

SEASON 11 IS HERE

**8 new episodes of
*Rick Steves' Europe***
(8 X 30-MIN, October
2020)

Every other year since 1990, Rick has produced a fresh season of travel shows. Season 11 of *Rick Steves' Europe* features eight all-new episodes. Join Rick as he experiences the local culture, cuisine, and fun along with some powerful lessons that only travel can teach. This season features the Austrian, Italian, Swiss, and French Alps (including hut-hiking around Mont Blanc) and sights that tell the story of fascism in Germany. This season also ventures beyond Europe, featuring two episodes on Egypt and one on Ethiopia. And, with the coronavirus pandemic causing all of us to reaffirm our values and priorities, we've produced a special retrospective episode called "Why We Travel." Whether you're an armchair traveler eager to learn, or an active traveler dreaming up new plans, Season 11 of *Rick Steves' Europe* is the next best thing to a plane ticket.



Rick Steves
EGYPT

YESTERDAY AND TODAY

(1-HR, Available Now!)

In this hour-long special, Rick Steves sails beyond Europe, exploring the historic and cultural wonders of Egypt. In the teeming metropolis of Cairo, we climb to the center of a pyramid, greet the Sphinx, and marvel at King Tut's gold. In the fabled city of Alexandria, we venture through a wonderland of back lanes, enjoy a shisha, and stroll a Mediterranean promenade. In Luxor, we revel in the glories of the pharaohs—their temples and their hidden tombs. And on the Nile, after sailing on a timeless felucca, we upgrade to a riverboat and kick back while enjoying iconic views of palm trees, minarets, and rustic villages. Our finale: Ramesses II's magnificent temple ruins at Abu Simbel.



Rick Steves
BEST OF THE ALPS
(1-HR, Summer 2021)

In this thin-air thriller, join Rick Steves on an alpine adventure—from Italy to Austria to Switzerland to France—with scenic train rides, breathtaking lifts, majestic glaciers, and unforgettable hikes. In this greatest-hits blitz of the Alps, we celebrate both nature and culture. We conquer the Dolomites in Italy and the Zugspitze in Austria. Then, in Switzerland, we savor more jaw-dropping mountain beauty—from the Matterhorn to the Jungfrau to Appenzell. And in France, with Chamonix as our spring-board, we ride the lift up to Aiguille du Midi and hut-hop along the iconic Tour du Mont Blanc hiking path. While visiting the literal high points of Europe, we also enjoy alpine life, from folk music to rustic cheese-making.

RICK STEVES TV NEWS

COVID-19 AND RICK STEVES' EUROPE

Yes, 2020 has been the year of no travel. Thankfully, we had plenty of programming already shot and awaiting post-production for our friends in public television. And instead of heading abroad, I spent the year getting lots of publicity, as the New York Times, The Atlantic, Forbes, GQ, Time Magazine, CBS Sunday Morning, and more were curious about “the travel guru stuck at home.” My big lesson for the year: By employing “the traveler’s mindset” at home—curiosity, a positive attitude, and an appetite for getting out of my comfort zone and trying new things (like cooking and loving labradoodles)—a lockdown can be filled with delights. On the business front, I’ve kept my team together at Rick Steves’ Europe; we’re producing plenty of TV and radio, and we’re patiently awaiting the day when we’re able to restart our tour program. I’m confident that we’ll return to a kind of normalcy for European travel, and when we do, the Rick Steves team will be right back at it. I’ll really miss seeing all my PTV and APT friends in person at the Marketplace this year, but I know we’re together in spirit as we’ll all get through this tough time.



Rick Steves Classroom Europe™—a Gift from Public TV to Teachers

For years, Rick has enjoyed hearing from teachers about how they use *Rick Steves’ Europe* episodes in their classrooms. As a gift to teachers and parents teaching at home, we’ve made that content easier to use by creating Rick Steves Classroom Europe™—a free, searchable video library of over 400 (3- to 5-minute) teachable clips. From grade school to university, history, art, language, and social studies teachers are enjoying this exciting resource. On behalf of public television, we’re proud to support our teachers with this powerful new teaching tool. Visit classroom.ricksteves.com to give it a whirl. Stations are welcome to utilize this in any creative way they like.

