

**primal GRILL**<sup>®</sup>  
with STEVEN RAICHLEN  
Season 3



**Title:** Primal Grill<sup>®</sup> with Steven Raichlen 300  
**HD NOLA:** PGSR 301-313 HD-Base Revision 001  
Saturdays, May 15, 2010 - August 7, 2010 1830-1900ET /HD03  
Bicycle Tape Format: HDCam  
**SD NOLA:** PGSR 301-313 SD-Base Revision 001 Saturdays  
May 15, 2010 - August 7, 2010 1200-1230ET /SD05  
Bicycle Tape Format: BetaSP  
**Length:** 13/30  
**Program Type/Topic:** How To/Cooking Program  
**Closed Captioned:** Yes  
**Stereo:** Yes  
**SAP:** No  
**Aspect Ratio:** HD 1080i & SD Letterbox 16:9  
**Suggested TV Rating:** TV-G

**Description:** Join Steven Raichlen for an all-new season of *Primal Grill*<sup>®</sup>. This season, Raichlen goes global, with a sizzling exploration of grilling around the world. From Balinese lemongrass prawns to Brazilian *fogo de chao* (campfire barbecue). From South Africa's fiery *piri piri* chicken wings to Spain's salt-grilled *chuleton* (plate-burying rib-steak) to Thai grilled bananas for dessert. More than 40 fabulous new recipes inspired by Steven's diverse travels and the release of his new book, *Planet Barbecue*. Fireside chats and in-the-field capsules covering the basics and fine points (spices, produce, seafood, meat-cutting, etc.) help viewers take grilling to the next level and over the top. Season 3 was taped in Hi-Definition.

**Rights:** Unlimited Use/2 years, Non-Commercial Cable Rights, School Re-Record, Radio Simulcast, Video On Demand

**Distributor:** American Public Television  
**Producer/Presenting Station:** Maryland Public Television

**Broadcast History:** Third Season - 13 New Episodes

**Pledge Program:** Two pledge programs are available: *Primal Grill with Steven Raichlen – Special Edition* in 60 minute and 30 minute versions featuring recipes from *Planet Barbecue* and *Primal Grill - Season 2*. **Season 3** Episodes can be pledged by stations if desired.

**Pledge Premiums:** Books & DVD premiums are available at pledge premium prices

**Underwriters:** Weber, Reynolds Wrap, Redwood Creek, The Companion Group  
**Local Underwriting Permitted:** Yes

**Retail Items:** DVD – Volume 2: 6 select episodes from Series 2  
DVD – Volume 1: 6 select episodes from Series 1  
Book – Barbecue Bible: 10<sup>th</sup> Anniversary Edition  
Book – How to Grill  
Planet Barbecue  
Contact MPT: [www.mpt.org/eshop](http://www.mpt.org/eshop) 1.800.873.6154

**Station Website:** [www.primalgrill.org](http://www.primalgrill.org)

**Viewer Contact:** Maryland Public Television  
Viewer Services  
11767 Owings Mills Boulevard  
Owings Mills, MD 21117  
877.786.0012  
Email: [viewerservices@mpt.org](mailto:viewerservices@mpt.org)

**Station Relations Contact:** Phillip Guthrie  
Director of Station Relations, MPT  
410.581.4187  
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**Releases, Photos, Logos, Bios:** Station Relations Site: [www.mpt-ptv.org](http://www.mpt-ptv.org)