



Smart Travels—Europe's Best

1 X 80 in four segments
Available November 2001

Smart Travels—Europe's Best is a compilation of the highlights of Series I of *Smart Travels—Europe with Rudy Maxa*. In this high-energy, information-packed pledge special, host Rudy Maxa takes viewers on a whirlwind tour of some of Europe's most intriguing destinations. From the canals of Venice to Stonehenge, from the Roman Forum to London's theatre district, *Smart Travels—Europe's Best* will grab and hold viewers as it sweeps them through 80 minutes of Europe's best historical sights, museums, monuments, cathedrals, villages and meals. The special includes new stand-ups by Rudy Maxa that introduce and close each section, encouraging viewers to call their local station to pledge financial support.



Host Rudy Maxa is one of America's best-known travel writers—on radio, television, in cyberspace and in print. A journalist for more than 20 years, Rudy is the host of public television's *Smart Travels—Europe with Rudy Maxa* and the original host of National Public Radio's *The Savvy Traveler*. Rudy is also a regular commentator on public radio's *Marketplace*, and a regular contributor to *National Geographic Magazine*, *Worth*, *Forbes* and *MSNBC.com*. Rudy Maxa's *Traveler*, a subscription-only newsletter, gives readers insider information on "traveling in style for less."

Available pledge premiums for *Smart Travels—Europe's Best* include two- or three-episode home videos from the series; single episode home videos from the series; a home video of the pledge special; the series' companion book, *Smart Travels TV*; several travel accessories; Michelin maps; a companion ticket coupon; and a special public television version of Rudy Maxa's *Traveler* newsletter. Premiums are favorably priced for stations; newsletters are free.

Smart Travels—Europe's Best is produced by Small World Productions of Seattle, whose other series for public television include *Travels in Europe with Rick Steves*, *Travels in Mexico and the Caribbean with Shari Belafonte*, *America's Historic Trails with Tom Bodett* and the pledge specials *Best Travels in Europe* and *Best of the Mediterranean*. *Smart Travels—Europe with Rudy Maxa* and *Smart Travels—Europe's Best* are co-produced by KCTS/Seattle. American Airlines and Expedia.com provide partial corporate underwriting.

For more information, contact:

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SECTION ONE: Naples and the Amalfi Coast, Rome, Tuscany and Umbria
SECTION TWO: Florence, Venice and Genoa, the Italian Riviera
SECTION THREE: Provence, Paris, London and the English Countryside
SECTION FOUR: Belgium, Netherlands, Denmark



Smart Travels—Europe's Best with Rudy Maxa

PLEDGE SPECIAL – FACT SHEET

Title: *Smart Travels—Europe with Rudy Maxa*

National Underwriter: American Airline and Expedia.com

Format: Available in NTSC Letterboxed ONLY; Stereo Audio, Closed-captioned

Episodes: 1/80 in four segments: One 00:21:44; Two 00:19:24; Three 00:20:18; Four :00:18:34

Category: Travel, How to

Release/Rights: November 15, 2001 Unlimited releases through March 31, 2004

National Distribution: American Public Television Exchange

Producer: Small World Productions
Producers of: *Smart Travels—Europe with Rudy Maxa, 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
University of Washington Video Productions

Promotion Materials: Press Release, Program Description, Biography of Rudy Maxa, color photos available via email, 30 Second promo, 2700 word article by Rudy for station guides

Production Date: 2000/2001, Copyright 2001 by Small World Productions, Inc.

Pledge Premiums: VHS home video of special (minus pledge break bumpers) 80 minutes. Retail price \$24.95; station price \$12.00
Six VHS home videos, 2 or 3 episodes per tape, \$24.95 retail / \$12.00 station price Rome/Naples, Venice/Genoa, Florence/Tuscany, Paris/Provence, London/Out of London, Belgium/Netherlands/Denmark
13 VHS home videos, 1 episode per tape, \$14.95 retail, station price \$6.00
Series companion book: *Smart Travels.TV*, 160 pages with annotated scripts, subject related websites, and numerous articles by series host, Rudy Maxa. \$16.95 retail, station price \$8.50 each,
Also: Michelin Maps, companion ticket coupons, travel accessories, Rudy Maxa's Traveler Newsletter (free public TV edition.)
Call Ann at 206.329.7167 for details.

Pledging: Rudy Maxa is available for on-air pledging for a nominal honorarium and travel expenses. Please contact Small World.



Viewer Inquiries Contact:

Small World Productions, Inc.
P.O.Box 28369,
Seattle, WA 98118
Business office: 206.329.7167,
Viewer Book/Tape Orders ONLY:
800.866.7425
www.SmartTravels.TV



American Public Television

PI Contact:

Dawn Anderson
617.338.4455, EXT. 149

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Smart Travels–Europe’s Best with Rudy Maxa

The photos below for *Smart Travels–Europe with Rudy Maxa* are available in digital form via e-mail. To request any or all of the photos, please email info@travelsmallworld.com. We'll respond promptly.

