



**2012-14 CBW Group
Media Clips highlights**



January 3rd, 2014
04:29 PM ET

Web Exclusive: Family of 72-year-old American hostage responds to proof of life video

Warren Weinstein was abducted from his home in Pakistan in 2011. Since then he has only been seen in two videos released by his captors. In the most recent, he appeals directly to the Obama Administration and says he feels "abandoned and forgotten." Anderson spoke with his family who say they would do anything in their power to get him home.

Family of Warren Weinstein, U.S. citizen held by al-Qaeda, tries to ‘keep hoping’



Nikki Kahn/The Washington Post - From left, Alisa Weinstein, 40, her mom Elaine Weinstein, 70, and sister Jennifer Coakley, 42, in Rockville, Maryland. The family are waiting for the safe return of Warren Weinstein, 72, who has been held captive since August 2011 in Pakistan.

Buy This Photo

By Ernesto Londoño, Published: December 31 [E-mail the writer](#)

When Elaine Weinstein’s phone rang at 10 p.m. that August night in 2011, she answered automatically, thinking it could only be her husband, who called every night from Pakistan to say good night.

“Warren has been kidnapped,” she heard her husband’s boss say.

Video



In a videotaped plea to the president, secretary of state, the media and his family, U.S. government contractor Warren Weinstein is seen urging the Obama administration to negotiate for his release. Weinstein, 72, of Rockville, was kidnapped by al-Qaeda militants in Pakistan in 2011. The video was provided to The Washington Post in an anonymous email on Dec. 25.

Latest from National Security Brennan strikes conciliatory note with intelligence panel

Greg Miller MAR 21 The CIA director praised the committee a week after the two traded allegations of illegal conduct.

Tensions over Crimea, but not nuclear weapons

Karen DeYoung MAR 21 While the relationship between the U.S. and Russia has become worse during the international dispute over Ukraine, both countries are complying with the 2010 START pact and will attend a summit in the Netherlands next week.

FBI agent will be cleared in Florida shooting, officials say

Adam Goldman and Wesley Lowery MAR 21 Officials say the agent will be cleared by DOJ investigation and separate investigation by Florida prosecutor.

Full coverage: NSA Secrets

Read all of the stories in The Washington Post's ongoing coverage of the National Security Agency's surveillance programs.

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visiting. He wouldn’t just say, ‘Wish you were here.’ There was always a history lesson.”

During the early years, before there was e-mail or Skype, Warren Weinstein would ask homebound colleagues and travelers he ran into in remote areas to call his wife or knock on her door when they could, seeking to reassure her that he was doing well. When the girls were a bit older, the family moved to Africa, where Weinstein managed Peace Corps programs. He immersed himself into the culture and rhythm of each new place, fitting in almost like a local, relatives said.

It would be months before Warren Weinstein’s relatives realized the Rockville man had been taken hostage by al-Qaeda, making him the only U.S. citizen known to be held by the terrorist group.

The Montgomery County family has since grieved and prayed in silence, worried that raising Weinstein’s profile could put him in greater jeopardy. But after a video and handwritten note from the 72-year-old Weinstein emerged last week, his wife and daughters decided to plead publicly for his release for the first time and discuss the ordeal his relatives have endured for more than two years.

The message released on Christmas Day was the third Weinstein video distributed by al-Qaeda. Looking forlorn, sporting a scraggly gray beard and noticeably missing a tooth, Weinstein is recorded pleading with President Obama and Secretary of State John F. Kerry to make “hard choices” to secure his release.

“It just hurts,” Elaine Weinstein said. “It’s like he’s so close and I can’t get to him.”

For the family, each video brings an overwhelming mix of elation and raw terror.

“It’s very emotional being able to hear his voice,” the Weinsteins’ daughter Alisa, 40, said Tuesday in an interview, speaking alongside her mother and sister, Jennifer. “But it’s also realizing that we’re in the middle of something much bigger than us.”

Soon after getting a doctorate degree from Columbia University in 1970, Warren Weinstein got his first job as a development consultant overseas and fell in love with expatriate life in challenging places.

While his daughters were growing up, he took only short-term assignments that would not take him away from his family for long, or postings on which they could join him.

Weinstein turned postcard writing into an art, sending his wife and daughters carefully written dispatches from every new place he visited.

“We have oodles and oodles of postcards,” Alisa Weinstein said. “There was usually a story that had to do with the place he was

visiting. He wouldn’t just say, ‘Wish you were here.’ There was always a history lesson.”

His job in Pakistan, where he was country director for J.E. Austin Associates, a development firm, was a dream come true, his wife and daughters said. He quickly fell in love with the country and its people, feeling so safe and welcome that he did not think twice about taking his visiting wife and daughter Alisa to remote villages, where they saw his work promoting the dairy industry and agriculture.

Weinstein was kidnapped just days before he was scheduled to leave Pakistan. As he was packing up, he told Alisa that he had mixed feelings about departing. He was eager to spend more time at home with his two grandchildren but sad to close a fulfilling chapter of his life.

“It’s wrenching for me to leave here,” he told his daughter over a Gmail chat. “This place has become home.”

After Weinstein was taken hostage, Jennifer Coakley, Weinstein’s other daughter, had to find a subtle way to explain to her daughter, then in elementary school, why Grandpa was no longer calling regularly on Skype to say hello. Her daughter had some tough questions no one could answer: Do they let him eat? Is he clean? Can he go outside?

Government officials have told the family they are doing everything in their power to bring Weinstein back, but his wife and daughters have not been given detailed information about the investigation into his kidnapping.

“We keep being told that everything that can be done is being done,” said Coakley, 42. “This is a man who spent his whole life serving people and devoted all his time and energy to helping people.”

In exchange for Weinstein’s release, al-Qaeda has demanded that the United States halt airstrikes in Pakistan, Afghanistan, Somalia and Yemen. It has also asked for the release of al-Qaeda and Taliban members in U.S. custody. The Obama administration has said it will not negotiate with al-Qaeda.

“We’ve long said we don’t make concessions to people who kidnap U.S. citizens,” Marie Harf, a State Department spokeswoman, said this week.

Christopher Voss, a former FBI agent who has worked on high-profile kidnapping investigations, said the latest message appeared to represent an effort by al-Qaeda to raise the profile of their captive.

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“Al-Qaeda is frustrated,” said Voss, a managing director at Insite Security, a firm that offers advice in kidnapping cases. “They don’t do proof-of-life videos unless they are trying to engage in a negotiation. They have a commodity that they feel is worth something, but no buyers.”

Unlike past hostage videos released by al-Qaeda, the latest from Weinstein did not include any overt threats, such as gunmen by his side, or warnings that he would be executed.

Within the circumstances, Voss said, the kidnappers appear to be attempting to “make themselves to look like they’re reasonable and humanitarian.”

Weinstein’s latest message contained a request experts in kidnappings called unprecedented. He said his captors were willing to let his family visit him in captivity if the Obama administration began releasing prisoners. That was a sure sign that the message was carefully scripted by al-Qaeda, said Rita Katz, the director of the Site Intelligence Group, which monitors jihadist propaganda.

“Where would they visit him?” she said. “Pakistan? With al-Qaeda fighters standing by him? Extremely unlikely he would propose such a thing and put them in harm’s way.”

Weinstein’s wife said she holds out hope that her husband will return soon. She is never away from her phone. She keeps a toiletry bag packed in her bathroom, thinking it will save time if she ever has to run out on a moment’s notice to meet him.

The family has tried to remain strong during the holidays and the milestones Weinstein has missed. He was not there for his 45th anniversary or his wife’s 70th birthday, which the family chose to mark with a low-key dinner.

“When I’m about to lose hope, I think about him and what he would want us to do,” Alisa said.

“He would want us to keep hoping,” her sister said. “He’s the eternal optimist.”



