

FOR IMMEDIATE RELEASE**JASON MOMOA AND ALFRE WOODARD TALK CHALLENGES OF PLAYING BLIND CHARACTERS IN *SEE* AND THE VISION OF APPLE TV+ IN *EMMY*[®]**

(NoHo Arts District, Calif. — Oct. 14, 2019) — Apple prides itself on being focused on where the world is going, rather than where it's been, which makes the tech giant's futuristic drama series *See* a natural fit for the launch of its new venture. As Apple enters the streaming universe, Jason Momoa and Alfre Woodard talk to *emmy* about the highly anticipated new show and share Apple's way of making television.

The award-winning official publication of the Television Academy hits newsstands Oct. 10.

See, a 10-episode series set 600 years in the future when a deadly virus has reduced Earth's population to a mere 2 million people, all without sight, will debut with the launch of Apple's streaming entertainment service, Apple TV+, on Nov. 1. One of Apple's heads of worldwide video programming, Zack Van Amburg, explains why the series fits the blueprint of the kind of programming Apple wanted to produce. "When we listen to pitches, we ask, 'How and where does humanity show up in this?'" Van Amburg felt the *See* pitch asked big, interesting questions. "If they were able to execute that with humanity at its core, this could be unlike any other post-apocalyptic project you've ever seen."

In the cover story "**Seeing and Believing**," Momoa and Woodard describe the excitement surrounding the groundbreaking program. Recalling his reaction to reading the script for the first time, Momoa says, "I was so blown away by the first three pages; I read them out loud to my two best friends, who were with me. It's the first time I've ever done that with a script. I was like, 'Get me that meeting! Get me that role!'"

Low-vision consultants put the actors through hours of exercises to teach them how to rely on senses other than sight. Director and Executive Producer Francis Lawrence says, "It was a learning process for everyone, learning how to move without relying on sight. Jason was a prime example. Navigation was a big part of the show, and he was constantly devising new ways to move."

Woodard likens the training to learning a new language. "It was really exciting and eye-opening, so to speak, to experience the world in a different way. It offered the tiniest little window into seeing the world in a way like that of our brothers and sisters who have compromised vision," she says.

Although there was pressure associated with being one of the first Apple shows, that tension was a selling point for Lawrence. "I knew being part of the first batch of [Apple TV+] series meant there are going to be eyes on this," he says. "Plus, the idea of being part of this wild, wild west with a company that doesn't have a set of rules is kind of fun." Apple's other head of worldwide video programming, Jamie Erlicht, says, "It is a unique culture, but we've embraced so much of it. That was important to us because, for the last many years, Apple culture has defined *all* of culture."

Additional feature highlights from the new issue include:

- In "**Ice, Fire and Gold**," *emmy* shares highlights from the 71st Emmy Awards, including old favorites, new faces, historic wins, stirring acceptance speeches and farewells to several beloved series.
- L.A.-based theater has quietly become an incubator for some of TV's top talent. In "**Risk and Reward**," *emmy* talks to the artistic director from the famed Geffen Playhouse (and several performers who have appeared in its productions) about juggling a career in theater and television.
- *Emmy* celebrates the golden anniversary of *The Brady Bunch* with an oral history featuring many members of the original cast and production team. "**Brady-mania**" explores the cultural significance of the show, the casting, the characters and the iconic Brady house with Barry Williams, Douglas Cramer, Lloyd J. Schwartz, Mike Lookinland, Maureen McCormick, Susan Olsen and Joyce Bulifant.

About *emmy*

Emmy, the official publication of the Television Academy, goes behind the scenes of the industry for a unique insider's view. It showcases the scope of television and profiles the people who make TV happen, from the stars of top shows to the pros behind the cameras, covering programming trends and advances in technology. Honored consistently for excellence, *emmy* is a six-time Maggie Award winner as Best Trade Publication in Communications or the Arts and has collected 52 Maggies from the Western Publishing Association. *Emmy* is available on selected newsstands and at TelevisionAcademy.com for single print and digital copies as well as subscriptions.

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