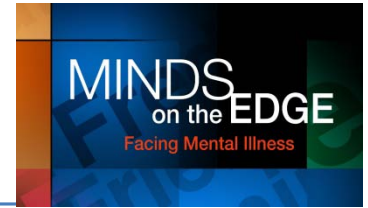




Coming to PBS this Fall

A media tool to support your agenda

www.mindsontheedge.org



What is Fred Friendly Seminars?

- A unique public affairs series on PBS
- Over 100 broadcasts produced over 25 years
- Recipient of every major award for journalism excellence:
 - Emmy Award
 - Peabody Award
 - Columbia DuPont Award
- Named for legendary newsman Fred Friendly

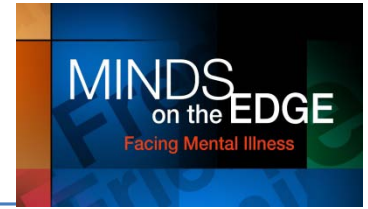
What Makes These Programs Unique?

- A carefully crafted hypothetical scenario that focuses the issues in real world dilemmas
- A highly skilled moderator who unfolds the story for program panelists
- Prominent, eloquent panelists who step into the shoes of the characters in the program

Who Has Participated In Past Seminars?

- *Presidents:* Jimmy Carter and Gerald Ford
- *Supreme Court Judges and attorneys:* Sandra Day O'Connor, Antonin Scalia, Johnnie Cochran, Theodore Olson
- *Over 20 members of Congress:* Barbara Boxer to Newt Gingrich to Barney Frank
- *Dozens of government and business leaders:* Joseph Califano, Robert McNamara, Warren Buffett, T. Boone Pickens
- *Prominent physicians and scientists:* C. Everett Koop, Michael DeBakey and Robert Jarvik

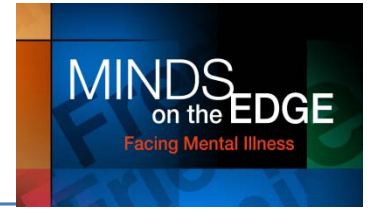
Panelists for *MINDS ON THE EDGE:* *Facing Mental Illness*



Distinguished thinkers with a broad perspective:

- Supreme Court Justice Stephen Breyer
- Nobel-Prize-winning neuroscientist Eric Kandel
- Pulitzer-nominated author Pete Earley
- Bioethicist Arthur Caplan

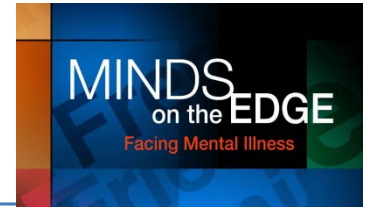
Panelists for *MINDS ON THE EDGE:* *Facing Mental Illness*



Experts in the trenches with hands-on experience:

- Estelle Richman from Pennsylvania and Avel Gordly from Oregon
- Judge Steve Leifman and Attorney Susan Stefan
- Drs. Tracey Skale and Tom Simpatico
- Housing advocate Sam Tsemberis

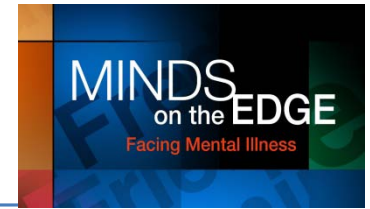
Panelists for *MINDS ON THE EDGE:* *Facing Mental Illness*



Consumers who are accomplished exemplars of recovery:

- Fred Frese
- Elyn Saks
- Lauren Spiro

The Panel Takes Their Places



A central graphic features a staircase-like arrangement of portraits for the panel members. The portraits are arranged in a descending staircase pattern from top-left to bottom-right. In the center of this arrangement is a logo for "MINDS on the EDGE" with the tagline "Facing Mental Illness" and "Fred Friendly Seminars" on the left. The portraits are: Judge Leifman, Tom Simpatico, Estelle Richman, Avel Gordly, Sam Tsemberis, Pete Earley, Tracey Skale, and Fred Frese. Susan Stefan's portrait is positioned below Pete Earley's.

A horizontal row of five portraits is located at the bottom of the page. From left to right, the portraits are: Lauren Spiro, Eric Kandel, Justice Breyer, Elyn Saks, and Art Caplan. Each portrait is accompanied by the name of the individual below it.

The First Hypothetical:

The story of Olivia:

- She's 20, in college, and has a psychotic break
- How does the college respond?
- What should her parents do?
- Is there help at the emergency room?
- What if she refuses treatment?

The Second Hypothetical:

The story of James

- He's an adult with schizophrenia
- His mother dies and he loses her support
- He can't get help at the city hospital
- What will become of him?