM SAT	3.0	8	140,000	280,000
KERA	DALLAS 7	9/11/04	12:30 pm SAT	2.3	5	135,000	270,000
KETC	ST. LOUIS 21	9/07/04	7:30 PM TUES	3.3	5	100,000	200,000
KERA	DALLAS 7	9/04/04	12:30 PM SAT	2.3	5	135,000	270,000
KUHT	HOUSTON 10	8/28/04	3:30 PM SAT	1.8	4	87,500	175,000
KCTS **	SEATTLE 13	6/24/01	7:30 pm WED	5.0	9	212,500	425,000
TOTALS						2,928,500	5,857,000

Public Television Stations Airing *Smart Travels*

Arkansas State System	KVPT-Fresno CA	WLAE-Metairie LA
Connecticut State System	KWBU-Waco TX	WLIW-New York NY
Hawaii State System	KWCM-Appleton MN	WLRN-Miami FL
Idaho State System	KWSU-Pullman WA	WLVT-Bethlehem PA
Iowa State System	Louisiana State System	WMFE-Orlando FL
KAET-Tempe AZ	Maryland State System	WMHT-Schenectady NY
KBDI-Denver CO	Mississippi State System	WMVS-Milwaukee WI
KBTC-Tacoma WA	North Carolina State System	WNED-Buffalo NY
KBYU-Provo UT	North Dakota State System	WNET, New York NY
KCET-Los Angeles	Nebraska State System	WNEO-Kent OH
KCOS-El Paso TX	New Hampshire State System	WNIN-Evansville IN
KCSM-San Mateo CA	New Jersey State System	WNMU-Marquette MI
KCKA, Centralia WA	Oklahoma State System	WNPT-Nashville TN
KCTS-Seattle WA	South Carolina State System	WNVC-Falls Church VA
KCWC-Riverton WY	Vermont State System	WNYE-Brooklyn NY
KEET-Eureka CA	WBGU-Bowling Green OH	WOUM-Athens OH
KENT-Lexington KY	WCET Cincinnati OH	WOSU-Columbus OH
KENW-Portales NM	WCEU-Daytona Beach FL	WPBA-Atlanta GA
KERA-Dallas TX	WCFE-Plattsburgh NY	WPBS-Watertown NY
KETC-St. Louis MO	WCMU-Mt. Pleasant MI	WPBT- Miami FL
KLCS-Los Angeles	WCNY-Syracuse NY	WPSX-University Park PA
KLRN-San Antonio TX	WCTE-Cookeville TN	WPTD-Dayton OH
KNCT-Killeen TX	WCVE-Richmond VA	WPTO-Dayton OH
KNME-Albuquerque NM	WDCQ-University Center MI	WQPT-Moline IL
KNPB-Reno NV	WEDU-Tampa FL	WSBE-Providence RI
KOCE-Huntington Beach CA	WEIU-Charleston IL	WSKG-Binghamton NY
KOOD-Bunker Hill KS	WETA-Washington DC	WSRE-Pensacola FL
KOZK-Springfield MO	WFSU-Tallahassee FL	WTBU-Indianapolis IN
KPBS-San Diego CA	WFUM-Flint MI	WTCI-Chattanooga TN
KPTS-Wichita KS	WFWA-Fort Wayne IN	WTIU-Bloomington IN
KQED-San Francisco CA	WFYI-Indianapolis IN	WTTW-Chicago IL
KRMA-Denver CO	WGBH-Boston MA	WTVI-Charlotte NC
KRSC-Claremore OK	WGBY-Springfield MA	WTVP-Peoria IL
KRWG-Las Cruces NM	WGCU-Fort Myers FL	WTVS-Detroit MI
KSPS-Spokane WA	WHRO-Norfolk VA	WUFT-Gainesville FL
KTCA-St. Paul MN	WHUT-Washington DC	WUSF-Tampa FL
KTEH-San Jose CA	WHYY Philadelphia PA	WVIR-Beaver WV
KTWU-Topeka KS	WILL-Urbana IL	WVIZ-Cleveland OH
KUAT-Tucson AZ	WIPB-Muncie IN	WVPT-Harrisonburg VA
KUED-Salt Lake City UT	Wisconsin State System	WXXI-Rochester NY
KUHT-Houston TX	WITF-Harrisburg PA	WYBE-Philadelphia PA
KUSM-Bozeman MT	WJCT-Jacksonville FL	WYCC-Chicago IL
KVCR-San Bernardino CA	WKAR-East Lansing MI	
KVIE-Sacramento CA	WKNO-Memphis TN	

Top-20 Market Coverage
Top-50 Market Coverage

This list represents 600+ stations with signals over all of the Top-50 TV Markets. State systems often include five to nine or more stations. In the world of digital television, most stations now program multiple public television channels. WNED, Buffalo, WMVS, Detroit and KCTS have huge audience in Canada as well. Stations air *Smart Travels* numerous times over 10 years or more. *Smart Travels* also airs frequently on *Create Network*, a digital "lifestyle and how-to" channel from APT and PBS on cable systems in 83% of US TV households.

Smart Travels—Pacific Rim with Jeff Wilson

- Continuing a proven, popular **American Public Television** series broadcast to more than 100 million TV households
- Exhilarating **true adventures**; 13/30s available Spring 2012
- Engaging. content driven, thought provoking, & timely
- Superior production values from an Emmy, Lowell Thomas Gold, CINE Golden Eagle and Telly Award winning team
- Photographed and edited in HDCam 1080i format
- Showcasing some of the world's premier travel destinations
- A Ratings winner! Thoughtful, engaging trips—virtual perspectives on and ever changing world
- Carefully-researched, precise "you-are-there" details for travelers and armchair adventurers alike
- True adventures while "traveling in style for less"
—**Smart Travels**



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