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News

Topanga Couple Produces Travelscope Series, Airing on PBS beginning in June

Topanga jet-setters Julie Feurbacher and Joseph Rosendo are the force behind *Travelscope*, a popular Public Broadcasting System (PBS) travel series that will enter its second season this June. *Travelscope*, which airs on more than 300 PBS stations nationwide, offers adventure, scenery and insight into the world's diverse cultures from Alaska to South Africa.

Rosendo first traveled to Europe in 1969 with UCLA as part of a USO group entertaining the troops—he was immediately hooked on travel. He spent the next several years doing whatever he could to get back to Europe as often as possible.

Now an award-winning travel writer, Rosendo began his career as a travel journalist in 1982 as a way to combine his love of travel with a means of making a living. Thus, *Travelscope* was born. Rosendo grew the *Travelscope* brand into a multi-media organization with a nationally syndicated weekly radio show, a magazine, and an on-line publication, all dedicated to educating travelers about destinations, values and opportunities. Along the way, Rosendo began shooting videos as he traveled for the radio show.

PHOTO COURTESY OF JULIE FEUERBACHER



Topangans Julie Feurbacher and Joseph Rosendo (back row, center) with the crew of Travelscope and villagers in Papua, New Guinea.

Rosendo met Julie Feurbacher in 2005 while he was in San Antonio, Texas covering a wine-tasting event that Feurbacher was coordinating in her role as Vice President of Marketing for the local PBS station. The two were drawn together like magnets, says Feurbacher. By the end of the year Feurbacher had moved to Los Angeles and the pair began working to transform Rosendo's travel videos into a broadcast-quality series. Feurbacher's public broadcasting background meshed perfectly with Rosendo's many years as a travel journalist to create what is now the nationally distributed *Travelscope* public television series.

Today, the experienced *Travelscope* team travels the globe to capture breathtaking footage of the world's travel treasures and provide viewers with cultural insights and the information they need to make their travel dreams a reality. Rosendo is the series' host and executive producer while Feurbacher produces the episodes and manages the national distribution of the series through American Public Television. The couple moved from the west side of Los Angeles to Topanga in June 2007 and immediately felt at home. When they're not on assignment around the globe they share their home with four cats.

Season I of *Travelscope*, an audience favorite for its high-class travel offering and its conversational style of delivery, was distributed in April 2007 and reached 76 percent of the US market on more than 300 PBS stations. Season II, shot in high definition, begins distribution June 1. This season's episodes of *Travelscope* will feature Rosendo's worldwide explorations—from North American destinations such as Ottawa, Canada, and Alaska's Inside Passage to such exotic locales as Zambia, South Africa, and the northern hills of Thailand. With the completion of its second season, *Travelscope* has 26 episodes in distribution and another 13 episodes in production, slated for distribution in 2009.

Among his many honors, Rosendo has been recognized by the Society of American Travel Writers with numerous broadcast awards 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.

Rosendo, who says his love of travel and foreign cultures is rooted in his Cuban heritage, still produces the nationally-syndicated *Travelscope* radio show, which has now been on the air for 23 years and can be heard on Discovery Channel Radio. He 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 Rosendo. "It's a truth that first turned me on to travel and has kept me hooked for more than 30 years."

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