Ten Week Scheduling Strategy

With the recent launch of *Rick Steves Egypt: Yesterday and Today*, you now have a hefty inventory of relevant, timely, one-hour specials in rights. Your colleagues in Colorado Public Television have kicked off an innovative scheduling plan sure to be a hit with homebound travelers: a 10-week series of Rick Steves specials airing each Tuesday at 9 p.m. Choose from *Egypt*, *Cruising the Mediterranean*, *Andalu-*

cía, *Travel as a Political Act*, *Luther and the Reformation*, *Iran, Hunger and Hope*, *The Holy Land*, *Rome, Fascism in Europe*, *European Christmas*, and *European Easter*.

Mind the Gap with Travel Bites Interstitials

At the request of stations, Rick has made available hundreds of two- to four-minute “Travel Bites.” With new clips added throughout 2020, this library of popular video interstitials—pulled from *Rick Steves’ Europe* TV episodes—is designed to fill gaps in your programming with entertaining travel morsels. Topics range from Monet’s water lilies to eating barnacles in Portugal.

Travel with Rick Steves: Over 500 Shows on Public Radio

When *Travel with Rick Steves* won the Lowell Thomas Award Gold Prize for radio, the judges called it “a deceptively simple program with sophisticated production values. Rick draws listeners into animated conversations with unusual people who have taken extraordinary journeys.” The show, free to any public radio station, airs weekly on more than 400 public radio stations. Contact Tim Tattan at tim@ricksteves.com for details.

Rick Steves’ Europe Streaming on pbs.org

A library of *Rick Steves’ Europe* episodes and specials are available for your viewers to stream online for free on pbs.org. With more viewers streaming content online, we’re happy they can access our show through their local public television station’s website.

A Cornerstone of APT’s Create Channel

As APT’s lifestyle channel enters its second decade (with programming 24/7 to multicasting subscriber stations), *Rick Steves’ Europe* will continue to be right there, providing quality travel programming and pledge specials for stations and Create.

THIRTY YEARS of Happy Travels with APT: Thanks!

Since 1990, we’ve partnered with APT to distribute more than 150 travel shows to public television. All our shows are free through APT Exchange. Thanks to APT, OPB (our presenting station), and all who air our programs. We’re partners in our shared mission and have lots of happy travels to share in the coming years.

PLEDGE SPECIALS

COMING MARCH 2021



Hunger and Hope: Lessons from Ethiopia and Guatemala **Pledge Special**

(90-MIN, March 2021)

In this special, Rick Steves travels through Ethiopia and Guatemala to learn about extreme poverty—the more than 700 million people who struggle to live on less than \$2 a day. We'll witness the importance of water, education, empowering women, and nutrition during a child's first 1,000 days, and we'll see firsthand the impact of globalization and of climate change. Ending hunger is possible. And, with travel as our classroom, we can learn about both the challenges and the solutions. This pledge event comes with a special companion book by the same name (produced exclusively for this pledge special) and a new edition of *Travel as a Political Act* as gifts.



Island Hopping Europe **Pledge Special**

(30-MIN, March 2021)

In this unforgettable voyage, join Rick Steves on a tour of four of Europe's most intriguing and surprising islands: Malta, Capri, Orkney, and Skye. This island-hopping adventure comes with remote beaches, Crusader castles, a Blue Grotto, prehistoric wonders, and salty, traditional island lifestyles. This membership special—a celebration of the value of public television—is sure to stoke both your travel dreams and your appreciation for public television.

