



## News

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For Immediate Release

### ***TRAVELSCOPE TV COMING TO TEXAS***

#### ***Award-Winning Travel Program Airing on KLRN***

LOS ANGELES, Aug. 18, 2005 – Travelscope Productions will partner with San Antonio PBS affiliate KLRN to air ***Travelscope TV*** to 1,000,000 viewers in South and Central Texas. Hosted by award-winning travel writer Joseph Rosendo, ***Travelscope TV*** features U.S. destinations from Montana’s Custer Country to California’s Wine Country, and exotic international locales such as Malaysia, the Philippines and Yap – the Micronesian island of stone money.

Marking the PBS debut of ***Travelscope TV***, the program first airs on KLRN Friday, August 19, 2005, featuring Manzanillo, Mexico and The Costa Alegre. The experienced ***Travelscope*** team captures breathtaking footage of the world’s destinations and presents it to viewers in a dynamic, half-hour episode format. During the 13-week run viewers will join Joseph on his adventures as he explores South Australia, witnesses Manitoba, Canada’s Polar Bear migration, sips champagne in Paris and partakes of “The Colors of Malaysia” festival.

As an expansion of the award-winning radio program, Travelscope Radio, ***Travelscope TV*** circles the globe and travels across country to provide viewers with the views and news necessary to help them make informed travel decisions. “For the last two decades, we have brought our listeners the highest quality travel information and entertainment,” says host and executive producer Joseph Rosendo. “I am thankful for this opportunity to serve our audiences

in a new way. PBS is synonymous with quality, integrity, and vision. We feel our dedication and mission is a perfect match.”

Joseph, who is a member of the Society of American Travel Writers, feels travel provides the missing link between cultures. “We close each show with a quote from Mark Twain: ‘Travel is fatal to prejudice, bigotry and narrow-mindedness,’” says Joseph. “It’s a truth that first turned me on to travel and has kept me hooked for more than 30 years.”

KLRN has a targeted audience of upscale, sophisticated travelers who have a loyal attraction to public television’s quality programming. *Travelscope TV* will broadcast on KLRN digital channel 9.2 / Time Warner Cable 92, reaching 1,000,000 viewers.

Travelscope is a multimedia organization dedicated to educating travelers about destinations, values and opportunities. Now, Travelscope is partnering with public television to reach an even greater audience.

*Travelscope Radio* has broadcast nationally for twenty years under the broadcasting umbrella of **TRN**, the **Travelscope Radio Network**. Joseph has also produced radio features for the Associated Press, ABCnews.com, The Creative Life Network and for more than 3.2 million listeners on Discovery Channel Radio on XM and Sirius satellite systems.

To get PBS underwriting information on Travelscope TV or interview Joseph Rosendo, contact Travelscope at (310) 397-1787 or via e-mail at [info@travelscope.net](mailto:info@travelscope.net).

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