An opportunity to be part of a dynamic, new American Public Television series that makes a difference

Richard Bangs’ Adventures with Purpose

The award winning series of television specials
Beautifully photographed in HDTV
Inspiring cultural, adventure and eco travel
Programming that celebrates the great tourism assets of the earth
A series that shows viewers how they can make a difference through travel
Richard Bangs’ Adventures with Purpose

Produced by
Small World Productions, Inc.

Co-produced by
Richard Bangs Productions
KCTS/Seattle

Released nationally on public television stations
by American Public Television

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Richard Bangs’ Adventures with Purpose
topline summary

- Each Richard Bangs’ Adventures with Purpose project creates a suite of media including a one-hour high-definition public television special. AWP documentaries and other media showcase the great tourism assets of a destination with visuals and narrative that engage the audience and inspire viewers to travel!

- AWP specials are distributed by American Public Television to PBS stations reaching 110 million households. Specials air on 270 plus standard definition stations, another 250 high definition stations, and Create, APT’s digital cable channel, the latter in 80% of USTV Households. Then specials are placed in rotation and PBS stations are allowed to air AWP documentaries for seven to ten more years.

- DVDs of specials—with 1 to 2 hours of bonus footage—are offered at the end of public TV broadcasts and are sold on Amazon and other sites.

- Beginning fall of 2009 a major specialty video distributor will market Adventures with Purpose DVDs through Costco, Wal-Mart, Sam’s Club and others.

- Participating partners may use high-definition footage from the specials for commercials, promotions, trade shows, email campaigns, webisodes, etc—a huge added value.

- Footage from AWP specials is edited into webisodes for distribution throughout the web, on sites such as www.Richardbangs.travel, msn.com, Hulu.com, YouTube, and virally.

- Mountain Travel Sobek, America’s leading adventure travel company—co-founded by Richard—may devise and promote tours based on specials, as it has with several other destinations.

- Small World and Richard help underwriters with campaigns to exploit the media and documentaries in all venues and outlets, from trade shows, to private events, to press events, to conventions, to retail stores and corporate opportunities, etc. Examples include: Exofficio stores present AWP episodes on in-store monitors; Microsoft features AWP New Zealand video clips in its new operating system.

- Laura Hubber produces and reports arts and culture stories for the BBC World Service as part of these projects, and has a global audience of 180 million.

- Transcripts for public television specials are posted on the series web site, www.AdventuresWithPurpose.tv with digital photos, video clips, content related links and links to sponsors. Example of typical content page: http://www.smarttravels.tv/AdventuresWithPurpose/site/shows_marocco_script.html

- The media value of each Adventures with Purpose project is more than $5 million as described on the next page.
Richard Bangs’ Adventures with Purpose
Perhaps the most important metric is the value of this powerful media suite: An estimated worth of over **$5 million in exposure to a well-heeled, well-traveled, educated, quality audience.**

By way of example, in this last year, the *Adventures with Purpose Switzerland* special has aired over 3,000 times around the country including:
- 39 times in New York, the number one TV market
- 81 times in Los Angeles, the number two TV market
- 28 times in Chicago the number three market
- 64 times in Philadelphia, the number four market
- 42 times in San Francisco, the number six market
- 22 times in Boston, the number seven market
- 4 times in Atlanta, the number eight market
- 4 times in Washington DC, the number nine market
- 12 times in Houston, the number 10 market
- Plus more than 2,700 times in medium and smaller markets

It would cost more than **$5,000,000** to buy the number of hours that *Adventures with Purpose* has been broadcast in just five of the top six markets if the average cost per-hour is $20,000. And the $5 million price tag above **does not include AWP added values such as:**
- International Distribution
- Cable
- DVDs
- Webisodes
- Retail Sales in Costco, Best Buy and others

And yet **the cost for a partner to participate in an Adventures with Purpose media campaign is only a small percent of the media value!** Please ask for details.

