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TRAVELSCOPE ANNOUNCES SEASON 3

Los Angeles, April 2009: Following two incredible seasons, *Travelscope* returns with a dynamic **season three** that offers even more adventure, scenery and insight into the world's diverse cultures. From Fiji to India, the new programs, delivered in High Definition, introduce people to people and provide a bridge between cultures. Among his many awards, Rosendo has been recognized numerous times by the **Society of American Travel Writers** and has received the **Medaille d'Or du Tourisme from the French Government** and the **Travel Industry Association of Canada's Globe and Mail Travel Media Award for Excellence in Travel Journalism**. *Travelscope* remains a favorite with audiences and succeeds in offering high class travels with a personal and conversational delivery. **Travelscope is underwritten by DK Eyewitness Travel Guides**, the guides that show you what others only tell you.

Season one and two aired on more than **300 public television stations** and have a strong reach to audiences in the 25-54 age group as well as the 55+ viewers, both male and female. Distributed by American Public Television to the PBS system, Season one and two aired on more than **300 PBS stations**. *Travelscope* is represented by San Francisco PBS station KQED.

SEASON THREE PROGRAM DESCRIPTIONS

#301 - Fiji – Island Hopping – *Travelscope* goes island hopping. From the romantic private island of Matangi to the pristine waters of Jean-Michel Cousteau's resort, Joseph snorkels through amazing coral reefs and shares a kava ceremony with a local chief.

#302 - Alberta, Canada – The Canadian Rockies – From the streets of the quaint mountain village of Banff to the chateau and tea houses of Lake Louise and the lakes and rivers of Jasper National Park, Joseph introduces viewers to the amazing province that Albertans call home.

WHAT: Travelscope Season 3
WHERE: SELECT Public TV Stations
WEBSITE: www.travelscope.net

MORE

#303 - Chile – From Seaside to Mountaintop – Joseph starts his Chilean adventure in the country's capital, Santiago, and then heads into the Andes where he meets up with glacier-trekking ice climbers before descending into the Maipo Valley for wine touring and tasting and then taking in the nightlife and ocean breezes of the port city of Valparaiso.

#304 - Chile – The Driest Place on Earth – Joseph travels north to the driest place on the planet, Chile's Atacama Desert. He finds that the desert, though it appears dry and barren, is alive with varied wildlife and vibrant cultures. During his journey he encounters the friendly Atacameño Indians and witnesses spouting geysers, endless sand dunes and the area's breathtaking natural beauty.

#305 - West Virginia – Wild and Wonderful – In the New River Gorge Joseph paddles the gentle New River and then battles to stay afloat on the raging Gauley. Along the way he bikes up a mountain trail, rappels down the gorge's face and experiences West Virginia's coal mining past.

#306 - Austria – Celebrating the Vine in Vienna and the Burgenland – Travelscope celebrates the historic and modern in Austria's capital, Vienna, and the Burgenland wine country. Along the wine trail Joseph grabs a healthy helping of Gemütlichkeit (the good life) in the capital's own vineyards and in the Buschenschanks and Heurigers (wine cafés) of the villages along Burgenland's Lake Neusiedl.

#307 - Papua New Guinea – Cultural Encounters in an Ancient World – Joseph heads to Papua New Guinea's remote highlands for cultural encounters with the Huli Wigmen and then journeys to the Sepik River for a tropical rendezvous with the ancient people of its riverside villages.

#308 - Italy – Friuli Venezia Giulia - Italy's Hidden Region – Joseph embarks into the little known region of Friuli Venezia Giulia on the Slovenian border where a multi-cultural heritage thrives. He straps on his helmet before hopping a Vespa for a two-wheeled tour through the region's wine country where he meets generations of winemakers and their fellow Dionysian devotees.

#309 - Guatemala – The Maya of the Western Highlands – Joseph visits the ancient Spanish colonial capital of Antigua before climbing volcanoes and heading into Guatemala's Mayan highland villages for hard bargaining in the local markets, a leisurely visit to a coffee plantation and a weaving lesson on a traditional back-strap loom.

#310 - Guatemala – Seeking the Past in Tikal and Yaxha – Joseph combines the legendary with the natural when he explores Guatemala's Mayan legacy at the temples of Tikal and Yaxha and then discovers the wonders that wait at the El Quetzal Biotope Nature Reserve.

