



A LIMITED DOCU-SERIES

GOING DEEPER

Created By Julie Starke + Dr. Wallace J. Nichols

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"Blue Mind
is deep down
about human
curiosity,
knowing
ourselves more
and better."

Celine Cousteau
Blue Mind



DR. WALLACE J. NICHOLS, PHD

LOGLINE: Renowned scientist and bestselling author Dr. Wallace J. Nichols explores the waters of the world and the deep nature of human experience as he travels the globe, revealing ways in which water has illuminated the human brain, healed the human heart, and given new meaning to life.

GOING DEEPER takes the bestselling book, *Blue Mind*, to a new level by diving deeply into the shared experiences of people who have found their lives irrevocably shaped by their relationship with water.

Featuring diverse aquatic settings, the series will combine travel and adventure with stories of empowerment, inspiration and humor as its host embarks on an intimate journey of discovery that reveals a simple truth: without water, you are not you.

Emotionally driven, deeply insightful and steeped in neuroscience, this visually spectacular series will examine life through the lens of water and explore the intersection between the two largest features on the planet: the human brain and the world's vast waterways.

THINK BOURDAIN + WINFREY ON THE WATER

FROM A GLASS OF WATER TO THE PACIFIC OCEAN, **GOING DEEPER** EXPLORES OUR **PROFOUND CONNECTION TO WATER** AND THE **PRIMAL IMPACT** IT HAS ON LIVES **ACROSS THE GLOBE**

According to researchers water is the number one source of awe and wonder on the planet. Pharrell Williams attributes his creativity to his seaside home and the shower; Beyonce tweets photos of her ocean getaways and named her baby Blue; Oprah Winfrey owns two oceanfront homes, each admitted sanctuaries from stress; both Jack Johnson and Alexi Murdoch let their music be influenced by their water muse; and, neurologist, scientist and bestselling author Oliver Sacks kept his notebook at the edge of the pool.

WHERE WERE
YOU WHEN
YOU FELL IN
LOVE WITH
WATER?

Countless celebrities, athletes, musicians, artists, scientists, entrepreneurs and everyday people pay homage to water for their creativity, inspiration, relaxation, well-being and health. Consciously or not they each possess a deep connection to water which shapes them in ways rarely explored. Neuroscience can now confirm what they instinctually know to be true.

Combining state of the art camera technology and deployment with provocative animation and breathtaking cinematography, viewers will see water - and themselves - in ways never before experienced. GOING DEEPER will convey a sense of affinity seldom depicted and change the way people think, feel and act toward life on our water planet and, perhaps, even toward each other.

Join us as we connect the dots between revolutionary research and emotionally compelling testimonies, while exploring hot topics and telling stories that heal. We'll reveal a universal connection about life, mindfulness and the deeply personal experience of living on this little blue planet.

"The timing
couldn't be more
perfect for a deep
dive into our
water story"

Jim Ritterhoff,
ForceBlue

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BEGIN THE JOURNEY THAT WILL OPEN HEARTS + MINDS WHILE IGNITING IMAGINATIONS

From the ocean shores to urban waters to swimming pools in middle America, **GOING DEEPER** will follow Dr. Wallace "J" Nichols as he introduces viewers to experiences that bridge art and science and connect people with their water spaces and places in ways never imagined.

Joined by guest co-hosts, Nichols will engage with celebrities, psychologists, neuroscientists, artists, writers and wild water lovers of all types, promising a layered, interactive account of "your brain on blue" and a uniquely meaningful story of life that crosses all boundaries.

It will examine and dissect universal stories surrounding race relations, gender equality, indigenous cultures, economy, ethics, anxiety and addiction, while creating a purely memorable journey that draws from rich resources, stunning landscapes, and personal experiences.

Just as Bourdain devoured life through food, Nichols will immerse his audience in a world built on the story of water and our inescapable connection to it through all stages of life. An engaging explorer, personal confidant, and hard-hitting scientist, Nichols courageously crosses cultural borders with confidence and connects the personal with ease.