Wife of Kidnapped American: 'Nothing to Do to Get Him Back'

Warren Weinstein is believed to be held by al Qaeda leader Ayman Al-Zawahiri.

12/30/2013



RELATED LINKS:

- WATCH: Man Pleads for President Obama's Help in Al Qaeda Video
- WATCH: Warren Weinstein Asks for President Obama to Rescue Him
- WATCH: Family of American Man Held Hostage by Al Qaeda Breaks Silence

RELATED TOPICS: Ayman al-Zawahiri • Warren Weinstein • U.S. • Al Qaeda



Transcript for Wife of Kidnapped American: 'Nothing to Do to Get Him Back'

Now to an abc news exclusive. The family of an american husband, father, and grandfather is speaking out for the first time. They saw new video of their father on it.

His new plea, fearing he's been forgotten. And a direct appeal to the president for help. This morning, this video is all a maryland family has as they prepare to usher in a new year without a husband, without a grandfather.

The first proof in more than a year that warren weinstein is alive. He was working in pakistan when more than two years ago, gunmen storm his apartment and took him captive. It's believed he's being held by aman al zawahiri.

He looked into the camera and said -- it seems that I have been totally abandoned and forgotten. I wanted to die right there on the spot. He has no idea how hard we have tried to get him back.

But there's nothing to do to get him back because they don't tell you what they want. The funny thing is, that -- i always take him to the airport. And I always pick him up.

And he sees my lip begin to quiver and he says, oh, please don't cry. That was the last time I saw him. His grandchildren?

They miss him? Oh, yes, ask their mother. Constant.

Our daughter, we finally had to tell her. That was one of the hardest gs ever. That little brain of hers.

A 7-year-old. The questions she asked. What did she ask?

My birthday is coming soon. Will he be home? Such a burden at such a young age to have to -- to have to go through that.

To have her wonder if their grandfather is okay? In my heart, I know he's coming home. I try to tell them that.

But -- you know, it's hard for them to understand why this happened to him. Reporter: Her son, just a toddler, had figured out how to skype with grand qun pa before he went missing. We were sitting at the computer and he figured out how to skype grandpa.

What would you say to him if you could? Just tell him how much I miss him. Sorry.

I would just tell him that i love him. That I think about him every day. He ends the video with a plea to all of you.

I think about each and every one of you every moment of every day. I think about each and every one of them every moment of every day. It's just about the same way here.

Every moment of every day. We're thinking about that wife, those two daughters, their brar bravery. The state department saying they're working to authenticate this video.

 **SUBSCRIBER CONTENT:** Aug 16, 2013, 3:00am PDT

Tad Taube took a flier, got into real estate, and now gives away millions



Moryt Milo
Print Editor-
Silicon Valley Business Journal
Email | Twitter

Tad Taube founded Woodmont Companies, a real estate investment and management business in the 1960s. Today, the multibillion-dollar operation owns and manages thousands of properties throughout the Bay Area. Along with his business acumen, his philanthropy on the Peninsula, in San Francisco and globally are legendary, as is his generosity to his alma mater, [Stanford University](#).

Below we give you an exclusive look at the other side of the man.

Best advice you ever got?

My father was a very wise man. I didn't say smart — I said wise — and he would say, "You lie down with the dogs, and you get up with fleas." So I tried to avoid the dogs.

Worst business decision you ever made?



Vicki Thompson

Tad Taube
Title: Chairman and founder of Woodmont Companies
Age: 82
Residence: Woodside
Education: BS and MS in engineering from Stanford University
Philanthropy: Chairman of Taube Philanthropies and president of the Koret Foundation



Worst business decision you ever made?

Well, I have made many. (Taube chuckled.) But there were two bad investment decisions. Because of my relationship with Stuart Moldaw (founder of Ross Stores) I agreed to be a major shareholder in Ross Stores when he was founding the company. I ended up selling my stock at a time when it was equal to 1/20th of its value today. The other was as a major shareholder in Symantec. I had a ton of stock I sold too prematurely. If I had held those two positions today it would be worth about \$100 million.

Best business decision you made?

When I decided to leave engineering and go into the real estate business early. The second best decision was hanging on all those times (through the good and bad years).

Favorite vacation spot?

Hawaii, the Big Island.

Who would you invite to a dinner party?

Henry Kissinger and the rest of the table would be women.

No one else?

Just Henry, he is the greatest. (Taube knows him personally.)

Favorite book?

"In Desert and Wilderness" by Henryk Sienkiewicz. I read it in Polish as a kid and then again as an adult in English.

Who would play you in a movie?

Kirk Douglas.

Animal spirit?

German Shepherd.

First words you would teach a parrot?

It's censored.

Favorite athlete?

Roger Federer (champion tennis pro).

Hobbies?

Gardening and photography.

What are three business lessons you can impart?

First, be flexible. That pertains to any situation, issue or problem you confront during your career. Bad decisions are a product of lack of flexibility. Next, there is no substitute for hard work. Anyone I've ever known who is successful has paid his dues and given time, energy and effort to achieve his goals. The other is take chances. In business it's risk, but be prepared to take chances. I took a big risk when I left a high-tech company I helped found, E-H Research Laboratories, after it was sold. I took a flier and went into real estate.

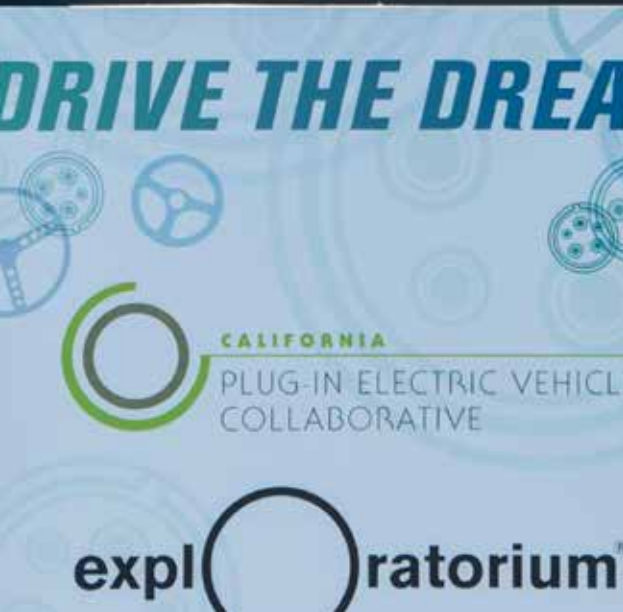
How would you like to be remembered?

I definitely don't want to be remembered by how much money I made. I want to be known as someone who cared about other people, and who went the extra mile to be called upon to help a friend or another human being through philanthropy or in business.



SAN FRANCISCO, September 16, 2013 –Today, after three years of focused effort, the California Plug-in Electric Vehicle Collaborative, Governor Jerry Brown and a diverse group of California corporate leaders met at ***DRIVE THE DREAM***, to announce acceleration in the adoption of electric vehicles and workplace charging in California. This unprecedented cooperation of industry and government working together ensures continued global leadership well into the future.





SAN FRANCISCO, September 16, 2013 –Today, after three years of focused effort, the California Plug-in Electric Vehicle Collaborative, Governor Jerry Brown and a diverse group of California corporate leaders met at **DRIVE THE DREAM**, to announce acceleration in the adoption of electric vehicles and workplace charging in California. This unprecedented cooperation of industry and government working together ensures continued global leadership well into the future.

cbw

Project Summary In May 2013, The CBW Group, Inc. competed for and won an RFP issued by the California Plug In Electric Vehicle Collaborative (PEVC). The scope of work for the project was to envision and execute a public relations event designed to attract media attention to the fact that California has the largest electric vehicle market in the US, with intent to grow market share and increase the accessibility of charging stations throughout the state. This event was to include Governor Jerry Brown and California corporate executives working in partnership to grow the market. We need to create an event compelling enough to secure the event on Governor Brown's schedule, as well as encourage corporate executives to make PEV commitments and participate.

