

**IN CASE
YOU MISSED IT...**

Best of the Alps Special
(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 springboard, we ride the lift up to the Aiguille du Midi and hut-hop along the iconic Tour du Mont Blanc trail. While visiting the literal high points of Europe, we also enjoy alpine life, from folk music to rustic cheese-making.



COMING SOON

Why We Travel Pledge Special
(1-HR, March 2022)

In times of challenge, we ask ourselves: What is the true value of travel? Is it just hedonism...or something more powerful? After a lifetime of exploring Europe—and inspiring Americans to see Europe as the springboard for world exploration—Rick Steves shares his reasons why. This special is a sonnet to travel—an introspective love story, set in Europe and beyond, that vividly celebrates the rewards of exploring our world and the joy that awaits those who travel. It's combined with compelling pledge breaks and some tasty gourmet extras from the road—creating an hour that stokes the wanderlust and is good for the traveler's soul while inspiring viewers both to travel with meaning and to support their local public television station.



European Art Miniseries
(working title, 6 x 1-HR, Fall 2022)

For more than 30 years, Europe's great art and architecture have been a cornerstone of *Rick Steves' Europe*. And now, Rick is embarking on an ambitious six-hour sweep through the entire span of European art history. Beginning in prehistoric Europe, Egypt, and ancient Greece, Rick weaves a compelling narrative through ancient Rome, medieval Europe, the Renaissance, the Baroque times period and the Age of Revolution, and the modern age. Rick brings together the greatest masterpieces he's featured over the decades into a cohesive, entertaining, and inspiring story of Europe's art and architecture. Premiering in fall 2022, each hour will cover European art as never before. Stay tuned.

RICK STEVES TV NEWS

COVID-19 AND RICK STEVES' EUROPE

Back in early 2020, we were all set to shoot and produce four new episodes of *Rick Steves' Europe* (two on Poland and two on Iceland). But then, the pandemic shut down travel. Thankfully, we had plenty of footage already shot and awaiting post-production. We used that time constructively, completing Season 11 of *Rick Steves' Europe* and producing four specials: Egypt: Yesterday and Today, Island Hopping Europe, Europe Awaits, and Best of the Alps. And instead of traveling abroad, I spent my time getting lots of publicity—as *The New York Times*, *The Atlantic*, *Forbes*, *GQ*, *Time Magazine*, *CBS Sunday Morning*, and other outlets were curious about “the travel guru stuck at home.”

My big lesson from the pandemic: 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)—even a lockdown can be filled with simple delights. On the business front, I’ve kept my team of nearly 100 together at *Rick Steves' Europe*. We’re producing plenty of TV and radio, keeping thousands of fans engaged each week with my live Monday Night Travel events, and (after canceling nearly all of our 2020 tours and not doing any in 2021) we’ve nearly sold out of our tours for 2022.

I’m hopeful that by 2022, we’ll return to a kind of normalcy for European travel. And when we do, the *Rick Steves' Europe* TV crew will be right back at it, filming in Europe. (Look out, Poland and Iceland!) I’ll miss seeing all of my PTV and APT friends in person at the Marketplace this year, but I know we’re together in spirit as we fight to emerge from this pandemic still standing—and still producing and airing great programming.



Photo: Brian Soergel / Edmonds Beacon

Ten-Week Scheduling Strategy

With the recent launch of Rick Steves Best of the Alps, you now have a hefty inventory of relevant and timely one-hour specials in rights. Your colleagues in Colorado Public Television ran an innovative scheduling plan that was a hit with homebound travelers: a 10-week series of Rick Steves specials airing Tuesdays at 9 p.m. Choose from these 13 hours: Best of the Alps, Egypt, Cruising the Mediterranean, Andalucía, 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 from Season 11, 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 stations. Contact Tim Tattan at tim@ricksteves.com for details.

Rick Steves' Europe Streaming on pbs.org and the PBS Video App

A library of *Rick Steves' Europe* episodes and specials are available for free to your viewers on pbs.org and the PBS Video App. Your station’s members can also watch select *Rick Steves' Europe* shows on demand

through Passport. With more viewers streaming content online, we’re happy they can access our show through their local public television station’s website.

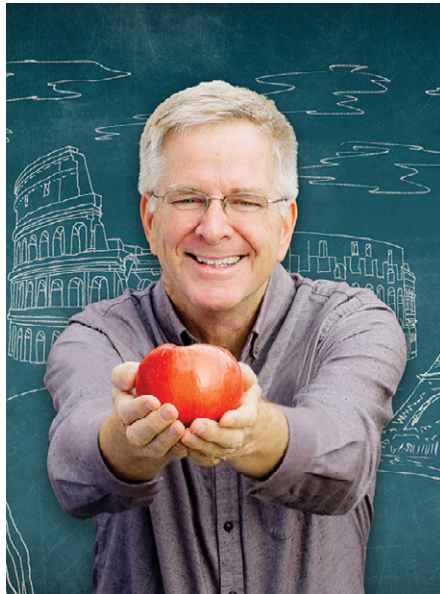
A Cornerstone of APT’s Create Channel

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.

31 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 coming years.

PLEDGE SPECIALS



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 about 500 (three- to five-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.

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.

Hunger and Hope: Lessons from Ethiopia and Guatemala (90-MIN, March 2021)

In this timely 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 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 (produced exclusively for this pledge special) and a new edition of *Travel as a Political Act* as gifts.



Island Hopping Europe (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 viewers' travel dreams and appreciation for public television.

Fascism in Europe (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—a surprise hit with stations, proven to engage your audience—remains timely.



For Rick Steves' pledge assets, visit
<https://aptonline.org/catalog/RICK-STEVES-ASSETS>.

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.

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: 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: Eternally Engaging
- Rick Steves Symphonic Journey
- Rick Steves The Holy Land: Israelis and Palestinians Today
- Rick Steves Iran: Yesterday and Today
- Rick Steves Andalucía: The Best of 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: Older but Still in Rights

Rick Steves Heart of Italy (2-HR and 60-MIN)

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 The Holy Land: Israelis and Palestinians Today (90-MIN)

Rick Steves Symphonic Journey (90-MIN)



Oregon Public
Broadcasting

