



Social Media Toolkit for PBS Affiliates

Joseph Rosendo's Travelscope

Please utilize this social media toolkit as a resource in your online promotion of the Emmy® award-winning series, ***Joseph Rosendo's Travelscope***.

The kit below can be used as an addendum or template for your online and social media promotion efforts surrounding the June release and airings of *Joseph Rosendo's Travelscope's* 600 series.

For questions or to request high-resolution photography for *Joseph Rosendo's Travelscope*, contact: Julie Rosendo, julie@travelscope.net, 310-455-7164.

You may also find materials in KQED's Pressroom:

<http://blogs.kqed.org/pressroom/2012/03/29/joseph-rosendos-travelscope-season-6/>

Useful Links

Please feel free to use these in any/all social media promotion of *Joseph Rosendo's Travelscope* to enhance web visitorship and SEO.

Official Website: <http://www.Travelscope.net>

Facebook: <http://www.facebook.com/travelscope>

Twitter: @JosephRosendo, <http://twitter.com/josephrosendo>

YouTube Channel: <http://www.youtube.com/user/Travelscope>

Pinterest Boards: <http://pinterest.com/TRAVELSCOPE/>



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Social Media

Update your Facebook and Twitter feeds with new *Joseph Rosendo's Travelscope* posts during the week leading up to and the day of each episode broadcast. You can include links to the series previews, series photos, facts about Joseph Rosendo and travel locations. Whenever possible, please include the *Joseph Rosendo's Travelscope's* Twitter hashtag #Travelscope in your posts.

Suggested posts:

Honored with an Emmy for single-camera photography, @JosephRosendo's #Travelscope returns for a 6th season with even more stunning visuals.

@JosephRosendo's #Travelscope returns for a 6th season – visiting Zurich, Ethiopia, Easter Island and many more!

#601

Do the stone statues on Easter Island have bodies? Watch @JosephRosendo's #Travelscope tonight on (station) to find out.

Easter Island: How did the people get there and what's the origin of the stone moai? @JosephRosendo's #Travelscope investigates this mystery. (day, time)

#602

Celebrate Hong Kong's city vibe and ancient traditions on @JosephRosendo's #Travelscope tonight on (station).

Hong Kong Island is 31 sq miles & is the home to more than 6 million people. Visit with @JosephRosendo's #Travelscope.

#603

Canadian cowboys? Join @JosephRosendo's #Travelscope as he hits the trails with our northern neighbors. Tonight at (time). Rawhide!

Alberta is the home to 40% (5.5 million head) of Canada's cattle population. Another interesting fact from @JosephRosendo's #Travelscope.

#604

Jet off to Ethiopia with @JosephRosendo where nomadic tribes still live untouched by modern inventions & amenities. Tonight at (time).



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Ethiopian food. Either you like it or your don't. What do you think @JosephRosendo? You went there in Season 6. Yay or nay?

#605

Does the Ark of the Covenant exist? @JosephRosendo's #Travelscope tries to unravel the truth. Today at (time) on (station).

Ethiopian food. Either you like it or your don't. What do you think @JosephRosendo? You went there in Season 6. Yay or nay?

#606

@JosephRosendo's #Travelscope is overtaken by the beauty of The Cariboo–Chilcotin–Coast Region of British Columbia. Today at (time) on (station).

Will a Grizzly or Black Bear make an appearance in season 6 @JosephRosendo's #Travelscope? #BritishColumbia #Canada

#607

Find out what Sechseläuten really means on @JosephRosendo's #Travelscope during his springtime visit to Zurich. Today at (time) on (station).

Hey @JosephRosendo, how do you pronounce Sechseläuten? #Season6 #Switzerland #Travelscope

#608

California Dreamin': @JosephRosendo & Julie celebrate their anniversary along California's romantic coast. Today at (time) on (station).

@JosephRosendo & Julie are California Dreamin as they travel from Malibu to Big Sur. #Season6 #Anniversary #Travelscope

#609

Fiesta de San Miguel, a celebration in honor of its patron saint is @JosephRosendo's next stop. Fireworks, parades & food! Today at ?

Check out @JosephRosendo's #Travelscope and the Heart of Mexico. #SanMiguel #Season6

#610

More than 80 ethnic groups make up Toronto's multi-cultural scene, today at (time) on @JosephRosendo's #Travelscope



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@JosephRosendo's #Travelscope travels along "the prettiest Sunday drive." Join him.
#Season6 #Ontario

#611

Bon Voyage! Today at ? @JosephRosendo's #Travelscope joins other PTV & NPR journalists on a PTV at Sea cruise experience.