In executing on the goals of the RFP, The CBW Group created a hugely successful event by providing the overall strategic vision and following tactics:

- We created the name, brand, logo, look and feel for the event, "Drive the Dream";
- We convinced the Governor's team to move the event out of Sacramento and into the more consumer media friendly market of San Francisco;
- We convinced 8 electric vehicle manufacturers/members of the PEVC to join together and showcase their cars in one event;
- We proposed moving the event to the new Exploratorium in San Francisco as a "neutral" zone for the car companies, with easy access for the media;
- We convinced the Exploratorium to waive their \$35,000 rental fee for the event to keep the event within the budget and promote their own facility;
- We pitched over 100 companies to participate in the event – 40 attended;
- We added a luncheon to the event, raised the additional budget and secured former Secretary of State George Shultz and Producer/Director/Winemaker Francis Ford Coppola, avid electric vehicle owners to participate and speak in the event;
- We requested US Department of Energy participation and secured David Friedman from the National Transportation Highway Safety Administration to speak;
- We wrote and put up 2 press releases on the wire and pitched over 100 media outlets – results follow.
- Governor Jerry Brown, PEVC Chair Christine Kehoe and the companies that participated were very pleased with the event and want to do more in other locations in the state.
- Corporations who participated created several B2B partnerships/ventures in charging partnerships around the state – Intercontinental Hotels and Coca-Cola are looking at national partnerships as a result of the event;
- Media coverage exceeded expectations.
- A win-win for all!





Media Strategy

Preliminary press discussions

Outreach to reporters announcing
DRIVE THE DREAM began 6/24/2013

Social Media

Twitter account @PEVDreams active
on 07/16/2013

Media Advisory distributed

Release on August 29, 2013 announcing
DRIVE THE DREAM press conference +
committed participants to date. [LINK](#)

Key Media Outreach

Targeted media outreach runs through
8/29/2013-9/15/2013. Includes personal
outreach, mass group outreach (via Constant
Contact mailings), phone calls and tweets.

Governor's Office distributes Media Advisory

Announcing ***DRIVE THE DREAM*** and other
Bay Area events .

Press Release Distribution

Press release announcing ***DRIVE THE DREAM***
and various corporate commitments distributed
day of the event. [LINK](#)



Media Participants

List includes all media and press outlets who registered at ***DRIVE THE DREAM.***

ABC 7
Bloomberg News
CBS Radio
EV News Report
Fast Company
GreenBiz.com
KQED
KTSF
Los Angeles Times
Mercury News
NBC Bay Area
Outside Online
Sacramento Bee
San Francisco Chronicle
SF Wire
Sing Tao Newspapers
Smart Planet
World Journal
KGO 810 AM

Coverage

Gov. Jerry Brown, corporate leaders tout electric vehicles

Dana Hull, *San Jose Mercury News*

California Goal of 1.5 Million Electric Vehicles on Roads by 2025 [Video]

Joe Rosato Jr., *NBC Bay Area*

'Drive the Dream' Takes an Up Close Approach to Plug-in Electric Vehicles

Vanessa McGrady, *Edison Newsroom*

Electric Vehicles "Drive the Dream" at the Exploratorium

Hannah Masius, *SF Wire*

Governor Brown Supports Electric Vehicles

Mark Truppner, *My Mother Lode*

Companies Up the Ante in Support of Electric Vehicles and Workplace Charging

Don Anair, *The Equation: A Blog on Independent Science and Practical Solution*

Governor Brown, Business Leaders Highlight California's Commitment to Electric Vehicles

Targeted News Service

Zero Motorcycles Commit to 'Drive the Dream'

<http://www.motorcycle-usa.com>

Governor, business leaders highlight California's commitment to electric vehicles

Inland News Today

California Gov. Brown Holds Press Conf. On Expansion Of Electric Vehicle Market

Getty Images

Coca-Cola launches first electric refrigerated truck fleet

Mary Catherine O'Connor, *GreenBiz.Com*

Cisco's Workplace Electric Vehicle Charging Journey Continues

Ali Ahmed, <http://3blmedia.com>

Jerry Brown says he will sign bills extending vehicle fees

David Siders, *Sacramento Bee*

Gov. Jerry Brown says no appetite for legislative BART solution

Anthony York, *Los Angeles Times*

Jerry Brown: From Plymouth to Pontiac to Schwarzenegger-era SUV

David Siders, *Sacramento Bee*

Social Media



#DRIVETHEDREAM

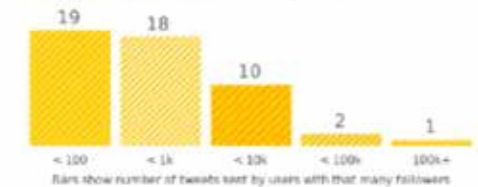
estimated reach

313,092

accounts reached

exposure

359,232 impressions

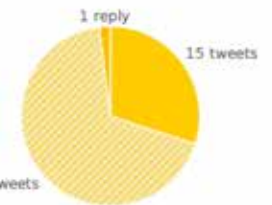


activity

50 tweets

39 contributors

4 days



top contributors

highest exposure
284.1K impressions



@Ford

most retweeted
6 retweets



@Ford

most mentioned
17 mentions



@PEVDreams

most retweeted tweets

6



Ford: Ford environmental mgr Cynthia Williams showed @JerryBrownGov the @FordFusion Energi at #DRIVETHEDREAM <http://t.co/6o2d5hFk5G>
2 days ago

4



Sonya Coca-Cola: @CocaColaCo and @pdwalla debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHEDREAM <http://t.co/6yvkN3peuU>
1 day ago

2



CalStart: @JerryBrownGov speaks #DriveTheDream says #EVs becoming mainstream. CA reducing its #carbon footprint. <http://t.co/18AhN8Zk>
2 days ago

Social Media



contributors

		Tweets	RTs	Impressions
1	Ford	1	6	284,051
2	FordDriveGreen	1	1	19,264
3	KarasCupcakes	1	1	12,839
4	SolarFred	1	0	7,286
5	erikwill	1	0	6,200
6	IvyonneKloser	1	0	5,262
7	CiscoCSR	1	0	4,037
8	evgonetwork	2	1	2,886
9	christinekehoe	3	0	2,802
10	JBL_Energy	1	0	2,217
11	AsmPerea	1	0	1,606
12	FordReport	1	0	1,284
13	SCE_EV	2	1	1,264
14	mcleancannon	1	0	1,134
15	CalEnergy	1	1	885
16	TRFordKington	1	0	874
17	DeAnnCocaCola	1	0	727
18	SonyaSCocaCola	1	4	577
19	cccc5	6	0	528
20	Skeeter01	1	0	510
21	DriveOregon	1	0	437
22	RandCarpenter	1	0	423
23	CartyAKade	1	0	382
24	CrittendenAutoB	1	0	349
25	cleantech_it	1	0	333
26	new_new1219	1	0	301
27	BShields	1	0	182
28	SCE_EdK	1	0	145
29	amvollmer8997	1	0	78
30	karingeyer	1	0	70
31	PEVDreams	3	2	63
32	bemycat	1	0	55
33	SCE_AlexP	1	0	54
34	Sheres_Coke	1	2	42
35	SCE_JenniferM	1	0	40
36	ratohnhaketon11	1	0	26
37	UniverseCenter1	1	0	13
38	PSponsel	1	0	5
39	UCSRachel	1	0	1