With as many as 12,500 airings—or more—during each special’s run on Public Television alone, **the cost for each hour-long broadcast is less than a modest business lunch.**

We believe there is no better value and no greater return on investment for inspiring the right audience to travel than underwriting an *Adventures with Purpose* media project.
specials to date

■ Egypt: Quest for the Lord of the Nile

Egypt is a vast desert; a searing sun beating down; inhospitable to man and beast. For millennia only by the grace of the waters of the Nile did people and creatures thrive in this land. Rain almost never fell. But once a year the river magically surged with water, flooding the land and leaving fertile black soil to nourish the crops. And with this annual flood, thousands of crocodiles washed into the lives of the ancient Egyptians. Death by crocodile was common. The scaly beast exacted both fear and awe. The Lord of the Nile made his way into the great tombs of kings and deep into the psyche of the ancients. As time and technology changed, the Lord of the Nile slowly disappeared. Hunting, pollution and the Aswan dam robbed the river of its ancient consort. Today there are reports that crocodiles are making a miraculous return in the south of Egypt. Our goal is to catch a glimpse of this legendary creature in the wild and along the way come to know the powerful god he inspired thousands of years ago.

■ New Zealand: Quest for Kaitiakitanga

“Kaitiakitanga” is the Maori concept for “caretaking of the land,” an idea that is widely embraced by New Zealand society as a whole. We’ll explore the concept on New Zealand’s North and South Islands with heli-hiking in Mt. Aspiring National Park, by descending 12-Mile Delta Canyon and with an overnight stay at environmentally friendly Whare Kea Chalet. We’ll soar over the Southern Alps, ice climb on the Fox Glacier and whale watch at Kaikoura. A stop at Kapiti Island Nature Reserve shows the abundance and diversity of birdlife, testimony to the decades of careful management. Maori history and culture are the focus of a hike on Trust Lands at Cape Brett in the Bay of Islands. The stunning, giant Kauri trees in the Waipoua Forest, a visit with master waka—Maori canoe—carver Hector Busby, and a stop in the geothermal landscape of Orakei Korako all provide insights into the concept of Kaitiakitanga. Our New Zealand adventure concludes with a visit to Cape Reinga and a recounting of the Maori legend that departed souls leap from the point of the cape to return to their mythical homeland.
Switzerland: Quest for the Sublime

How did Switzerland become the “greenest country on earth,” as cited by a recent Columbia University/Yale study. We trace the origins back to the late 18th century and early 19th century poets who fled the smoggy, polluted streets of industrial-revolution London and discovered a sensation in the Swiss Alps they called “the natural sublime.” From Lord Byron to Percy Shelly and William Wordsworth, these literary giants influenced a new generation to visit Switzerland and revel in its clean water and air and magnificent scenery, launching the eco-tourism movement, as well as adventure travel.

Morocco: Quest for the Kasbah

Morocco is often called the land of “a thousand Kasbahs,” referring to the way-stations of ancient caravan routes traveled by tradesmen and adventurers. They brought with them customs and crafts, beliefs and skills, and they sought shelter and social interaction within secure Kasbah walls. Throughout the centuries Morocco’s strong and enduring Kasbahs have kept silent vigil over their cultural store. “Meet me at the Kasbah,” has become an evocative invitation in today’s vernacular, but what is the modern equivalent of this ancient vault, and where is it found?

Join Richard in Morocco, intoxicating intersection of great civilizations, as he seeks the meaning of today’s Kasbah and what it might represent for modern Morocco and the world Richard begins his journey in Marrakesh. He dips down to the Atlantic Coast at Essaouiria, travels over the Atlas Mountains, and heads to the desert on the country’s far eastern border. Then he works his way north to Fés, Tangier, and Rabat, ending in the redoubtable city of Casablanca.