MORE RICK STEVES PLEDGE SPECIALS

The Story of Fascism in Europe **Pledge Special**

(90-MIN, June 2019)

In this special, Rick travels across Europe to learn how fascism rose and then fell—taking millions of people with it. We'll trace fascism's history, from its roots in the turbulent aftermath of World War I to its horrific consequences: genocide and total war. Along the way, we'll visit sights throughout Europe relating to fascism and talk with Europeans whose families lived through those times. Our goal as history is speaking to our generation: to learn from the hard lessons of 20th-century Europe and to recognize that ideology today. This powerful special—proven to engage your audience—remains timely.



STILL IN RIGHTS

Rick's other pledge specials include *European Festivals*, *European Travel Tips and Tricks*, *Travel as a Political Act*, *European Christmas*, and more. For a complete list, see the back page.

Web Support:
ricksteves.com/tv-programmers

To help stations promote *Rick Steves' Europe*, Rick offers photos, scripts, and sample video clips at ricksteves.com/tv-programmers. Stations are free to connect their viewers with Rick's blog and his archive of public radio interviews. For publicity support, contact pr@ricksteves.com or hope@hopereedmarketing.com.

Season 1 — 2000

The shows in Season 1 were retired as we continually strive to keep our portfolio of programming fresh and relevant. Upcoming seasons of *Rick Steves' Europe* will revisit your favorite locations from Season 1—stay tuned!

Season 2 — 2002

- 208 Dublin and Mystical Side Trips
- 209 South Ireland: Waterford to the Ring of Kerry
- 210 The Best of West Ireland: Dingle, Galway, and the Aran Islands
- 212 Germany's Romantic Rhine and Rothenburg
- 213 Munich and the Foothills of the Alps
- 214 Switzerland's Jungfrau Region: Best of the Alps

Season 3 — 2004

- 301 The Majesty of Madrid
- 302 Highlights of Castile: Toledo and Salamanca
- 303 Normandy: War-Torn Yet Full of Life
- 304 Belfast and the Best of Northern Ireland
- 305 London: Mod and Trad
- 306 Highlights of Paris: Eiffel and Monet to Crème Brûlée
- 307 Belgium: Bruges and Brussels
- 308 Provence: Legendary Light, Wind, and Wine
- 309 French Riviera: Uniquely Chic
- 310 Poland Rediscovered: Kraków, Auschwitz, and Warsaw
- 311 Budapest: The Best of Hungary
- 312 Lisbon and the Algarve
- 313 Sevilla

Season 4 — 2006

- 401 England's Bath and York
- 402 North Wales: Feisty and Poetic

- 403 Edinburgh
- 404 Naples and Pompeii
- 405 Italy's Amalfi Coast
- 406 Milan and Lake Como
- 407 Tuscany's Dolce Vita
- 408 Italy's Great Hill Towns
- 409 Vienna
- 410 Salzburg and Surroundings
- 411 Rick Steves' Europe: The Making Of

Season 5 — 2008

- 501 Burgundy: Profoundly French
- 502 France's Dordogne
- 503 Barcelona and Catalunya
- 504 Little Europe: Five Micro-Countries
- 505 Switzerland's Great Cities
- 506 Vienna and the Danube
- 507 The Czech Republic Beyond Prague
- 508 Athens and Side Trips
- 509 Greece's Peloponnese
- 510 Copenhagen
- 511 Denmark Beyond Copenhagen
- 512 Istanbul
- 513 Iran: Tehran and Side Trips
- 514 Iran's Historic Capitals

Season 6 — 2010

- 602 Croatia: Adriatic Delights
- 603 Dubrovnik and Balkan Side Trips
- 604 The Best of Slovenia
- 605 Granada, Córdoba, and Spain's Costa del Sol
- 606 Andalucía, Gibraltar, and Tangier
- 607 Oslo
- 608 Norway's West: Fjords, Mountains, and Bergen
- 609 Stockholm
- 610 Helsinki and Tallinn: Baltic Sisters
- 611 Northern Spain and the Camino de Santiago
- 612 Basque Country