Where is Malta? Check out @JosephRosendo's #Travelscope #Season6

#612

@JosephRosendo's #Travelscope visits Switzerland to bask in the glow of a Swiss-style Christmas at some of the best markets. Today at (time).

Meet Father Christmas and his Schmutzli on @JosephRosendo's #Travelscope #Season6

#613

@JosephRosendo's #Travelscope follows Darwin's watery trail as he circumnavigates the tip of South America's Cape Horn. Today at (time).

Penguins and elephant seals on @JosephRosendo's #Travelscope #Season6

Additional Travelscope Tweets you can use:

Where on the planet is @JosephRosendo? Like his Facebook page to keep up with him. <https://www.facebook.com/travelscope>

Yes @JosephRosendo blogs. That's where he posts Joseph Rosendo's #Travelscope current news. <http://www.travelscope.net>

Missing a @JosephRosendo's #Travelscope episode? Visit <http://travelscope.net>

Join @JosephRosendo's #Travelscope #YouTube Channel.
<http://www.youtube.com/user/Travelscope>

Season 6 previews of @JosephRosendo's #Travelscope available at
http://travelscope.net/multi-media/view/category/season_6/

Follow @JosephRosendo's #Travelscope on #pinterest!
<http://pinterest.com/TRAVELSCOPE/>



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<http://www.youtube.com/user/Travelscope>

Take advantage of the online Travelscope video content that is available to you located on the Travelscope YouTube channel, to promote the series. Post video online through any/all social media channels and encourage follower commentary on the videos.



<http://pinterest.com/TRAVELSCOPE/>

Join Travelscope on the fastest growing web site. Follow Joseph to discover the beautiful locations he traveled to during Season 6, including great find for hotels, restaurants, and cultural locations.

Invite your viewers to post their favorite travel photos on our group travel board.

Additional Channels of Online Promotion

Newsletter Blurb

Season 6 of JOSEPH ROSENDO'S TRAVELSCOPE takes viewers to new heights of adventure, natural splendor and cultural richness. From parading with medieval guilds during Zurich's spring festival to praying with a holy man in Lalibela, Ethiopia to exploring the mysteries behind the Moai of Easter Island, the series' hallmark remains the rich cultural exchanges between Joseph and the local people.

Blog Posts

Here are 13 blog posts to take your station blog through the 600 series of JOSEPH ROSENDO'S TRAVELSCOPE. Joseph's favorite experience from each episode. To ask Joseph questions or to request high-resolution photography for *Joseph Rosendo's Travelscope*, contact: Julie Rosendo, julie@travelscope.net, 310-455-7164.



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#601 - Easter Island – Mysteries & Myths

Everything about Easter Island is a mystery. From the origin of the Rapa Nui people to the reasons behind the cult of the Moai and how they were carved, carried and placed on their Ahus (platforms). I've been in many places, but it is always exciting to go to a place where you know you will never discover all the answers to the questions.

#602 - Hong Kong – Asia's World City

In a city that has everything it was a real treat and a surprise to discover a Michelin Star Dim Sum restaurant! Dim Sim are traditionally quick, tasty, inexpensive bites that go well with tea. Our lunch at Tim Ho Wan was all of the above and offered Michelin Star quality.

#603 - Riding the Range in Southern Alberta, Canada

While Alberta, Canada is a modern, up-to-date province, it was a pleasure to take the time to explore how settlement of the province began. It was moving and insightful to trace the history of the Blackfoot and other First Nations people in the region. The ingenuity and resourcefulness illustrated by Head Smashed in Buffalo Jump, their hunting ground, was beyond impressive. It was another example of man's ability to adapt to his environment and survive.

#604 - Southern Ethiopia – Tribal Lands and Primeval People

Most often I feel that tourism helps preserve a people's culture, customs and traditions. In Southern Ethiopia I had the opposite experience. The tribal people have been so ill-used by tour operators and their guests that it was near impossible to make a one-on-one, human connection with them that wasn't poisoned by profit. The positive side of the story was that it proved once again that no matter how disconnected things feel, you can still connect with enough people to make your travels rich with genuine, authentic interactions.