Norway: Quest for the Viking Spirit

A thousand years ago Vikings set out from the fjords of Norway striking fear across Europe. Yet today this ruggedly beautiful country is the home of the Nobel Peace Center, of explorers and adventure travelers and one of the most eco-friendly countries on earth. Bangs’ quest is to discover how such a progressive nation grew from such a violent past—if modern Norway is a result of its Viking heritage or a reaction to it. This time Richard’s adventures take him the length of Norway on a Quest for the Viking Spirit.
Richard’s quest begins in Oslo and travels to the extreme northern tip of Norway with stops in Alta, Kirkenes and Lofotr. Like early Vikings he sails from Tromsø down the western coast and experiences the beauty and majesty of the mountains and fjords with stops in Trondheim, Bergen, Flam and Sognefjord before returning to Oslo.

**Assam, India: Quest for the One-Horned Rhinoceros**

This time Richard Bangs is traveling in a remote state on the northeastern cusp of India called ‘Assam.’ It’s a throne-room of rushing rivers, raving monsoons and the most soothing of tea. But perhaps most thrilling of all, Assam is home to a staggering range of wildlife. One animal, the Indian one-horned rhinoceros, stands as a special symbol to the people here. Richard is off to find what the one-horned rhino means to the people of Assam, and why it flourishes here as in no other place.

Somewhere in the far, far reaches of India; in the shadow of the Himalayas; along the misty banks of the Brahmaputra River glides a grey blur that almost became a ghost—the one-horned rhinoceros. It’s a rare species that a hundred years ago nearly vanished from the face of the earth. What kept the rhino from falling into the chasm of extinction? In this documentary Richard examines what the rhino’s story can teach us about our world today; about saving precious wildlife, and—for that matter—all living things.

**upcoming specials**

**Fiji: Exploring the World’s Only Privately Protected Wild River**

The Upper Navua Gorge in Fiji is framed by 150’-high canyon walls, animated by colorful parrots and fruit bats, and laced with hundreds of waterfalls. When discovered in the 90s by a US-based adventure company the struggle began to protect this spectacular and unique ecosystem.

The Americans first had to negotiate with logging contractors, and then to convince nine indigenous land-owning clans, known as mataqali, that conservation efforts were comparable sustainable economic solutions to current uses. Then the Native Land Trust Board and the Great Council of Chiefs had to approve.

Finally the efforts resulted in Fiji’s first fully-protected, tourism-funded, conservation area. This is the only freshwater resource in the world being protected and conserved solely by the benefits of a sustainable whitewater tourism-based
operation. We will spend a week rafting and exploring this South Pacific Ramsar site, and delve into the cultural and ecological paradigms that have created a rare workable balance of tourism, nature, and the hopes and dreams of the local peoples.

**Algeria: Search for the Lost Blue Men of the Desert**

As the desert laps at civilization, Algeria is on the forefront of land protection through park designation and ecotourism. We’ll explore these stunning landscapes from the Mediterranean coastline to the Saharan Atlas Mountains, and the high dunes beyond. The model for North African conservation is Tassili n’Ajjer National Park located in southeast Algeria, where the wind has carved sandstone rock arches that are among the most impressive in the world. The park also hosts stands of woodlands, among the last at this latitude in Africa. Due to Tassili n’Ajjer’s biological and archaeological significance it has been designated as a World Heritage Site. By camel and horseback we’ll set out to find the lost Blue Men of the desert, to find how and why they have maintained in one of the harshest environments on earth in a balance that might be a model for the rest of us.

**This island of Hispaniola: The Dominican Republic and Haiti**

Second largest island in the Caribbean, Hispaniola is divided by two nations, Dominican Republic and Haiti, and by political and cultural rifts that have led to vastly different approaches to environmental preservation and tourism. We will explore the extraordinary natural assets of the island, including the five mountain ranges, broad sugar-sand beaches, its rainforests, and rich coral reefs, and also try to understand the differences that have made one side of the island, the Dominican Republic, a popular tourist destination that has preserved its wild nature, while the other, Haiti, has devastated much of its forests and overused its land to the point of collapse. We’ll juxtapose the approaches, and find out how to apply the lessons to the world.