Season 7 — 2012

- 701 Rome: Ancient Glory
- 702 Rome: Baroque Brilliance
- 703 Rome: Back-Street Riches
- 704 Florence: Heart of the Renaissance
- 705 Florentine Delights and Tuscan Side Trips
- 706 Paris: Regal and Intimate
- 707 Paris: Embracing Life and Art
- 708 London: Historic and Dynamic
- 709 North England's Lake District and Durham
- 710 Venice: City of Dreams
- 711 Venice and Its Lagoon
- 712 European Travel Skills Part I
- 713 European Travel Skills Part II
- 714 European Travel Skills Part III

Season 8 — 2014

- 801 Western Turkey
- 802 Central Turkey
- 803 France's Loire: Château Country
- 804 Paris Side Trips
- 805 The Best of Israel
- 806 Palestine
- 807 Italy's Riviera: Cinque Terre
- 808 Italy's Verona, Padova, and Ravenna
- 809 Amsterdam
- 810 The Netherlands: Beyond Amsterdam
- 811 Prague
- 812 Berlin

Season 9 — 2016

- 901 Germany's Hamburg and the Luther Trail
- 902 Germany's Dresden and Leipzig
- 903 Germany's Frankfurt and Nürnberg
- 904 Bulgaria
- 905 Romania

- 906 Assisi and Italian Country Charm
- 907 Siena and Tuscany's Wine Country
- 908 West England
- 909 Southeast England
- 910 England's Cornwall

Season 10 — 2018

- 1001 The Heart of England
- 1002 Lisbon
- 1003 Portugal's Heartland
- 1004 Travel Skills: Cruising
- 1005 Greek Islands: Santorini, Mykonos, and Rhodes
- 1006 European Festivals I
- 1007 European Festivals II
- 1008 The Best of Sicily
- 1009 Sicilian Delights
- 1010 Scotland's Highlands
- 1011 Scotland's Islands
- 1012 Glasgow and Scottish Passions

Season 11 — 2020

- 1101 Austrian and Italian Alps
- 1102 Swiss Alps
- 1103 French Alps and Lyon
- 1104 Germany's Fascist Story
- 1105 Egypt's Cairo
- 1106 Egypt's Nile, Alexandria, and Luxor
- 1107 Ethiopia: A Development Story
- 1108 Why We Travel

One-Hour Specials

- Rick Steves Rome
- Rick Steves Symphonic Journey
- Rick Steves The Holy Land: Israelis and Palestinians Today
- Rick Steves Iran
- Rick Steves Andalucía: Southern Spain
- Rick Steves European Christmas
- Rick Steves European Easter
- Rick Steves Luther and the Reformation
- Rick Steves European Festivals

- Rick Steves Fascism in Europe
- Rick Steves Cruising the Mediterranean
- Rick Steves Hunger and Hope: Lessons from Ethiopia and Guatemala
- Rick Steves Egypt: Yesterday and Today
- Rick Steves Best of the Alps
- Rick Steves European Travel Tips and Tricks
- Rick Steves Travel as a Political Act

Pledge Specials

- Rick Steves Fascism in Europe (90-MIN)
- Rick Steves European Travel Tips and Tricks (90-MIN)
- Rick Steves European Easter (90-MIN)
- Rick Steves European Festivals (90-MIN)
- Rick Steves Travel as a Political Act (90-MIN)
- Rick Steves Hunger and Hope: Lessons from Ethiopia and Guatemala (90-MIN)
- Rick Steves Island Hopping Europe (30-MIN)

Pledge Specials Still in Rights

- Rick Steves Heart of Italy (2-HR and 1-HR)
- Rick Steves Tasty Europe (30-MIN)
- Rick Steves Great German Cities (2-HR)
- Rick Steves Festive Europe (60-MIN)
- Rick Steves European Christmas (2-HR)
- Rick Steves Symphonic Journey (90-MIN)