OVER ALL CAPTION: From the famous city of Michelangelo’s David to Paris’ neon nightlife to cozy village churches, *Smart Travels–Europe* features Rudy Maxa’s picks of the best of Europe. Public Television’s first HDTV series, the 13 half-hour episodes are a new take on the Old World. Host Rudy Maxa models hassle-free ways of getting to great places, discovering the continent’s vitality and character, and plotting a memorable, independent trip. Maxa, a well-known travel personality, writer and lecturer, is an *MSNBC* business travel columnist, 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*. Finally, 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 young woman) Rudy Maxa, host of *Smart Travels–Europe*, is joined by his daughter, Sarah Maxa, for a grand tour of Venice, one of 13 episodes in the public television series. Behind them is San Marco Cathedral. *Smart Travels–Europe* offers a new take on the Old World, with Rudy’s tips, trips and secret places.



#3. (Rudy and sunflowers) Rudy Maxa, host of *Smart Travels–Europe*, revels in the sunflowers of summer in Provence, France. Provence is one of 13 episodes in the public television series. *Smart Travels–Europe* offers a new take on the Old World, with Rudy’s tips, trips and secret places.



#4. (Rudy and photographer) Rudy Maxa, host of *Smart Travels–Europe*, and HDTV photographer Tom Speer from KCTS, Seattle, share a relaxed moment during the location shooting of the 13-part public television series. *Smart Travels–Europe* offers a new take on the Old World, with Rudy’s tips, trips and secret places.



5. (Rudy with village behind) Rudy Maxa, host of *Smart Travels–Europe*, delights in the charms of the Italian Riviera, which is featured as one of 13 episodes in the public television series. *Smart Travels* is a new take on the Old World, with Rudy’s tips, trips and secret places.

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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 cyber-space and in print. He's been a journalist for more than twenty years. His radio travel series *The Savvy Traveler* quickly became the fastest-selling new show in the history of public radio and now airs on 180 stations across the country. The weekly hour radio program grew out of Rudy's years as travel commentator on public radio's nightly *Marketplace*.

Rudy Maxa writes on how to travel smart for *Worth*, the personal finance monthly and contributes humorous travel essays to *Forbes* magazine. His *Maxa Miles* on business travel is a weekly column for *MSNBC.com*, and he appears as a travel expert on CNN, CNNfn, and Fox News Channel. *Rudy Maxa's Traveler*, a subscription-only newsletter, gives insider information on "traveling in style for less." He was a travel columnist with *American Express' Online*, and 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 THE PULITZER PRIZE. During his tenure at *The Post* he won the JOHN HANCOCK AWARD FOR EXCELLENCE in Business and Financial Journalism.

Rudy Maxa has written for an ABC-TV dramatic series, and is an occasional guest travel authority on *The Today Show* and *Good Morning America*. His travel articles appear in *GQ*, *The Washington Post*, *Los Angeles Times*, *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 Washington DC. home, and has two children.

Production Team

For eighteen years, SMALL WORLD PRODUCTIONS has produced substantial, content-driven travel series for public television. The Seattle-based company has produced 91 half-hour episodes and two pledge specials that are popular with public television programmers and viewers. This body of work translates into more than a hundred home video titles. SWP production credits include *Smart Travels—Europe with Rudy Maxa*, *Travels in Europe with Rick Steves: Series I, II, III and IV*, *Travels in Mexico and the Caribbean with Shari Belafonte*, *America's Historic Trails with Tom Bodett*, *Best Travels in Europe* and *Best of the Mediterranean*. SWP programs have helped to raise tens of millions of dollars in viewer contributions to public television stations. Small World's awards include CINE GOLDEN EAGLES, national TELLY AWARDS, and a COLUMBUS INTERNATIONAL FILM FESTIVAL AWARD.

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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 thirty-five years. Programs produced and/or directed by Givens have won several Emmys. He's a former member of the Board of Governors, of the National Academy of Television Arts and Sciences, Seattle Chapter.

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

Small World was joined by their team of award-winning photographers, editors and producer/writers. Producer Patty Conroy has won several TELLY AWARDS and two CINE GOLDEN EAGLES for her work with Small World, the Boeing Company and the University of Washington. Producer Susan McNally is currently writing and directing a feature-length comedy funded by the National Endowment for the Arts. Award-winning photographer, Tom Speer, chief photographer at KCTS, Seattle, has shot more than 60 travel episodes for Small World. His other national credits include *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 24 travel episodes for SWP and does freelance work with the University of Washington and other clients.

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