**Vietnam, Laos, Cambodia: In Search of the Lost Elephants of Southeast Asia**

It’s no wonder that little remains of an Asian elephant empire that once stretched from the shores of the Mediterranean to the Yellow River in northern China. According to WWF and IUCN--The World Conservation Union, only about 35,000 to 45,000 Asian elephants survive in the wild today, less than a tenth the estimated total of their better-known cousins, the African elephants. Prospects for long-term survival in impoverished and war-scarred Indochina--Vietnam, Laos and Cambodia--are gloomy. In the past decade alone, elephant numbers have plunged by as much as 95 percent.
to fewer than 80 individuals in Vietnam. The animals have long vanished from West Asia and all but a small southern corner of China. Altogether, the Asian elephant inhabits some 169,885 square miles today, an area roughly the size of Sweden. We’ll go in search of these elusive beasts, and find solutions through ecotourism and responsible management in the region.

**Nigeria/Cameroon: Seeking and Saving the Hidden Primates**

Nigeria and Cameroon have reputations as nations oversubscribed, yet they have extraordinary natural resources, and are making strong efforts to become ecotourism centers for Africa. One center for this initiative is Calabar, an historic seaport city and former slave trading post, strategically located on the Atlantic Coast near the Cameroon border. Here we’ll explore the Slave History Park and the International Museum with its relics of the British Empire and mementos of local chiefs and colonial dignitaries. The border region is home to 31 primates, and is one of the world’s “hot-spots” of bio-diversity. Yet the animals here are threatened by deforestation and poaching. We’ll explore this ecosystem and its attempts to become a hero to the world of conservation and ecotourism.

**Ireland: Celebrating a Culture on the Ledge**

The Celtic culture of Ireland dates back 3000 years, and is known for its vibrant music, its artisanship in jewelry and design, its lively dancing, and its myths and legends. All these are threatened as the country is swept up in a culture charge of change and modernism. We’ll explore the traditions and the folklore, from Golkey, where Bono and Van Morrison reside, to the rugged western coastline, and unearth the adventures and ceremonies that bring in tourists who celebrate the culture and help keep it alive.

**Italy: Its Crumbling Icons**

With icon Sophia Loren as our guide we will explore the great iconic wonders of Italy, many of which are threatened by pollution, global warming, and time. We’ll check in on The Leaning Tower of Pisa, the Venice Canals, Michelangelo’s David, the Coliseum, and the Alps, where the glaciers are in visible retreat. We’ll not only tour these wonders, but examine the reasons for deterioration, and provide solutions, which includes, of course, meaningful tourism that provides monies and support for preservation.
The Maldives: Ground Zero for Rising Tides

For centuries, the tiny coral atolls of the Maldives served as an open-sea sanctuary for its inhabitants, spice-trading sailors, and the wildlife of the Indian Ocean. Today, this distant archipelago faces unprecedented economic, political and environmental challenges. El Niño bleached the coral reefs, the tsunami killed many and decimated the local economy and now global warming and rising sea-levels threaten the very existence of these low-lying islands. Yet not all change is so damaging. A booming tourist economy has made the Maldivians one of South Asia’s wealthiest populations, and now currents of political change bring democracy, human rights and new religious ideas. We’ll explore these islands, just inches above sea-level, and see how wise tourism might help save a country.

Bhutan: The Last Kingdom of Adventure

With some 72% of the country still covered by virgin forest and an ecosystem hosting 770 species of birds and over 50 species of rhododendron and an astonishing variety of orchids and other plants, Bhutan has the potential to become one of the world’s greatest eco-tourism destinations. Conscious of the value and fragility of this outstanding natural environment, the Royal Government of Bhutan has adopted a policy of low-volume, high-value tourism. This policy has been notably successful protecting the country’s cultural and natural heritage while promoting community participation in ecotourism development and equal benefit-sharing among stakeholders.