A person is captured mid-jump, falling into a vibrant turquoise pool of water. The pool is nestled within a rugged, layered canyon with steep, reddish-brown rock walls. Some sparse green vegetation is visible on the right side of the canyon. The water has a milky, turquoise hue, suggesting mineral content. The person is seen from behind, wearing blue shorts with orange accents. Their arms are outstretched, and their legs are bent in mid-air.

**"Going Deeper brings together hot topics for
the perfect media mix"**

- Lorne Lanning, Director, Writer, Game Designer


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CREATIVITY HEALTH FREEDOM FUN
STRENGTH ROMANCE LOVE FOCUS
EXCITEMENT PASSION SOLITUDE
MEMORY WONDER PURPOSE UNITY

EXPLORE THE UNDEREXPOSED
EMOTIONAL VALUE OF WATER


ALIGNMENT PEACE HEALING HOPE
CONNECTION PASSION TRANQUILITY
PLAY HAPPINESS COURAGE VIRTUE
FRIENDSHIP NOSTALGIA WISDOM
INNOVATION CALM
GRATITUDE AWE
KINDNESS
EMPATHY

A man is swimming in the ocean, with his arms outstretched and legs kicking. He is wearing dark swim trunks. The water is a vibrant blue with white foam from the waves.

WITH STORIES THAT ENLIGHTEN,
ENTERTAIN + INSPIRE

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"There's
nothing like it on
television but
there should be!"

Jim Toomey,
Cartoonist

CAPTURE ALL AUDIENCES WITH THE NEW STORY OF WATER

A universal subject with a wide reach, **GOING DEEPER** will appeal to the primary demographic of active, affluent, educated professional as well as students and youth.

Over half the population of the US lives in counties that border either the Atlantic, Pacific, Gulf of Mexico or the Great Lakes. Another untold number reside by rivers and lakes. An even larger population chooses to vacation by water and adventure travel is the fastest growing sector of the tourism industry, where water is often a feature.

Shows such as *Shark Week* (108 episodes), HGTV's *Island Life* (16 seasons) and *Island Hunters* (5 seasons) as well as Bourdain's *Parts Unknown* (12 seasons) and Oprah Winfrey's iconic talk show (25 seasons) combine personal stories and the greater world with astounding success.

Viable industries that intersect with water include: Water + Food Infrastructure, Environment + Conservation, Technology + Innovation, Health + Wellbeing, Education + Parenting, Art + Design, Real Estate + Planning, Travel + Leisure, Sports + Recreation.

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GOING DEEPER

POTENTIAL NATIONAL AUDIENCE:

National Geographic Society
8.5 million members

Sierra Club
1.4 million members

The Nature Conservancy
1 million members

17.4 million competitive swimmers

45.4 million people fish

15 million surf, dive or snorkle

36 million ski, canoe, kayak, sail

75 million recreational boaters

8 EPISODES FOR A STREAMING PLATFORM

HEALTH + WELLBEING

Water is medicine is a powerful statement yet evidence of it is found in countless communities. At a surf camp for vets you'll find Bobby Lane, a former Marine Corporal who had a death wish and Martin, a triple amputee who planned a life as a "blob on a barstool." Anxiety, addiction and PTS are at the center of the story and water goes far beyond the ordinary to help heal what's broken.

CREATIVITY + ART

From music to art to architecture the water muse is a source of inspiration for many successful creatives. Pharrell Williams is vocal about his water home and Alexi Murdoch writes all his songs on board his boat. Whether sailing on the open ocean, singing in the shower, or sitting by a stream, water creates the perfect environment for innovation and creation.

LOVE + ROMANCE

The granddaughter of legendary undersea explorer, Jacques Cousteau, Celine comes from a long line of water-loving adventurers who are naturally inspired by the ocean. Poets extoll waters virtues and countless others are captivated by its allure, uniting over their instinctual attraction and a deeply held belief that once it casts its spell, water (and love) can hold us for an eternity.