tweets timeline

- Sep 19, 2013 at 4:20pm UTC
 - bemycat: RT @SCE_EV: RT @PEVDreams: #CA Goal of 1.5 Million #ElectricVehicles on Roads by 2025 [Video] <http://t.co/8B23outD> #DRIVETHE DREAM about 2 hours ago
 - SCE_EV: RT @PEVDreams: #CA Goal of 1.5 Million #ElectricVehicles on Roads by 2025 [Video] <http://t.co/8B23outD> #DRIVETHE DREAM about 2 hours ago
- Sep 19, 2013 at 12:00am UTC
 - CiscoCSR: RT @JBL_Energy: #DriveTheDream - cs.co/014wely - @Cisco's workplace electric vehicle charging journey continues #ev via @CiscoCSR about 22 hours ago
 - JBL_Energy: #DriveTheDream - cs.co/008x5bE - @Cisco's workplace electric vehicle charging journey continues #ev via @CiscoCSR 1 day ago
 - SCE_AlexP: RT @CalEnergy: #DRIVETHE DREAM accelerates largest public-private sector commitments to #PEV s @PEVDreams @JerryBrownGov <http://t.co/8aqmZDh...> 1 day ago
 - PSponsel: RT @akeigwin: Tony Canova, @ChargePointnet CFO, joins @JerryBrownGov today at #DRIVETHE DREAM. ChargePoint is a leader in workplace #EV char... 1 day ago
 - FordReport: Ford environmental mgr Cynthia Williams showed @JerryBrownGov the @FordFusion Energi at #DRIVETHE DREAM?? <http://t.co/DyN6sumiq> 1 day ago
 - UCSRachel: @brian_henderson thanks for the favorite - have you heard abt #drivethedreams EV work in California? 1 day ago
- Sep 18, 2013 at 12:00am UTC
 - Skeeter01: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - CalEnergy: #DRIVETHE DREAM accelerates largest public-private sector commitments to #PEV s @PEVDreams @JerryBrownGov <http://t.co/8aqmZDh...> 1 day ago
 - Sheres_Coke: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - BShields: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - PEVDreams: #DRIVETHE DREAM was a great success! Stay tuned for updates, articles, and pictures! 1 day ago
 - mcleancannon: RT @SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM ht... 1 day ago
 - SonyaSCocaCola: @CocaColaCo and @odwala debuted 1st electric refrigerated vehicle yesterday @PEVDreams event in CA. #DRIVETHE DREAM <http://t.co/8wN3pouU> 1 day ago
 - evgonetwork: #evgo team joined @JerryBrownGov & CA business leaders committed to #EV charging at #DRIVETHE DREAM in the #SFBayArea <http://t.co/moeGErf> 1 day ago



CALIFORNIA

PLUG-IN ELECTRIC VEHICLE
COLLABORATIVE

About PEVC

Under the guidance of a multi-stakeholder executive membership, the PEV Collaborative facilitates the deployment of PEVs in California to meet economic, energy and environmental goals. Using the expertise of each member, the PEV Collaborative convenes, communicates and collaborates on emerging PEV market trends and works to address challenges and enable PEV market growth.



Public-Private Partnerships

More than 50 corporate leaders joined Governor Brown to discuss the future of PEVs in California.

By the Numbers

Corporate commitments:

Chargers: 2033

Vehicles: 1509

At the event:

Cars: 16

Motorcycles: 3

Delivery trucks: 1

Charging units: 2

Attendees: Over 150





Highlights from *DRIVE THE DREAM* with Gov. Jerry Brown

Letter of Appreciation from the CA Plug-In Electric Vehicle Collaborative

Dear *DRIVE THE DREAM* Participants:

DRIVE THE DREAM was a resounding success! The event is the result of your commitment to this unprecedented collective announcement of corporate investment in workplace charging for plug-in electric vehicles. It was a pleasure meeting each of you and thank you for your leadership in California workplace charging.

In his remarks before an audience of more than 150 guests at the Exploratorium, Governor Jerry Brown celebrated the variety of PEVs on display and announced that he would sign important legislation for PEV rebates and incentives (AB 8 and AB 359) to ensure their success in the marketplace. His signature on those bills underscores the Brown Administration's continued effort to bring 1.5 million electric vehicles and infrastructure online by 2025.

Many of you stood on the stage with Governor Brown and I as a show of support, creating a powerful image of the public-private partnerships that drive change and innovation for a cleaner transportation future in California. Notably, the dozens of corporate leaders who pledged workplace commitments to PEVs was diverse. Most exciting was many of the commitments came from business sectors not usually associated with PEVs, including the hospitality, real estate, food and beverage, financial, telecommunications, aerospace/defense, healthcare and retail industries.

You were integral to the success of *DRIVE THE DREAM*. It was an exciting opportunity to bring a fresh infusion of energy to the PEV Collaborative's long-term vision for workplace charging. I expect many of our members will engage with you beyond *DRIVE THE DREAM* and I look forward to expanding our partnerships.

DRIVE THE DREAM would not have been possible without a Dept. of Energy grant and the Bay Area Air Quality Management District's support. The PEV Collaborative is an ambassador for DOE's Workplace Charging Challenge and the grant allowed us to bring you -- powerful change leaders -- together.

DRIVE THE DREAM is a milestone in the work of the PEV Collaborative to accelerate the growing PEV market in California. Please accept my thanks for your leadership and support.

Sincerely,

Christine Kehoe
Executive Director



DRIVE THE DREAM, Sept. 16, 2013, at the Exploratorium in San Francisco.



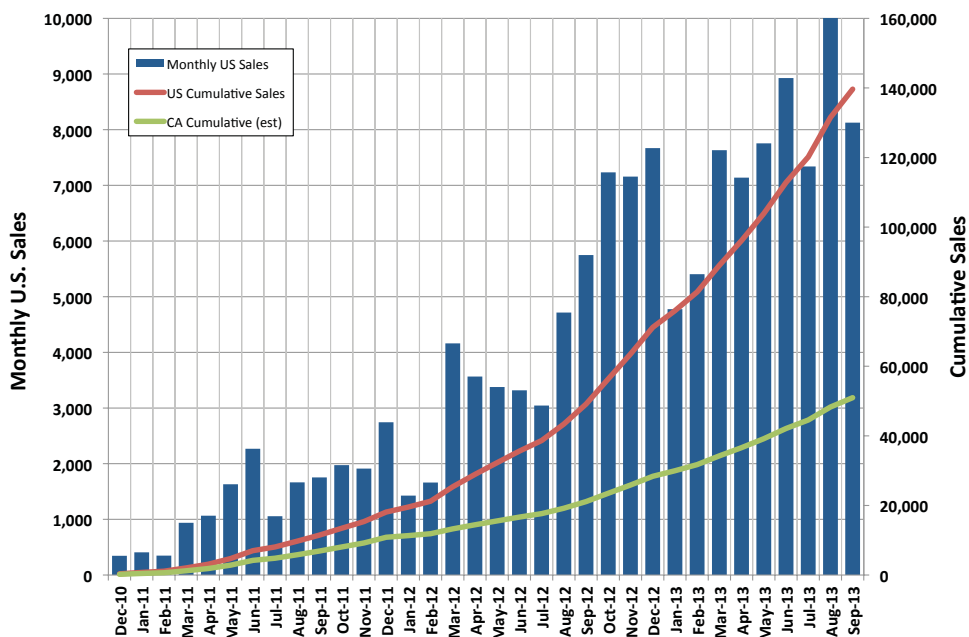
California Plug-In Electric Vehicle Collaborative 2013 Annual Report

Market Report

- California is home to the largest number of plug-in electric vehicles in the country
- Over one-third of all U.S. PEV sales are in California
- A U.S. milestone was hit in May 2013 with 100,000 PEVs sold
- By October 2013 U.S. PEV sales reached nearly 140,000 with over 50,000 of those sales in California



PEV Sales



Source: PEVC Dashboard www.pevcollaborative.org. Data from hybridcars.com

PEV Makes and Models

As the market matures, new PEV models continue to hit showroom floors. Today there are over 15 models available with more coming soon.