#311 - Williamsburg, Virginia – America's Historic Triangle – Travelscope traces America's birth in Jamestown, Colonial Williamsburg and Yorktown, Virginia. Yet, this adventure covers more than the past as Joseph kayaks the Chickahominy River, sails on a four-masted schooner past modern-day ocean-going vessels and partakes of the area's family fun.

#312 - Madhya Pradesh, India - The Heart of India – Joseph begins his adventure in India's capital, Delhi, and then makes a pilgrimage to the ancient Hindu and Jain temples of Khajuraho with their erotic life-affirming 1,000-year-old carvings. His journey of discovery draws him from rural villages to palace ruins.

#313 - Madhya Pradesh, India - India's Rural Heart – Joseph continues his passage through the heart of India with an expedition to Bandhavgarh National Park's tiger reserve. He then visits the princely town of Maheshwar where he celebrates sunrise and witnesses morning rituals along the holy

Narmada River. In the city of Indore he joins the crowds for the Diwali Festival – a celebration of good over evil and the glory of light.

Award-winning travel journalist and author Joseph Rosendo shares his personal perspective on cultural tourism from spots close to home as well as exotic worldwide locales. Shot in **High Definition, Season III of Travelscope** continues to enlighten and entertain viewers with thrilling destinations and personal encounters with diverse peoples.

Joseph, whose love of travel and foreign cultures is rooted in his Cuban heritage, first created Travelscope radio and publication more than 24 years ago. It has since expanded into the APT distributed television series, an eMagazine, as well as video streaming, a travel blog and audio podcasts. Joseph 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 thirty years."

Underwritten by: DK Eyewitness Travel

Local Underwriting: available with non-compete of national underwriter

Executive Producer: Joseph Rosendo, jrosendo@travelscope.net

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Presenting Station: KQED, San Francisco

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National Distributor: American Public Television (APT)

About DK Eyewitness Travel Guides

Established in 1993, DK Eyewitness Travel's full-color guidebooks to hundreds of destinations around the world truly show you what others only tell you. They have become renowned for their visual excellence, which includes unparalleled photography, 3-D mapping and specially commissioned cutaway illustrations. DK Eyewitness Travel Guides are the only guides that work equally well for inspiration, as a planning tool, a practical resource while traveling, and a keepsake following any trip. DK Eyewitness Travel Guides are published in more than 30 languages. The DK Top Ten series includes small-format guidebooks covering more than 60 destinations.

About KQED

Northern California Public Broadcasting, Inc. (NCPB) (www.ncpb.com) is the most-watched public television and most-listened-to public radio broadcaster in the country. NCPB owns and operates public television stations **KQED 9** (San Francisco), **KTEH 54** (San Jose), and **KQET 25** (Watsonville/Monterey); public radio stations **KQED 88.5FM** (San Francisco) and **KQEI 89.3FM** (Sacramento); KQED 9 is the producer of local and national series such as QUEST; Check, Please! Bay Area; Jacques Pepin: More Fast Food My Way; and Jean-Michel Cousteau: Ocean Adventures. KQED's digital television channels include KQED HD, KQED Life, KQED World, KQED Kids and KQED V-me, and are available 24/7 on Comcast. KQED Public Radio is an award-winning news and public affairs program service (88.5 FM in San Francisco and 89.3 FM in Sacramento) and home of Forum with Michael Krasny and The California Report. KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at www.kqed.org <<http://www.kqed.org/>>, featuring unique content on one of the most visited station sites in public broadcasting.

About American Public Television (APT)

With more than 10,000 hours of programming in its library, American Public Television (APT) has been a prime source of programming for the nation's public television stations for 48 years, distributing more than 300 new titles per year. In 2006, APT launched Create – the TV channel featuring the best of public television's lifestyle programming. 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 *Rick Steves' Europe*, *Worldfocus*, *Globe Trekker*, *Simply Ming*, *Sara's Weeknight Meals*, *America's Test Kitchen From Cook's Illustrated*, *Gourmet's Diary of a Foodie*, *Doc Martin*, *Lidia's Italy*, *Rosemary and Thyme*, *P. Allen Smith's Garden Home*, *Biz Kid\$*, *Johnny Cash at Folsom Prison*, *Pavarotti: Salute Petra*, *The Best of the Jack Benny Show*, *Agatha Christie's Poirot*, *Spain...on the road Again*, and other prominent documentaries, dramatic series, how-to programs, children's series and classic movies. For more information about APT's programs and services, visit APTonline.org.