

August 16, 2010

Contact: Jessica Kinser
(402) 472-8607, jkinser2@unl.edu

For Immediate Release:

***Walking into the Unknown, an Influential Documentary about
Overcoming Health Risks, Comes to Public Television in Fall 2010***

Native American Public Telecommunications, Inc. (NAPT) proudly announces the release of a new, Emmy-nominated documentary that brings you into the personal life and medical chart records of an Ojibwe man upon his impending 50th birthday.

Walking into the Unknown, traces the intimate journey of a middle-aged American Indian male through the health care system as he gains a deeper understanding of himself and the health risks he faces. A graduate of the University of Minnesota Medical School-Duluth, Dr. Arne Vainio—a physician and national health columnist—works on the Fond du Lac Reservation in northern Minnesota. Frustrated by middle-aged Native men not coming in for health screenings, Dr. Vainio came to the realization that he was also avoiding the necessary screenings to maintain a healthy lifestyle.

Co-produced by Ivy Vainio, Visumm Media and presented by Native American Public Telecommunications, Inc. (NAPT), *Walking into the Unknown* will have viewers building a personal connection with Dr. Arne Vainio—feeling the health risk burdens and analyzing thought-provoking questions that are faced in the most critical turning point of one's life.

“My husband knew that he needed to make a change. He had avoided it for some time, but came to realize that he needed to be here for his child, myself and to fulfill his destiny and life-long mission to help others. He was not going to let himself become a statistic,” said Ivy Vainio, Producer of *Walking into the Unknown* and wife of Dr. Vainio.

The hour-long documentary addresses five main topics—diabetes, heart disease, stroke, suicide and alcoholism. This documentary film took two years to make and it has been shown to a number of Native American audiences throughout the United States with Dr. Arne Vainio being on hand to answer questions about health care issues and about the film.

“Our sincere hope is that we can spread the word that it's never too late to begin caring about your well-being. The breadth of resources and informational health facts stated in the film are purely to educate, engage and inspire men and women to take action regarding their futures,” said Nate Maydole, Director and Editor for *Walking into the Unknown*.

In addition to the up-close footage of Dr. Vainio's physical and emotional journey, the documentary also showcases several powerful testimonials from community members who have experienced pre-mature loss of Native men in their families, as well as descriptions of several diagnostic tests from the patient's perspective.

“Arne did a courageous thing—he led by example. He did what all Native Americans should do—he looked in the mirror and started to fix what he saw,” said Sam Maday, a member of the Bad River Band of Ojibwe.

Native American Public Telecommunications (NAPT) shares Native stories with the world through support of the creation, promotion and distribution of Native media. Founded in 1977, through various media—public television, public radio and the Internet—NAPT brings awareness of Indian and Alaska Native issues. NAPT operates the AIROS Native Network, a 24/7 Internet radio station that features music, news, interviews, documentaries and audio theater. AIROS also features downloadable podcasts with Native filmmakers, musicians and Tribal leaders. VisionMaker Video is the premier source for quality Native American educational and home videos. All aspects of our programs encourage the involvement of young people to learn more about careers in the media—to be the next generation of storytellers. NAPT is located at the University of Nebraska-Lincoln. NAPT offers student employment, internships and fellowships. Reaching the general public and the global market is the ultimate goal for the dissemination of Native-produced media.

Additional Information Regarding *Walking into the Unknown*:

Run time: 56:46

Broadcast feed dates/times:

NOLA Code SD: WITU 000 Base Revision 001

Release/Feed Date SD: Saturday, October 23, 2010, at 2000-2100ET/SD05;

American Public Television (APT)

Credits: Co-produced by Ivy Vainio, Visumm Media and presented by Native American Public Telecommunications, Inc. (NAPT).

Funding for *Walking into the Unknown*: Major funding provided by the Corporation for Public Broadcasting. Additional funding provided by the Fond du Lac Band of Lake Superior Ojibwe and the IHS Special Diabetes Program.

Press Kit available online at: nativetelecom.org/walking_into_the_unknown

About the Crew:

Ivy Vainio (Grand Portage Band of Ojibwe), Producer

Ivy Vainio is a direct descendent of an enrolled Grand Portage Band of Ojibwe member. Vainio graduated from the University of Minnesota-Duluth in 1992 with a Bachelor of Arts degree in History and a minor in American Indian Studies. She has worked in higher education in Multicultural/Diversity programs at the University of Minnesota-Duluth, the University of Washington-Seattle and currently at the University of Wisconsin-Superior. She made her filmmaking debut as Producer of the 2009 Emmy-nominated documentary *Walking into the Unknown*. She also coordinates all the post-production requests for interviews, film screenings and film festival submissions.

Nate Maydole, Director/Editor

Minneapolis Director Nate Maydole started his film career while attending the University of Minnesota-Duluth. Maydole's first completed short film, *Mr.*, won the University's "Best of Show Award" and "People's Choice" at the Frozen Yeti Film Festival in 2005. In 2006, he received an Undergraduate Research Opportunity Program Grant through the University of Minnesota-Duluth to complete his film, *In the Eyes of the Creative*. Maydole then went on to study under award-winning Native American film Producer Lorraine Norrgard, assisting in the film *The Sandy Lake Tragedies* and a documentary on Artist Carl Gawboy. In the winter of 2006-2007, Maydole received a contract from the Fond du Lac Band that got support from its Diabetes Prevention Grant to direct his first full-length, feature documentary titled, *Walking into the Unknown*—where film completion wrapped up in Spring of 2009. During the production of *Walking into the Unknown*, Maydole initiated a life-long documentary titled *Word of the Day*. The first installment of the documentary received viral international attention and has since been featured on YouTube. Maydole currently is the owner of Visumm Media, a Minneapolis-based visual media company.

Distributed by: VisionMaker Video, a service of NAPT

1800 N. 33rd Street; Lincoln, NE 68503
visionmaker.org | 1-877-868-2250

Educational Version Available September 23, 2010; retail price \$225.00

Home Version Available October 23, 2010; retail price \$29.95

###