Available Now:

BMW ActiveE
Chevrolet Spark EV
Chevrolet Volt
Fiat 500e
Ford C-Max Energi
Ford Focus EV
Ford Fusion Energi
Honda Accord Plug-in Hybrid
Honda Fit EV
Mitsubishi iMiev
Nissan LEAF
Smart Fortwo Electric Drive
Tesla Model S
Toyota Prius Plug-in
Toyota RAV4 EV
Toyota Scion iQ EV

Coming in 2014:

BMW i3
BMW i8
Cadillac ELR
Mercedes Benz B-Class EV
Mitsubishi Outlander Plug-in Hybrid
Nissan e-NV200
Porsche Panamera S E-Hybrid
Tesla Model X
Volkswagen E-Golf

Recharging a PEV is Easy and Getting Easier

California's robust and growing network of public charging stations is conveniently located in places such as parking lots, garages and shopping centers. Even faster charging is available with an expanding network of DC Fast Chargers and Tesla Super Chargers.

PEV Collaborative 2013 Successes

The California Plug-In Electric Vehicle Collaborative celebrated its third anniversary in July. Its 40 members facilitate the deployment of plug-in electric vehicles (PEVs) in California to meet economic, energy and environmental goals. Using the diverse expertise of each member, the Collaborative convenes, communicates and collaborates on emerging PEV market trends and works to address challenges. The Collaborative seeks to expand existing PEV stakeholder activities to enable market growth.

At the start of the Collaborative's third year, founding executive director Diane Wittenberg retired and Christine Kehoe, former state legislator, was hired to lead the Collaborative. As part of that transition, California Public Utilities Commissioner Carla Peterman was elected as Chairman.

Convening Members to Expand the PEV Market

The Collaborative held three full member meetings in 2013:

- March 13, Torrance, hosted by Honda; the hot topic was charging infrastructure which generated two follow up webinars
- July 23, San Francisco, hosted by Pacific Gas and Electric and Natural Resources Defense Council; there was a robust discussion on the interaction between PEVs, electric utilities and the grid
- November 6, Davis, hosted by University of California, Davis; the discussion focused on consumer data needed to increase PEV sales

May 2013 Webinars Address PEV Charging Challenges

The Collaborative hosted two webinars exploring different facets of charger interoperability. These webinars offered in-depth perspectives on new ways drivers may access a variety of charging networks; on charger hardware and software options for site hosts and on the two types of DC Fast Charger connectors. Working to solve these issues will make charging more convenient and improve how site hosts manage charging equipment.

DRIVE THE DREAM

DRIVE THE DREAM was organized with Governor Jerry Brown and California business leaders to showcase private sector investment in workplace charging that moves the PEV market forward. The event took place on September 16, 2013, at the Exploratorium in San Francisco.

DRIVE THE DREAM was a resounding success. The event highlighted 40 California businesses including The Coca-Cola Company, Google and Walgreens whose executives announced substantial investments in new workplace charging for PEVs, corporate fleet purchases and increased employee PEV purchases.



Governor Jerry Brown views the latest plug-in electric vehicles at DRIVE THE DREAM.

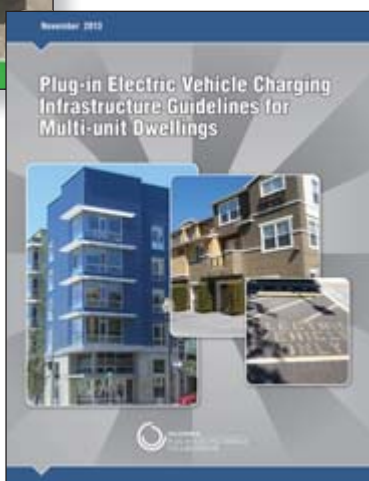
In his remarks before an audience of more than 150 guests, Governor Brown celebrated the variety of PEVs on display and announced that he would sign important legislation for PEV rebates and incentives (AB 8 and AB 359) to ensure their success in the marketplace. His signature on those bills underscores the Brown Administration's continued effort to bring 1.5 million electric vehicles and infrastructure online by 2025.

DRIVE THE DREAM was funded by a U.S. Department of Energy (DOE) grant secured by the Collaborative in coordination with the Bay Area Air Quality Management District to increase private sector commitments to workplace charging and PEVs.

PEVC Working Groups Focus on Key Topics

Workplace Charging

Workplace charging fills a critical gap in PEV infrastructure needs by extending electric miles, building range confidence and creating second 'PEV showrooms' that help increase sales and technology adoption among employees. The Collaborative released *Amping Up California Workplaces: 20 case studies on plug-in electric vehicle charging at work* and decision guides to help employers and employees understand the benefits of workplace charging, the challenges, solutions and costs.



Multi-unit Dwellings

Nearly 30 percent of Californians live in multi-unit dwellings, including apartments, condominiums, duplexes, townhomes, mobile homes and manufactured homes. The Collaborative developed the *Plug-in Electric Vehicle Charging Infrastructure Guidelines for Multi-unit Dwellings* and other resources for property owners, managers and residents. The guides offer details on charger installation and address potential solutions to the challenges that can occur.

Reaching Out to Stakeholders

The Collaborative members or staff attended or supported the following events and meetings in 2013.

PEV Financing Workshop - San Francisco, Feb 1: Experts from multiple sectors help state leaders formulate creative ideas for effective PEV financing mechanisms.

Community PEV Readiness Meeting - Knoxville, Tenn., May 1: This meeting was the culmination of U.S. DOE's national PEV Readiness grants and an opportunity for the Collaborative to connect with organizations outside California.

Drive Oregon, EV Roadmap 6 - Portland, Ore., July 31: Staff participated on a West Coast PEV Infrastructure panel. This annual meeting brings together Oregon's early adopters and international experts to inform transportation electrification efforts across the nation.

Plug-in 2013 - San Diego, Oct. 1-3: Staff participated on a panel focused on PEV readiness and Collaborative priorities and work products. This is the premier national PEV conference in the country.

Coast-to-Coast Conference on E-Mobility - Sacramento, Oct. 30: The Collaborative joined with our counterparts in the Netherlands to co-host a meeting and sign an agreement to share lessons learned and best practices to move the PEV market forward.

EVS27 - Barcelona, Spain, Nov. 17-20: Staff participated on a panel and in several dialogue sessions at the 27th Annual Electric Vehicle Symposium, the largest global electric vehicle event of the year.

PEV Collaborative 2013 Resources

Workplace Charging

<http://www.pevcollaborative.org/workplace-charging>

Amping Up California Workplaces: 20 case studies on plug-in electric vehicle charging at work

Workplace Charging Best Practices (in partnership with CALSTART)

Decision Guides:

Why Employers Should Install Workplace Charging for Plug-in Electric Vehicles

Employers' Guide to Installing Workplace Charging for Plug-in Electric Vehicles

How Can I Get Plug-in Electric Vehicle Charging at My Workplace?

Multi-unit Dwelling Charging

<http://www.pevcollaborative.org/MuD>

Plug-in Electric Vehicle Charging Infrastructure Guidelines for Multi-unit Dwellings

Decision Guides:

Plug-in Electric Vehicle Charging Guide for Multi-unit Dwelling Property Owners, Managers and Homeowners Associations

Plug-in Electric Vehicle Charging Guide for Residents of Multi-unit Dwellings



www.pevcollaborative.org

Home > Videos > Women & Girls in Gaming



TRANSCRIPT

Jane McGonigal: There's definitely a misperception that women and girls don't play games. That's not true at all. In fact, 40 percent of gamers are women, and 94 percent of girls under the age of 18 play games regularly, play computer and video games regularly. So there is really an extraordinary number of girls and women playing.

We do tend to play different kinds of games. We're much more interested in cooperative than competitive games. We're much more interested in social gaming rather than solo gaming. And we're not as interested in first-person shooters, which do tend to get a lot more of the media coverage.

