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**NEW PBS DOCUMENTARY, *THIS EMOTIONAL LIFE*, EXAMINES  
OUR SEARCH FOR HAPPINESS**  
**Vulcan Productions, NOVA/WGBH Team Up With *Stumbling on Happiness* Author  
to Provide Help and Hope to Millions of Americans**

(Seattle, WA) – As millions of Americans struggle every day to forge more meaningful lives, Vulcan Productions and the WGBH/NOVA Science Unit have teamed with Harvard psychologist and best-selling author of *Stumbling on Happiness*, Professor Daniel Gilbert to produce *This Emotional Life* premiering in early 2010.

“The human stories in this series are deeply moving; they open a window into our very nature, helping us understand why we behave the way we do,” said Richard Hutton, Senior Executive Producer, Vulcan Productions and Vice President, Media Development. “We interviewed dozens of people and experts from different fields of study to find out how people can overcome emotional challenges. And we learned how important it is to attend to the emotional side of our beings if we are to lead fuller, happier lives.”

The series unfolds across three two-hour episodes, exploring ways we can improve our social relationships, cope with negative emotions such as depression and anxiety, and become more positive, resilient individuals. Each episode weaves together the compelling personal stories of ordinary people and the latest scientific research, along with revealing comments from celebrities like Chevy Chase, Larry David, Alanis Morissette, Robert Kennedy Jr. and Richard Gere. The series is being produced by Kunhardt McGee Productions in New York.

“*This Emotional Life* is about human connections and understanding how our social interactions are deeply wired in our brains,” said Paula Apsell, Senior Executive Producer, NOVA, and Director of the WGBH Science Unit. “The series looks at the latest, cutting-edge biological and social science behind our human nature to help us better understand what drives our emotions and what can lead us to happiness.”

Host Gilbert is a renowned psychologist, author and professor at Harvard University. His research examines why people so often miscalculate what will make them happy. “The secrets of happiness aren’t secrets anymore. In the last decade, science has begun to reveal the root causes of human well-being – and why so many folks don’t have it. Our show examines the obstacles that lie in the road to happiness and provides a roadmap for all who travel it.”

In addition to the series, the production team is partnering with PBS to host a content-rich website featuring stories and video from the series, the latest science on different topics related to emotional well-being, and resources and social networking tools to provide help and information for those who need it. The *This Emotional Life* PBS website ([www.pbs.org/thisemotionallife](http://www.pbs.org/thisemotionallife)) will guide users toward expert-vetted material and will include a partnership with Meetup.com, turning online connectivity into in-person social support.

The website will be the centerpiece of a nationwide outreach campaign, extending the reach of the project beyond the broadcast. The effort will provide people with valuable information, offer access to mechanisms for social support and help mitigate the stigma attached to mental illness.

Leading medical and health sciences organizations from around the country, recognizing the potential impact of this multi-faceted project, are assisting in developing content and will be taking part in events and distributing its materials and resources. Partners include The National Alliance on Mental Illness (NAMI), Mental Health America and the Depression and Bipolar Support Alliance, as well as representatives from federal agencies and leading research institutions.

In conducting research to inform the documentary and the website, the production team saw the need to provide more detailed information and resources to two special communities: new parents and returning members of the U.S. military and their families. Toward that end, and in partnership with leading experts, the project is developing toolkits for distribution via public and private sector partners. The Early Childhood Attachment Toolkit will focus on how to develop bonds between parents/caregivers and their children, which are the keys to social and emotional development. The Reintegration Toolkit will provide tangible resources to some of the 1.5 million servicemen and women who have been deployed to Iraq and Afghanistan and give them – and their families – usable tools and information to help with their reintegration journey.

**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](http://www.vulcanproductions.com).

**WGBH/NOVA** – Now in its 36th season, NOVA is the most-watched primetime science series on American television, reaching an average of five million viewers weekly. The series remains committed to producing in-depth science programming in the form of hour-long (and occasionally longer) documentaries, from the latest breakthroughs in technology to the deepest mysteries of the natural world. NOVA airs Tuesdays at 8pm ET/PT on WGBH Boston and most PBS stations. The Director of the WGBH Science Unit and Senior Executive Producer of NOVA is Paula S. Apsell. Funding for NOVA is provided by ExxonMobil, Pacific Life, David H. Koch, the Howard Hughes Medical Institute, the Corporation for Public Broadcasting and public television viewers. <http://www.wgbh.org> and [pbs.org/nova](http://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. In addition to *This Emotional Life*, it is currently in production on a four-hour documentary for PBS, *Faces of America With Henry Louis Gates, Jr.*

**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.

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