Established in 1987, the Royal Society for the Protection of Nature (RSPN) has worked with the World Wildlife Fund, the US MacArthur Foundation and the Bhutan Trust Fund for Environmental Conservation, implementing environmental education, awareness and conservation programs throughout Bhutan.

We’ll bike and hike through Bhutan’s Phobjikha Valley, home to the endangered Black-Necked Crane and to other wetland species, visit with the King who is one of the Himalayas greatest conservationists, and explore the villages and schools so involved in these efforts, and showcase why Bhutan may be an ecotourism model for the world.
a solid distributor for

Richard Bangs’ *Adventures with Purpose*

For 45 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. Create is now in more than 80% of USTVHH.

- 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, Smart Travels, 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.
achieve reach and frequency as sponsor of
Richard Bangs’ Adventures with Purpose

Continuous visibility through identification with popular continuing series
- Multiple airings with in the first week of broadcast in many markets
- Repeats of the entire series over many years (Initial broadcasts run four years, but other Small World series have been extended repeatedly, one series is now playing into its eighteenth year.)

National carriage for your corporate message
- Small World series have a history of multiple airings on up to 650 public TV stations including all top 50 US markets
- Reaching 95% of US and 90% of Canada
- Public televisions has carriage and ratings surpassing those of any cable network

Strong ratings
- Small World series have history of individual markets reporting average audiences as high as 4.5
- Bonus reach through multiple broadcasts on each public television station. (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 –millions of US travelers sign-up for adventure tours each year.

A further opportunity to expand your visibility
- Hundreds-of-thousands of Adventures with Purpose clips will be streamed by viewers each month through prominent web postings.
- Metadata can link clips to underwriter’s web site.
a sponsorship that delivers impact beyond broadcast

Richard Bangs’ *Adventures with Purpose*

Through the *AdventuresWithPurpose.tv* web site
- Your corporate message on the *Adventures with Purpose* web site
- The *Adventures with Purpose* web site hot linked to your own site

Through home videos
- Your message on all new *Adventures with Purpose* DVDs and videos we distribute
- Steeply discounted DVDs and home videos for you to use as promotional premiums

Through printed materials
- Your credit prominently displayed on all series promotional materials released by Small World and APT
- Your information (brochures, discount coupons, flyers, etc.) included in all fulfillment packages of books and tapes ordered from end-of-show offers (Last year we shipped out 30,000+ items.)

Through in-flight airings
- In-flight rights are included in this sponsorship package

And many other optional promotion possibilities available only to our sponsors
- Special events and screenings
- Guest appearances by series producer or host
- Program-related products that can be used as premiums
- Tune-in ads in magazines and newspapers
- DVDs, home videos and the series companion book *Adventures with Purpose* by Richard Bangs for use as premiums
- In-store displays and point of purchase materials
- Viewer guides and other outreach materials
- And more...
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

An audience of your customers. “Baby boomers” prefer public television. When it comes to delivering the boomer demographic (adults 35-49, 4+ years of college, $75K+) that purchases 60% of all consumer goods, public television is more than twice as powerful as its closest cable competitor.*

Virtually all of our audience has internet access and regularly visit travel web sites. They are educated, high-income VIEWERS 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.*

A broad-based audience. Age groups 25-75+ are all well represented, with good balance between men and women.* 70% of all travel spending is by 20% of travelers - those in the 35-65 age bracket, middle to upper income, and well-educated. This reflects Public TV’s demographics.

* PBS Market Research
** Small World Market Research
a responsive audience

Richard Bangs’ Adventures with Purpose

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

- 75% of public television viewers believe that companies that fund public television have a commitment to quality and excellence*
- 71% of public television viewers are able to recall sponsoring companies*
- 62% of public television viewers believe sponsors are usually industry leaders*
- 60% of public television viewers would choose to buy a product 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 lever 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.”
Richard Bangs’ Adventures with Purpose is distributed via the same satellite as PBS. It’s available in both standard definition and high definition formats from American Public Television.

