

This Emotional Life Project Partners

In these difficult times, Americans are struggling to live happier, more fulfilled lives. We are almost all under significant pressure, and many of us lack the information and support we need to find solutions to our problems. Seattle-based Vulcan Productions and NOVA/WGBH Boston have partnered on an unprecedented project to address this issue.

The *This Emotional Life* project is a ground-breaking, ambitious, multi-platform project designed to discover and share the newest, most useful information on emotional well-being that will help people in their daily lives. A co-production of Vulcan Productions and the NOVA/WGBH Science Unit, *This Emotional Life* includes a 6-hour documentary series produced by Kunhardt McGee Productions that will be broadcast nationally on PBS January 4-6, 2010 at 9 p.m., as well as a nationwide outreach campaign and toolkits in the areas of early childhood attachment and the deployment of military service members. Each episode weaves together the latest scientific research with deeply personal interviews of ordinary people, along with interviews with celebrities including Chevy Chase, Larry David, Alanis Morissette, the Dalai Lama, John Leguizamo and Richard Gere. www.pbs.org/ThisEmotionalLife

Vulcan Productions is the independent film production company founded by investor and philanthropist Paul G. Allen in 1997. Vulcan Productions devotes itself exclusively to producing independent films of unique vision and artistic quality. Through its collaborative partnerships with established and emerging filmmakers, Vulcan Productions explores creative opportunities that result in engaging and inspirational storytelling. www.vulcanproductions.com

NOVA/WGBH Science Unit WGBH Boston is America's preeminent public broadcasting producer, the source of fully one-third of PBS' prime-time lineup, along with some of public television's best-known lifestyle and children's programs and many public radio favorites. One of its premier programs, NOVA, is a production of the WGBH/NOVA Science Unit. Now in its 36th year of broadcasting, NOVA is the most popular science series on American television and is seen in more than 100 countries. It is also one of television's most acclaimed series, having won every major television award, most of them many times over. www.wgbh.org/ and pbs.org/nova.

Kunhardt McGee Productions (formally Kunhardt Productions) was founded in 1987 by Peter W. Kunhardt, a veteran of ABC News and the winner of three national Emmy Awards. Dyllan McGee, Kunhardt's longtime colleague, became a partner in the company in 2008. The company specializes in multi-platform documentary programming crafted to bring cutting-edge scholarship to popular audiences.

Method is a brand experience agency that helps organizations and businesses harness the competitive power of design. With deep expertise in research, strategy, design and technology, Method offers a rigorous, intelligent approach to solving complex brand problems in the physical and digital realms. Additional information can be found at www.method.com.

Cause & Affect is an innovative agency operating at the nexus of media and social change, with the objective of creating meaningful public engagement on a wide variety of issues. Led by Meredith Blake, the architect of the social action campaign accompanying Al Gore's Academy Award-winning documentary, *An Inconvenient Truth*, Cause & Affect brings widespread attention to causes by partnering with influential individuals or organizations that possess considerable resources, visibility and credibility.

Mission Measurement helps nonprofits, foundations, and corporations measure and improve their social impact through strategy and measurement consulting, training, and data services. As the result of the work of Mission Measurement, organizations have been able to improve the effective delivery of their services, increase the visibility of their work, achieve financial sustainability, and communicate results to key stakeholders. More information can be found at www.missionmeasurement.com.