But girls and women are playing games in huge numbers, especially when you look at that under 18 demographic. It's virtually everyone, which I think is great news because games do give you these real-life skills and abilities, ways of thinking about what you're capable of, ways of solving problems, and we want just as many girls and women developing those skills as boys and men.

Directed / Produced by Jonathan Fowler & Elizabeth Rodd

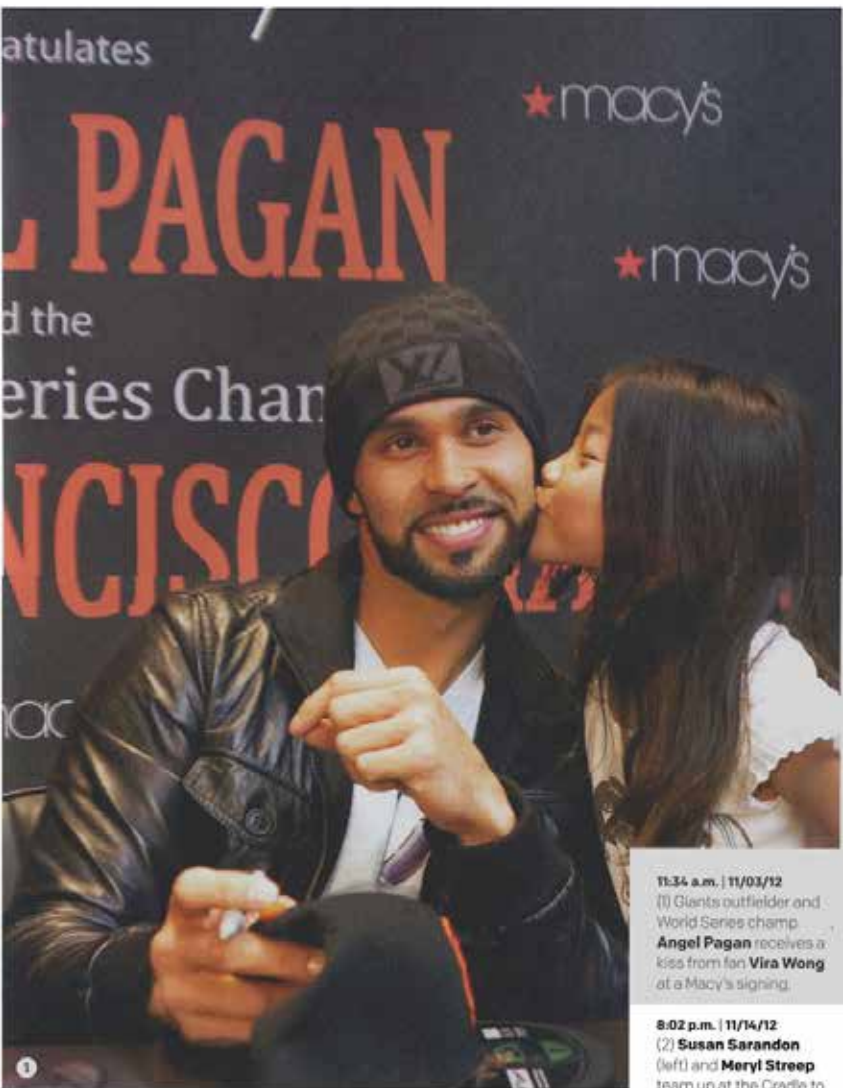
→ Women & Girls in Gaming



by **JANE MCGONIGAL**

JANUARY 15, 2013, 12:00 AM

There's definitely a misperception that women and girls don't play games. In fact, 40 percent of gamers are women, and 94 percent of girls under the age of 18 play games regularly, play computer and video games regularly.



Outtakes

Who's socializing where.

by Lauren Murrow | PHOTOGRAPHS BY Drew Altizer

Although somewhat overshadowed by the testosterone spike surrounding the Giants' World Series win (not to mention the grand reopening of iconic men's suiter **Wilkes Bashford**), a cadre of female power players from politics, tech, business, and the arts visited the Bay Area this fall. NBC News correspondent **Chelsea Clinton** spoke at Ignite's gala in support of the Full Circle Fund, which cultivates young community leaders. Film legends **Meryl Streep** and **Susan Sarandon** attended the Cradle to Cradle Products Innovation Institute gala to honor **William McDonough**, a leader in sustainable development. Policy makers and tastemakers, including Congresswoman **Jackie Speier**, *Vogue* contributing editor **Lawren Howell**, and Conceptus board chair **Kathryn Tunstall**, convened to protect funding for reproductive health at a WomanCare Global event. And hometown entrepreneurs like Wildfire CEO **Victoria Ransom** and Polyvore cofounder **Jess Lee** mingled alongside Instagram founder **Kevin Systrom** to fête *Fortune*'s annual "40 Under 40" list at Obscura Labs.

7:59 p.m. | 10/12/12
(3) Event host **Sukhinder Singh Cassidy** (left) and Google Ventures entrepreneur-in-residence **Stacy Brown-Philpot** mingle at the JobTrain fall gala at the Rosewood Hotel.

Scene

CRADLE TO CRADLE GALA HONORS ARCHITECT

One of the world's most famous sustainable design leaders, architect William McDonough, was encouraging the construction of green buildings and green practices decades before the movement became popular, in part because of his upbringing.

Growing up in Tokyo, he heard farmers come into town in the morning to collect sewage to use as fertilizer in the fields, so "I always thought of cities and farms as one organism," he said. Later, in Hong Kong, "We had four hours of water every fourth day. I always thought water was precious. When I came to the United States and saw kids leaving the water running in the shower, I went into crisis — and I've been there ever since."

McDonough — who co-authored, with Michael Braungart, "Cradle to Cradle: Remaking the Way We Make Things" and co-founded the Cradle to Cradle Products Innovation Institute — was honored for his pioneering efforts at a \$1,000-a-plate benefit for the institute at the Bently Reserve in San Francisco on Nov. 15. The gala occurred during Greenbuild, an international conference promoting sustainable buildings, products and communities.

About 450 guests from the business and entertainment worlds attended the fundraiser, which featured Susan Sarandon as emcee, a short concert by "Twilight" actor Mia Maestro, and several videos in which activists and business leaders extolled McDonough's virtues, including singer Will.i.am, who drew laughs by nicknaming the honoree "Bill.i.am."