- HDTV provides brilliant images and incredible detail in a 16 x 9 picture ratio.
- Up to 250 public stations now broadcast in HDTV while they continue to broadcast in standard definition as well.
- Public television HDTV signals are now available in all of the Top-50 TV Markets and many medium and smaller markets.
- More than 33,000,000 homes—82,500,000 people—have HD sets. That’s 30% of the 108.5 million U.S. TV Households.

Richard Bangs’ Adventures with Purpose is released in both HDTV and standard definition letterboxed versions to meet the needs of all stations. Programmers are free to air either or both formats and many will broadcast in both HD and SD. HD stations need quality, high definition programs to meet obligations to the FCC and viewers. Adventures with Purpose 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 a top-of-the-line format—the best available on broadcast television.
- Adventures with Purpose is mastered in HD, so even standard definition releases of the series present brighter, sharper, images with rich, true-to-life color and crisp digital audio in stereo.
- Plus, Adventures with Purpose will continue to air in HD and SD for years to come.

Best of all, the stunning beauty of our destinations and the detail of HDTV are a ready-made match. Great adventures, exotic locations and high definition images have made the series a hit with public television programmers and viewers for years to come.
Richard Bangs’ Adventures with Purpose
co-executive producer and host

Richard Bangs is often called the father of modern adventure travel, and the pioneer in travel that makes a difference, travel with a purpose. He has spent more than 30 years as an explorer and communicator, and along the way led first descents of 35 rivers around the globe, including the Yangtze in China and the Zambezi in Southern Africa.

Richard has published more than 1000 magazine articles, 18 books, a score of documentaries and several CD-ROMs; and has lectured at the Smithsonian, the National Geographic Society, the Explorers Club and many other notable venues. He writes a semi-regular feature with the NY Times. He was founder and editor-in-chief of Mungo Park, a pioneering Microsoft travel publishing effort. He also founded www.terra-quest.com. He was part of the founding executive team of Expedia.com, and served as its Editor-at-Large. He was creator and publisher of Expedia Travels Magazine (published in partnership with Ziff-Davis), and executive producer of Expedia Radio, and founder and executive director of Expedia Cafes. He also served as president of Outward Bound; Founded Well-Traveled.com for Slate, and was founding editor and executive producer of Great Escapes, another Microsoft Travel initiative (www.greatescapes.msnbc.com ). He also ran and founded First and Best for MSN, and founded Sobek Expeditions, which in the early 1990s merged with Mountain Travel to become Mountain Travel Sobek (www.mtsobek.com). He recently co-directed the IMAX Film, Mystery of the Nile, and co-authored the Putnam book of the same name. His recent book, The Lost River: A Memoir of Life, Death and the Transformation of Wild Water, won the National Outdoor Book Award in the literature category. Richard has also served as executive producer of Richard Bangs Adventures on Yahoo (www.adventures.yahoo.com). Now he is co-producing and hosting the successful American Public Television series, Richard Bangs’ Adventures with Purpose. His latest books include Adventures with Purpose, Morocco: Quest for the Kasbah, Switzerland: Quest for the Sublime and New Zealand: Quest for Kaitiakitanga, companion books to Adventures with Purpose specials.

www.richardbangs.com
For twenty-nine years, Small World Productions has produced substantial, content-driven travel series for public television. The Seattle-based company has produced nearly 150 half-hour episodes and a dozen hour long documentaries that are popular with public television programmers and viewers. This body of work has resulted in the release of more than 150 home video and DVD titles. Small World production credits include: Smart Travels – Europe: Series I, II, III, and IV, Smart Travels—Pacific Rim; Series V, 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 the popular national series, 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 and 2008, he was honored with a Most Valuable Producer Award from American Public Television. 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 Richard Bangs’ Adventures with Purpose, Small World is joined 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, eleven 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 50 HD travel episodes for Small World, including 20 Smart Travels shows that have been honored with national or international awards. David was also the HD on-line editor for all 65 Smart Travels episodes. Photographer Karel Bauer has scores of HD national credits including Smart Travels—Europe, Smart Travels—Pacific Rim, Rick Steve’s Europe, and Travels to the Edge with Art Wolfe. Emmy award winning photographers Ian Devier and Eric Jensen add their considerable skills to the project as well.
the buzz

Media Comments on Richard Bangs & Adventures with Purpose

NATIONAL PUBLIC RADIO—Alex Chadwick
“Richard Bangs’ quests have evolved from haunting journeys down unknown rivers to new explorations of very old wisdom that just might help all of us with the challenges we are about to encounter.”