STRENGTH + ENDURANCE

Endurance waterman Bruckner Chase swam Monterey Bay in a pack of jellyfish, Lewis Gordon Pugh has set records for long distance, cold water swimming and extreme explorer Matt McFadyen is the youngest Australian to reach the North Pole. Each of these people have used the power of wild water to test the limits of human potential only to discover a level of self previously undiscovered.

FREEDOM + ADVENTURE

Access to water is paramount when it comes to living a life of adventure. From the shores of the worlds greatest oceans to inland communities, freedom and adventure go hand in hand. Just ask Jeff Clark, founder of Marvericks, one of the best known waves in the world or Harvey Welch, who grew up in a small town and never learned to swim - each changed by their relationship with water.

AWE + WONDER

Indigenous tribes from the deep reaches of Arizona have never seen the ocean yet age-old stories of water and its effect on the human heart are sprinkled throughout their culture. A professor at UC Irvine studies the science of awe and wonder, combining rich stories with powerful testimony to reveal the power of water to create empathy and compassion via awe and wonder.

PASSION + PURPOSE

Jo Royle has always wanted to be a sailor and now she is one of Europe's leading female ocean skippers. Danni Washington is a young, Miami-born entrepreneur who is leading youth to discover new ocean paths. Elite combat veterans of ForceBlue are finding a new outlet for their skills in the form of mission-based therapy. Each possess passion and purpose centered in a water world.

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HOSTED BY
DR. WALLACE “J” NICHOLS

Dr. Wallace “J.” Nichols, called “Keeper of the Sea” by GQ Magazine and “a visionary” by Outside Magazine is an entrepreneurial scientist, movement maker, voracious idea explorer, New York Times best-selling author, international speaker, media advisor, and public figure.



**DR. NICHOLS
FOR NAUTICA**

DR. WALLACE "J" NICHOLS BIOGRAPHY

Dr. Wallace "J." Nichols, called "Keeper of the Sea" by GQ Magazine and "a visionary" by Outside Magazine is an entrepreneurial scientist, movement maker, voracious idea explorer, New York Times best-selling author, international speaker, media advisor, and public figure.

His experiences as a field research scientist, government consultant, founder and director of numerous businesses and non-profit organizations, teacher, mentor, parent, and advisor all support his quest to build a stronger and more diverse Blue Movement and work to inspire a deeper connection with nature through the neuroscience of the human - water connection.

He has authored more than 200 scientific papers, technical reports, book chapters, and popular publications; delivered over 300 presentations in more than 30 countries; and reached millions in various print, web, radio, podcast, film and television media outlets.

His current focus is on what he refers to as Blue Mind, a powerful new universal story of water and a movement of global proportions. In this he communicates the cognitive, emotional, psychological, social, and spiritual benefits of healthy oceans and waterways.

By connecting neuroscientists and psychologists with aquatic experts and artists, his work is transforming many sectors, including: water and food infrastructure; environment and conservation; technology and innovation; health and well-being; education and parenting; arts, architecture and design; real estate and planning; travel and tourism; and sports and recreation.

His book *Blue Mind*, published by Little, Brown & Company, quickly became a national best-seller and has been translated to over a dozen languages and has inspired a wave of media and practical applications.

wallacejnichols.org



BLUE MIND + DR. NICHOLS:

300 + International keynotes,
lectures + workshops

Hundreds of millions reached
via #bluemind social media

A billion reached through print,
web, radio, podcast, film + tv

Over 50,000 social media
followers + friends

Global consultant to businesses,
government + multi-media projects

Brand spokesperson +
collaborative partner

New York Times bestselling
author of *Blue Mind*

J is changing the way the world engages with water and rethinking all the ways people spend time near, in, on or under it. He is a driving force in creating common knowledge about how water is medicine for those who need it most and sharing Blue Mind science and ethos across many sectors in contemporary culture.

Using an interdisciplinary approach to connecting health and well-being with the transformative power of water, his summits, research, writing, speaking, and sharing allows water to be used as a tool to access healing and meditative states, support self-inquiry, cultivate deep relaxation, enhance teamwork, and inspire meaningful connection and change throughout each of the seven ages of our lives.

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