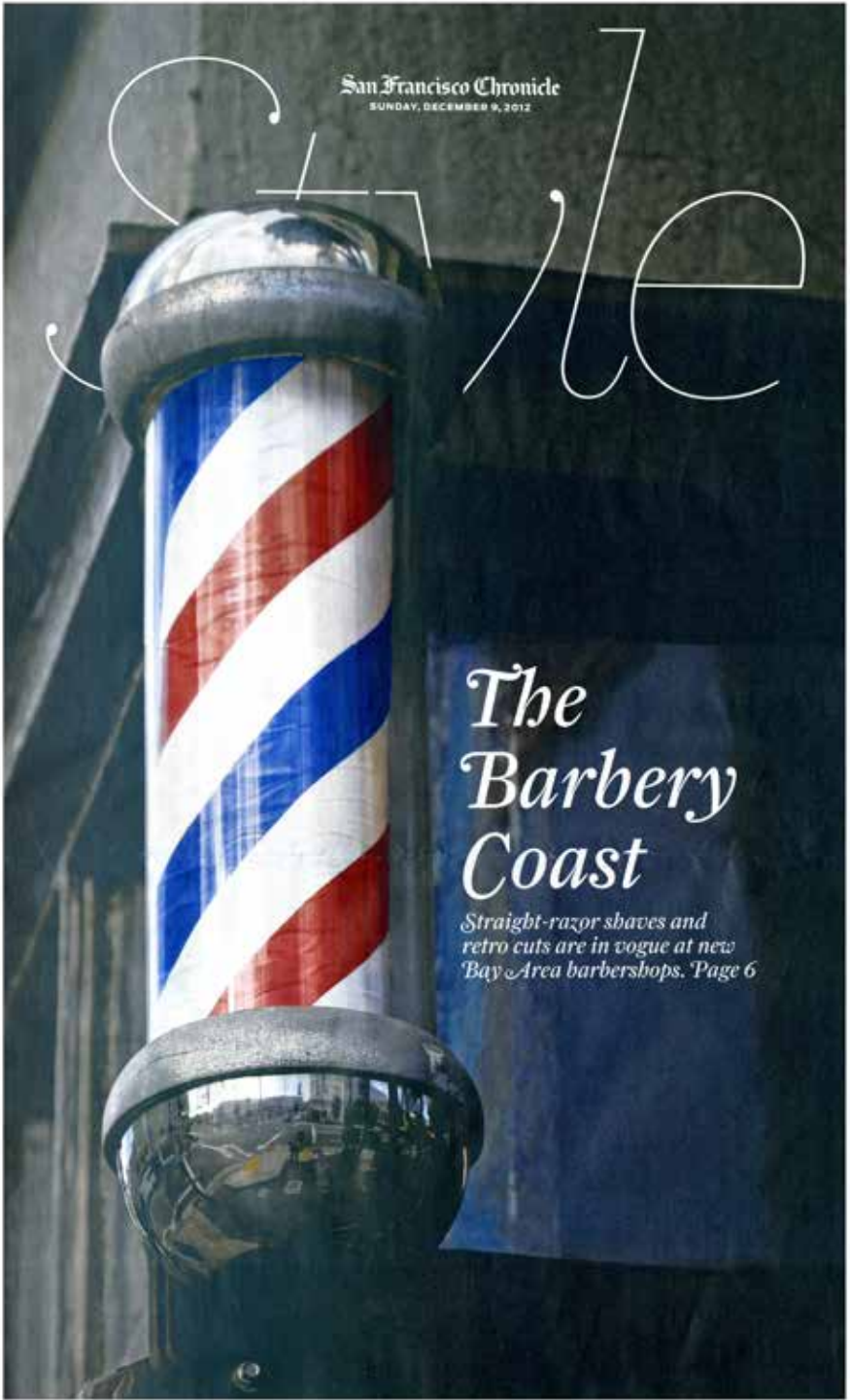
McDonough's Yale college chum, Meryl Streep, gave a heartfelt, personal speech about his visionary work. Beforehand, asked about McDonough's life path, she answered, "Where does an innovator come from? It's a good question. So much of it comes from a mind-set that is optimistic, energetic and undaunted."

Institute officials also announced the creation of a Cradle to Cradle Certified Product Program and a Product Innovation Challenge with a \$250,000 prize to be shared by three winners. The awards will be announced at the Greenbuild conference in Philadelphia in 2013.

— Carolyn Zinko



From top and left: Mayor Ed Lee, Wendy Schmidt and William McDonough; Tracy Curtis and Susan Sarandon; Yves Behar, Meryl Streep and Paul Murray; Zem Joaquin, Bryn Mooser, Dawn Olivieri, Christopher Bently and Betty Kay Kendrick; Tendris founders Frans Otten, Warner Philips and Houdijn Beekhuis.



San Francisco Chronicle
SUNDAY, DECEMBER 9, 2012

The Barbary Coast

Straight-razor shaves and retro cuts are in vogue at new Bay Area barbershops. Page 6

INSIDE

Fashion: Sonya Phillip's DIY dresses. Page 4



Design: Frames fit for Asian faces. Page 9



Union Squared: Classical love story started at the conservatory. Page 10



Scene: Sarandon, Streep turn out to honor visionary architect. Page 12



PREMIUM CONTENT: Dec 7, 2012, 3:00am PST

Green building

Institute shifts product design toward sustainability



Lindsay Riddell
Reporter-
San Francisco Business Times
[Email](#) | [Twitter](#) | [Google+](#)

In his 2002 book “Cradle to Cradle,” architect and sustainability leader [William McDonough](#) imagined a world where nature and commerce benefit each other.

Now the idea is being put into action on a global scale through a sustainable products certification program managed by a San Francisco nonprofit institute he founded. The goal: to become the definitive eco-label for sustainable products.

The certification program was created in 2005 by McDonough Braungart Design Chemistry, McDonough’s consulting firm. But the Cradle to Cradle Products Innovation Institute — which opened this year — is now the program’s certifying arm. It has begun to recruit businesses to get products certified through the Cradle to Cradle program with the release of a third version of its rigorous standard coming in January.

Companies can “let the world know you’re working to make the world a better place,” said institute Executive Director [Bridgett Luther](#).

The Cradle to Cradle philosophy promotes ecologically intelligent design so that products, buildings, communities and economies have a positive or at worst neutral impact on the planet.

“Like trees,” McDonough says, that absorb the sun and carbon dioxide to grow, products and buildings can be designed as part of a continuous cycle to eliminate toxic chemicals and harmful processes, use renewable energy in production, clean up water and be made with materials that can be reused at the end of a product or structure’s useful life.

“Our challenge is to tie that idealistic vision to this nitty-gritty program,” said [Ben Bezark](#), a certification specialist at Cradle to Cradle. The institute’s goal is to get 10,000 products certified by 2015. Just 400 products are certified now.

Businesses pay between \$10,000 and \$85,000 per product for the certification and commit to the time-consuming certification process. Financial benefits remain unknown.

Certification uses independent auditors who rank products in five categories: material health, material reutilization, renewable energy and carbon management, water stewardship and social fairness. Products can receive a rating of basic, bronze, silver, gold or platinum in each category. Products receive overall certification of their lowest rating in any one category. For instance, a product that received a gold rating in four categories but a bronze rating in water stewardship receives a bronze overall rating.

Companies that rank at bronze or higher can display the Cradle to Cradle logo on their products. But certification is also based on continuous improvement — so to maintain certification, products must move up the ranks until they achieve McDonough’s tree-like ideal.

“Companies such as Method figure out what chemicals are in their products and find alternatives to problematic ones,” said the institute’s Senior Scientist [Susan Klosterhaus](#). Early adopters of the standard include Herman Miller, Shaw Industries, [Steelcase Inc.](#) and San Francisco-based Method Products Inc.

About 80 of Method’s hand soaps, dishwashing and laundry detergents and other products are certified Cradle to Cradle. [Adam Lowry](#), Method’s chief executive, said the certification is “about building the equity and understanding in consumers’ minds about what Method does and the way we design more sustainable products.”

Method has built the Cradle to Cradle materials’ assessment into the design of Method products so they have a high probability they will qualify for certification in that category from the start.

“We formulate from a tool kit of already certified products,” he said. “If we work from that palette, we know we’re developing materials that are essentially automatically qualified.”

Lowry said the company has spent well over \$100,000 to get its products certified, but less than \$1 million.

“Many things influence the way consumers buy,” Lowry said. “Having a mark of quality that’s independently verified and transparent, adds value. The investment we made in Cradle to Cradle certification has added value to our company. But I couldn’t tell you a dollar amount.”

Method chose Cradle to Cradle certification because it was comprehensive and required continuous improvement.

No products from any company have achieved the platinum standard. One hurdle that Method finds challenging is the renewable energy requirement.

“We use renewable energy to make our products but we don’t generate it ourselves,” Lowry said. “We hope in a few years to generate renewable energy.”

Luther, the institute’s director, said the standard is so rigorous that it may be two or three years before any product achieves a platinum rating.

Lindsay Riddell covers energy and cleantech for the San Francisco Business Times.