#605 - Northern Ethiopia – Ancient History and Spiritual Present

The rock hewn churches of Northern Ethiopia are mind-boggling. The efforts that the ancient people took to protect their faith and the clever way they hid their sanctuaries, but did not squelch their imagination is inspirational. Combine that with the opportunity to share devotions with a holy man, gaze on biblical manuscripts more than one thousand years old and indulge in a moment of joy with a classroom of school children made this one of my most unforgettable adventures.

#606 - Land without Limits – The Cariboo–Chilcotin–Coast Region of British Columbia, Canada



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I have reported on Canada for many years and I am always struck speechless with its majestic natural beauty. The wonders of nature often manifest themselves in the many types of wildlife that are readily available to the visitor. Of all the encounters with wildlife I've had in Canada, from Polar Bears to Harp Seals to Grizzly Bears, no experience has been more beautiful than when I witnessed the antics of a mother moose and her baby among the marshes of the Bowron Lake in the Carriboo – Chicotin – Coast region.

#607 - Sechseläuten – Switzerland's Spring Festival

The *Sechseläuten*, spring festival, of Zurich, Switzerland may be hard to explain, but no explanation is needed to appreciate the fun that the town and their medieval guilds have during the celebration. Thanks to the gracious hospitality of the brother of a friend of mine I was able to get an inside look and, honor of honors, don a baker's cap and march with the Bakers Guild through the streets of Zurich. As a bonus, as an honorary member of the guild, I was able to join in their private dinners and spend time with a baker and help him create the festival's most traditional bread.

#608 - Dreamin' California's Coast – Malibu to Big Sur

I love California, and especially my hometown of Los Angeles and, more specifically, Topanga Canyon. As part of our episode on the California Coast, it was a particular pleasure and honor to be able to share with my viewers my community and the wonderful people that make it a Southern California paradise.

#609 - San Miguel de Allende, Celebrating in the Heart of Mexico

In travel you should always expect the unexpected. I believe that is the key to Joseph Rosendo's Travelscope's success with our viewers – we celebrate the unexpected twists and turns that travel sometimes throw our way and make the most of it. I came to San Miguel de Allende to feature its artistic heritage and ran smack dab into the city's patron saint celebration. To say the pomp, devotion and joy were explosive would be a gross understatement. It was overwhelming, crazy and touching – all at once.

#610 - Ontario, Canada's Niagara Peninsula - Toronto and Beyond

Toronto is one of the world's most multi-cultural cities and the Niagara Peninsula is Canada's premier wine country, but while sampling the many cultures and tasting the excellent wines was a treat, if you are looking for thrills then "The Edge" has it. I mean where else can you hang 1,100 feet from the ground on the edge of a building and live to tell the story?

#611 - Cruising the Mediterranean

A cruise is a comfortable, convenient way to get a taste of many destinations. While usually I prefer a more in-depth view, cruising aboard the Regent Seven Seas Mariner through the Mediterranean was enjoyable on my levels. I am always in search of intimate, cultural experiences and in the town of Catania, Sicily I had such a time at the



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local bakery. Besides having one of the best cappuccino's ever, I shared a round of smiles and snickers with the baker and his wife around my sampling of Saint Agatha's breast – a round spongy cake covered in ricotta custard and marzipan with a bright red cherry on top. The pastry is named after the most famous parts of the town's patron saint and holy relic. The sparkle in their eyes and their joy in serving me and telling me the story was priceless.

#612 - Christmas in Switzerland

Of all the festive things I ate, drank and did during our Swiss Christmas show, taking the train from Lausanne into the mountains to Les-Rochers-de-Naye to meet St. Nicolas in person was the highlight. The most enjoyable part of the day, (besides giving Santa my wish list) was seeing the sparkle in the eyes of all the children in attendance. No matter what cynical adults may think, I'm here to tell you that you better watch, you Grinches, because the magic of Christmas is alive and well in Switzerland.

#613 - Passage through Chile's Tierra del Fuego around Cape Horn

The spirit of Magellan was alive and well as I circumnavigated the tip of South America on an expedition passenger ship. It was a thrill to travel through *Tierra del Fuego* and around Cape Horn and see Elephant Seals, Magellanic Penguins and flocks of sea birds. Yet, the emotional highlight of the journey was our stop on *Isla Del Horno* – Horn Island. In the wind and the rain I stood at the end of the Americas at the memorial to the ancient mariners who lost their lives on their Cape Horn passage. It reminded me that in all things it's good to be thankful for how far we've come, but always important to remember on whose shoulders we stand.

Thank you for supporting *Joseph Rosendo's Travelscope* via social media! We look forward to interacting with you and your members online.

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