AMERICAN PUBLIC TELEVISION—Cynthia Fenneman, President & CEO
“You just keep churning out excellence. Thank you. Richard Bangs is terrific.”

FOUNDER OF EXPEDIA.COM—Rich Barton
“Richard Bangs is Indiana Jones with a conscience”

PITTSBURGH POST GAZETTE—David Bear
“This much is certain, when it comes to appreciating the higher purposes of adventure travel, communicating them to a broad audience and transforming that interest into action, Richard Bangs continues to be a world-class practitioner. He writes with precision, passion and poetry, capturing the romance of adventuring, the uniqueness of Earth’s places, and the realities of undertaking difficult journeys.”

KCTS SEATTLE—Tom Niemi, Director of Distribution
Congratulations on your two Emmy nominations. Richly deserved!!”

NBC TODAY SHOW—Peter Greenberg Travel Editor
“Bangs is not about providing thrill-seeking joyrides or mindless ego-tripping moments. These are journeys with meaning, guided by someone who knows how to make magical, often mystical tours.”

MODERN TRAVELER MAGAZINE
“Renowned explorer, provider of journeys with meaning, master of the adventure narrative, Richard Bangs offers a vision for travel that will make a difference and restore our dreams for a better world.”

PUBLIC RADIO AND TELEVISION HOST—Rudy Maxa
“…If ‘adventure’ isn’t Richard Bangs’ middle name, it should be. A combination of fearless explorer, lyrical reporter, and advocate of sustainable tourism, Bangs brings the world into focus with verve, humor, and wisdom.”

PRECEPTIVE TRAVEL.COM
“This is no "I came, I saw, I spliced together the footage kind of adventure." Bangs dives into his subject fully and immerses himself in the history, politics, and meaning. He doesn’t take the "quest" part of his title lightly, constantly working to unearth the story behind the details, the three thousand years of habit and thought that led to the medina, the souk, or the Kasbah.”
viewer email

- I accidently, luckily & gratefully, just saw your intelligent Adventures with Purpose tour of Morocco on PBS, and watched rapt and riveted—yours is the best general presentation of Morocco I’ve ever seen! Thank you for the surprise pleasures of your tour! Margaret Regan, Warwick Rhode Island 3/26/09

- Last night I was fortunate to watch your show on Norway, which I enjoyed immensely. The scenery was just breathtaking, particularly the Lofoten Islands. Norway is among my top destinations, and it looks like you were there at the perfect time of year for a trip. Thanks for a wonderful and informative show. I hope to see more of your shows in the future. David Gilbert, Sherman Oaks, California

- It was wonderful to watch Morocco and ‘ze’ Kasbah on Channel 9 tonight. Richard intricately focused and fun; script tells strong story; all flows easily; images compelling, and ah, the editing and music. Congratulations. Really, a beautiful & timely series. Sandie

- Saw your show on Switzerland last night and I must admit it is by far one of the best travel shows I have ever watched. I go places once a year and watching your show makes me want to go to Switzerland. The insight, the music and narration is so classy. I just needed to congratulate you and thank you for such a wonderful show. Helen Contreras 8/6/08

- Any chance that Adventures with Purpose DVDs will be issued in HD Blu-ray any time soon? I have seen many of your shows on local PBS, but have no way to record in HD. We would love to get them in Blu ray. Thank you. Anthony Petrov

