



We Open
Your Ears
to the
World



About *The Savvy Traveler*

Developed in 1997 by the award-winning *Marketplace* program team, *The Savvy Traveler* is a thoughtful one-hour program targeted toward inquisitive, intelligent and influential public radio listeners, who are interested in the world around them. The program's motto says it all—*The Savvy Traveler*: We open your ears to the world.

Lively and dynamic, the show stands out from others by capturing the wonders of people and cultures—in addition to the basics, such as great deals, helpful travel tips and fabulous destinations. Travel is fun, funny and challenging. And—post-September 11—difficult for travelers at all levels of experience. That's why *The Savvy Traveler* has become more meaningful and more valuable than ever. It keeps listeners open to new vistas and fresh ways of looking at the world, and it offers the latest information travelers need to know in this changing world.

Hosted by Diana Nyad, *The Savvy Traveler* has a strong following—it is carried by 169 public radio stations nationwide in many top markets, including: New York, Los Angeles, Philadelphia, Boston, Seattle and Miami. It also has strong recognition for excellence—its honors include the prestigious Grand Gracie Award from the Foundation of American Women in Radio and Television.

Its on-air team presents an outstanding balance of perspectives and expertise. Globe-trotting journalist/athlete Diana Nyad embodies many of the qualities that listeners expect from the best public radio hosts. She's curious, adventuresome, thoughtful and entertaining, with heart and passion for exploring the world. Rudy Maxa has been on the program from the beginning and is a great resource for listeners and online visitors.

What the Team Says About Travel

Diana Nyad's adventurous spirit, sharp intelligence and sincere interest in people lend compassion and warmth to her powerful on-air presence: "I believe in living life to the fullest—expanding your horizons and opening your heart to the people of this magical world. In return, both your mind and spirit soar."

Travel insider **Rudy Maxa** helps listeners negotiate the mysterious and often frustrating world of travel: "Getting there used to be half the fun—these days, it can be half the battle. But if you travel smart, you'll glide through the airport, find the deals that the insiders know and have an experience that makes memories."

The Savvy Traveler is produced by Minnesota Public Radio and distributed by Public Radio International (PRI).



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Your Passport to a Loyal Travel Audience!

“The Savvy Traveler is much more about keying you into the great experiences and human discovery of travel—the things that are important to me when I travel. It’s now one of my favorites.”
— From Colorado Springs, CO

The Savvy Traveler listeners are citizens of the world. They’re active, motivated and love opening their ears to explore new soundscapes and perspectives. Some 381,300 people hear *The Savvy Traveler* on 169 public radio stations across the country weekly.

They are armchair tourists and seasoned travelers, the incurably curious and the adventurous of spirit. They’re upscale, educated, socially committed listeners.

Nearly 60 percent are in the desirable 25-54 age group, with the audience divided nearly equally between men and women.

Compared to the average U.S. adult, listeners to *The Savvy Traveler*:

Cultivate the good life.

- 89 percent more likely to have a household income of \$100,000 or more
- 78 percent more likely to own stocks, bonds or shares in money market funds
- 91 percent more likely to purchase products from companies that support public radio than those advertising on commercial radio

Are educated.

- 144 percent more likely to have earned a college degree and higher

Are achievers!

- More than twice as likely to be professionals or managers
- More than twice as likely to make financial purchasing decisions at work
- Twice as likely to hold titles of owner, president, partner, CEO, chairperson or other top management position

Sources: Spring 2002 Nationwide audience estimates (copyright Arbitron); Profile 2002, MRI, Fall 2001, base adults 18+ public radio listeners; ICR, Excel Omnibus, Listeners’ Opinions of Corporate Support, May 2001.



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Meet *The Savvy Traveler's* Team

“I often have to travel for work, and I have learned some excellent things from your show. But the real reason I am writing is this: You have something. It is more than your crystal clear voice. It is more than your enthusiasm for your field, and your love of people and cultures. It is your humanity. Ms. Nyad, you are a true humanist. It is so obvious. Thank you for enriching my life.”
— From Los Angeles, CA

Diana Nyad, *The Savvy Traveler's* delightful host, leads the audience through the treasures and mysteries of our world. Joining her is nationally renowned travel commentator Rudy Maxa. Minnesota Public Radio's highly respected *Marketplace*™ team, including General Manager Jim Russell and Executive Producer J.J. Yore, produces the award-winning program.

Diana Nyad, Host

Passionate and intelligent, Diana Nyad has an intense curiosity about people and their cultures. Her adventuresome spirit, compassion and spontaneous interview style make for a warm but powerful radio presence. Diana has traveled the world for three decades—as a world champion swimmer, television sports correspondent, journalist and public speaker. She is a member of the National Women's Hall of Fame and is fluent in four languages. For 10 years, Diana was the greatest long-distance swimmer in the world. Her philosophy—“Live life to its fullest”—infuses *The Savvy Traveler* with challenge and vitality.

Rudy Maxa, Expert-in-Residence

Industry insider Rudy Maxa, the original host of *The Savvy Traveler*, also travels with public television's *Smart Travels in Europe with Rudy Maxa*. As the program's official expert, he offers practical travel tips on navigating the joys and frustrations of travel. To keep listeners current on how to travel smart, Rudy often stays in touch while on location. Listeners eagerly await his regular Deal of the Week segments.

They are joined frequently by world music maestro, **Bob Duskis**, co-founder of Six Degrees Records.