- I just saw the Richard Bang’s Quest TV show on New Zealand. It was fabulous with so much wonderful information about sustainability and the ecology of New Zealand. I do have an important suggestion: At the end of the show you give suggestions for “What You Can Do”. Please don’t just urge people to “Plant a Tree”—be sure to specify that they ”Plant a tree native to your local environment”.--Laurette Rogers

- I absolutely LOVE the music from the Morocco episode. Is the music sound track available for purchase? I wasn’t able to find any music from David Ris from Amazon or Magnatunes. Thanks, Helen Morrison (Editor’s note: David is the editor and musical director for the series and a full-time Small Word employee.)

- Saw your Morocco program on KPBS here in San Diego! I want to watch your New Zealand episode when I have a chance. Looks like it may be a good place to run and hide! Are DVDs available? David Titus
Adventures with Purpose

awards

- **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....

recent awards for Richard Bangs

- **2007 Lowell Thomas Travel Journalism Award**: *New York Times* article by Richard
- **2007 Mark Dubois Lifetime Achievement Award**: from *Friends of the River* recognizing Richard’s contributions to worldwide river and wilderness conservation

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."
public television stations airing Richard Bangs’ *ADVENTURES with PURPOSE*

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<tr>
<th>State</th>
<th>Cities and Stations</th>
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<tr>
<td>Alabama</td>
<td>WAIQ, Montgomery, WBIQ, Birmingham, WCIQ Mount Cheah, WDIQ Dozier, WEIQ Mobile, WFIQ Florence, WGIG Louisville, WHIQ Huntsville, WIIQ Demopolis</td>
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<tr>
<td>Arizona</td>
<td>KAET Phoenix</td>
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<tr>
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<td>KAFT Fayetteville, KEMV Mountain View, KETG Arkadelphia, KETS Little Rock, KTEJ Little Rock</td>
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<tr>
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<td>Colorado</td>
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<td>District of Columbia</td>
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<tr>
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<td>WCEU Daytona Beach, WEDU Tampa, WLNN Miami, WUSF Tampa, WFSU Tallahassee, WFSF Panama City, WJCT Jacksonville</td>
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<td>Florida (cont)</td>
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<td>Florida (cont)</td>
<td>WABW Albany/Pelham, WACS Dawson/Americus, WCLP Chatsworth/Dalton, WDCO Macon/Cochran, WGTW Atlanta/athens, WJSP Columbus, WPBA Atlanta, WVAN Savannah/Pembroke, WXGA Waycross/Valdosta</td>
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<td>Georgia</td>
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<td>KHEL Honolulu, KMEB Wailuku</td>
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<tr>
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<td>WEIU Charleston, WILL Urbana, WTTW Chicago, WTVP Peoria, WYCC Chicago</td>
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<td>Indiana</td>
<td>WFYI, Indianapolis, WFWA Fort Wayne, WPIB Muncie, WNIN Evansville, WNIH Elkhart, WTIU Bloomington, WYIN Gary/Chicago</td>
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<td>Iowa</td>
<td>KBIN Council Bluffs, KDIN Des Moines, KHIN Red Oak, KIIN Iowa City, KRIN Waterloo, KSIN Sioux City, KSTP Fort Dodge, KYIN Mason City</td>
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<td>Mississippi</td>
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<tr>
<td>Montana</td>
<td>KUSM Bozeman</td>
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<td>State</td>
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<td>Nebraska</td>
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<td>KNPB Reno, KLVX Las Vegas</td>
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<td>KSYS Medford, KOPB, Portland</td>
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<td>WTJK St Thomas</td>
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</table>

Stations along the US Canada border such as KCTS Seattle, WTVS Detroit and WNET Buffalo have sizeable audiences in Canada. Many stations have repeater transmitters and/or low power translators not listed here. Other PBS stations will air the special without notifying APT. In addition to the SD broadcasts above, the special will air on more than 250 public television HD transmitters and on Create, a digital cable channel from APT in 83% of USTVHH.

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