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Heard in Top Markets

“Travel is more than the seeing of sights; it is a change that goes on,
deep and permanent, in the ideas of living.”
— Miriam Beard

The Savvy Traveler airs on 171 public radio stations nationwide.

Because it's the only national public radio show dedicated to travel, discerning, affluent listeners across the nation look forward to this entertaining weekly trip.

These are *The Savvy Traveler's* top 10 markets along with their population numbers:

Market	Population
New York, NY	15,097,900
Los Angeles, CA	10,407,400
Philadelphia, PA	4,221,400
Boston, MA	3,839,000
Detroit, MI	3,811,500
Miami, FL.....	3,377,400
Seattle, WA	3,084,700
Minneapolis/St. Paul, MN	2,507,100
San Diego, CA	2,416,100
Baltimore, MD	2,184,700

The Savvy Traveler reaches a weekly audience of 412,200 listeners.

Source: Carriage from PRI, 5-1-03. Population from Arbitron, Fall 2002. Audience from Spring 2003 Nationwide estimates (copyright Arbitron).



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Fan Mail

“What really makes the show unique is that it isn’t about specific places, but about every place.”
—*The Los Angeles Times*

The eclectic mix of *The Savvy Traveler's* colorful stories, intriguing reports and practical advice keeps listeners returning each week to expand their horizons and marvel at the mysteries of our world. Here's what some of them have to say:

From St. Louis, MO • “I always used to flip the station when *The Savvy Traveler* came on and then return for my weekly listen to *This American Life*. HOWEVER, now I make sure that I'm standing at my listening post (the kitchen sink) on Sundays at 5 p.m. to be sure I don't miss 'SavTrav.' Host Diana Nyad has managed to bring the focus down to something that touches me in a very immediate way.”

From South Bend, IN • “I just wanted to say that Saturday mornings, over coffee, I feel I'm sitting in whatever country you happen to be talking about (even if I'm listening to you on my radio in northwest Indiana). I love your show, the way you complement the guests you have on.”

From Ann Arbor, MI • “This was one of the best shows of its kind that I have ever heard. Each segment (Mexico, Greenland, London, photography, etc.) was outstanding, and my very pleasant surprise at hearing such an excellent radio program on a Sunday evening led me to your Web site, which I had never before thought of visiting.”

From Springfield, IL • “I particularly enjoy the segments on architecture and just spent the last several minutes connecting to the various architect Web sites from yours. I've saved them all to enjoy later. I've started taping your show so that my wife and I can listen to it while we travel. Please keep up the good work!”

Voicemail from Listener • “I really have enjoyed hearing the segments about music from around the world. It's a great way to sample different sounds and expand my musical horizons. I also love the book library you have [on your Web site]. Thanks for a great show. Keep the music segment rolling!”

“Where I was born and where and how I have lived is unimportant.
It is what I have done with where I have been that should be of interest.”
— Georgia O'Keeffe



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Real People, Real Stories

“I just wanted to let you know that the story “Munchkins of Oz Cruise” by Alex Spiegel was an absolutely riveting and very human account of what could have been treated as a humor tidbit. It was alternately funny, sad, quirky and—at the bottom of it all—very sensitive.”
— From Indianapolis, IN

From grand epics to insightful vignettes—from exploring Africa with Africans to going on a real Southern Picnic—*The Savvy Traveler* tells human stories against the drama of place, culture and history. It brings us up-close and personal with vastly different backgrounds and viewpoints. It transports us to different landscapes and ways of doing things. *The Savvy Traveler* opens us up to worlds beyond our own experience.

More a fellow traveler than a guide, *The Savvy Traveler* brings us unique perspectives of program guests. It focuses on people, not places; stories, not just deals. Instead of suggesting the same old and obvious landmarks, it discovers unusual destinations and takes listeners inside places where real people tell their stories.

A Weekend Favorite

- Airs Saturday or Sunday
- One-hour format

Current Features

- Travelers' Aid and Deal of the Week—updates on important travel issues and great bargains from industry insider Rudy Maxa
- Bad Taste Tours—exploring the truly unusual with Cash Peters

NEW Special Reports and Theme Shows Include:

- Centerpiece Stories—such as traveling in Burma, paired with a discussion of the ethical pros and cons of visiting a country under a repressive regime
- Guided Musical Tours with Bob Duskis, co-founder of Six Degrees Records, a global music label
- Travel by Design—Some of the world's greatest architects take us to places that inspire their work
- Sound Travels—Recorded sounds of the world's special places

It's a Winner!

- Developed in 1997 by the Peabody Award-winning *Marketplace*™ team
- Grand Gracie Award winner, presented by the Foundation of American Women in Radio and Television
- Heard on 169 public radio stations
- Famous contributors and authors featured regularly



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What You Can Accomplish by Going **First Class** with *The Savvy Traveler*

- **Make your message stand out** in the pure, uncluttered public radio environment—and reinforce it weekly.
- **Connect on an emotional level** with your elusive target audience.
- **Reinforce your brand image** by associating with high-quality, respected radio programming, and the intelligence and savoir-faire that is *The Savvy Traveler*.
- **Build consumer interest** in the travel lifestyle, and the purchases that enhance it.
- By promoting your image and recognition with satisfied listeners, **you have a positive influence on their decisions** to purchase your goods or services.

“Do you have any idea how many calls
and emails we have gotten
because of your show? You are the best.”

—Diane McAlpine, Reservation Agent, Resorts of the Canadian Rockies