Related links: [San Francisco](#)
Industries: [Environment](#)

Susan Sarandon, Will.i.am on Green Design



By **Alison van Diggelen**, host of **Fresh Dialogues**

Susan Sarandon and **Will.i.am** shared tributes to Green Design guru Bill McDonough at the **Cradle to Cradle Design Innovation** Event this month in San Francisco.

"We are a community of change agents," said Sarandon. "Bringing about the world we want for our children."

In a video tribute at the Bently Reserve, Will.i.am enthused about healthy design being a human right, and thanked **Bill McDonough** for inspiring him. "It's my mission...to create products that after we use them have a new beginning," said the popular singer songwriter, and quipped, pointing first at himself then at Bill McDonough: "Will.i.am...**Bill**.i.am."



The newly crowned "Bill.i.am" came on stage to great applause and was obviously amused by his tributes. He announced his upcoming book, "The Upcycle" (a tome on **upcycling** to be released in 2013) and what he called "his baby," a Bill Clinton inspired solution to homelessness in Haiti and beyond.

"What if we could design a house that could be built by children and their parents in a day without tools?" said McDonough, who is well known for his visionary zeal. He showed the audience a model of a simple one room home, made of 'upcycled' plastic no doubt. He dreams that these homes could be shipped in flatpacks to earthquake and storm damaged areas, wherever there is a need around the world.

"What if we could do (for building) what **Muhammad Yunus** did for banking?" said McDonough, alluding to the microfinance guru who received the Nobel Peace Prize for his work alleviating poverty in Bangladesh.

Perhaps McDonough has a similar award in mind? He's **won many awards** in the green design field (including three Presidential Awards for Sustainable Development and Design), and has **taken some criticism**, but one thing is for certain, he's never been short on grand vision. Witness the 6-hour long Monticello Dialogues.

He may yet succeed in taking Cradle to Cradle mainstream and making the world a healthier and greener place. With allies like **Meryl Streep**, Susan Sarandon and Will.i.am who can doubt him?

Click here to see highlights of Fresh Dialogues exclusive interview with Meryl Streep at the event.

The video was recorded at the Cradle to Cradle Products Innovation Institute Gala, the Bently Reserve, San Francisco on Wednesday November 14, 2012.

[Celebrities](#)[Green Building](#)

Published on November 26, 2012

Datebook

Jon Carroll:
Petraeus was just
a fool for love like
the rest of us **F10**

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Wednesday, November 14, 2012 | Section F



Bill McDonough and his firm worked on UCSF Medical Center at Mission Bay, set to open in 2015. Inset: The firm's research building for NASA at Moffett Field, named Sustainability Base.

PLACE By John King

Next step for green pioneer

Leader in sustainability reaches from S.F. to Walmart to NASA

It happened decades ago, and what's done is well past done, but William McDonough still grows spirited as he recalls the specter of Richard Meier looking over his shoulder.

McDonough was a master's degree student in the School of Architecture at Yale University; Meier was a revered modernist with a refined palate of white metal and clear glass. McDonough was working on a design for what would be a solar-heated house in Ireland, and Meier was underwhelmed.

"Richard Meier told me, 'Young man, solar energy has nothing to do with architecture,'" McDonough recalled this week, leaning forward conspiratorially in his firm's small San Francisco office. "He put me in a quandary: What am I supposed to do?"

The answer has proved to be expansive: buildings and products and an overall quest for what might be called "sustainable abundance" — a world where the growth of cities and societies is beneficial to nature, rather than destructive to the environment. McDonough, 61, has created the equivalent of a multiplatform brand in Earth-friendly design, forging partnerships with the likes of Brad Pitt and Walmart at the same time he presides over a 25-person architecture firm in Charlottesville, Va.



Cesar Rubio / William McDonough + Partners

ARTS & ENTERTAINMENT

Green pioneer sets sights on global goals

Place from page F1

McDonough's varied worlds overlap this week in San Francisco. On Thursday at Moscone Center, he will give a concluding speech at Greenbuild, a conference with 35,000 attendees hosted by the United States Green Building Council. On Wednesday night, by contrast, he's the subject of a fundraising tribute for his Cradle to Cradle Products Innovation Institute; tickets start at \$1,000 and the master of ceremonies is Susan Sarandon. He will be introduced by Meryl Streep, who has known him since their days at Yale.

Decision makers

But to McDonough — who is on Walmart's advisory board and has been involved with the World Economic Forum in Davos, Switzerland, since 2002 — environmentalism will be embraced only if the message resonates with decision makers and the public.

For instance: "I don't say 'sustainable,' I say 'sustainable growth.' It's an active thing," McDonough said during an interview Monday morning before heading off to give a talk to North Face employees on his design philosophy. "Sustainable" sounds boring, not fecund, not jazzy and cool.

His riffs can take a glib turn, as when he describes how "before we talk about ecosystem design, we have to talk about ego-system management." But veteran practitioners of "green" design praise McDonough for his early ability

William McDonough

1951: Born in Japan. Father is a languages officer in the U.S. Army.

1976: Earns master's degree from Yale School of Architecture.

1981: Opens design firm in New York.

1992: McDonough and German chemist Michael Braungart release "The Hannover Principles," a nine-point philosophy with such targets as "eliminate the concept of waste."

1996: Dean of architecture at University of Virginia. Charlottesville remains his base after he steps down in 1999.

1997: Gap building opens in San Bruno.

2002: Publication of "Cradle to Cradle: Remaking the Way We Make Things" by McDonough and Braungart. Redesign of Ford Motor Co.'s River Rouge plant outside Detroit includes a 10-acre living roof, the nation's largest.

2006: After Hurricane Katrina, Brad Pitt and McDonough found Make It Right to help New Orleans' flood-ravaged Ninth Ward. The target is 150 new houses; as of August 2012, 86 have been built.

2009: Cradle to Cradle Products Innovation Institute established in San Francisco.

to interest corporate clients in a field that practitioners such as Meier dismissed with a shrug.

One example is in San Bruno, where McDonough's firm designed an office building for Gap Inc., which opened in 1997 with energy-conserving touches that include a 70,000-square-foot roof



Cesar Rubio / William McDonough + Partners

William McDonough calls Sustainability Base at Moffett Field "NASA's first space station on Earth." Its most unusual feature might be its water recycling system.

covered in native grasses. Such features now are relatively common on new green buildings; then, and on that scale, they were all but nonexistent.

'Significant pioneer'

"Bill really was a significant pioneer in this world," said William Leddy of the San Francisco firm Leddy Maytum Stacy, known for its emphasis on sustainable design. "He's a good salesman, charismatic and well spoken, and that's part of his strength."

The San Francisco office of William McDonough + Partners opened in 2006, a ninth-floor perch on Post Street with tall windows that let in air and natural light. This is the only outpost beyond Charlottesville, and it has led to such local projects as a new research building for NASA at Moffett Field that opened in April and bears the name Sustainability Base.

Though McDonough describes the curving silver metal structure as nothing less than "NASA's first space station on Earth," most of the conservation measures are found in other green buildings, from sun shades and solar

panels to the use of native landscaping. The most unusual touch is a "forward osmosis" water recycling system. Recycled water is purified to the quality level of drinking water, although state regulations allow it to be used only for such purposes as toilet flushing.

McDonough acknowledged "toilet to tap, that's a PR problem," but pointed out that full reuse is allowed in Singapore ("they call it 'new water'") and suggested that the NASA building's innovation might someday be accepted here: "We're doing what Buckminster Fuller would have called 'anticipatory design,' getting ahead of the curve."

Cradle to Cradle

Other local projects include the block-long UCSF Medical Center at Mission Bay, which McDonough's firm worked on in association with lead architect Stantec. It is set to open in 2015.

But the initiative that seems to stir McDonough's enthusiasm the most is what he calls Cradle to Cradle design.

The concept was devel-

oped with German chemist Michael Braungart, a longtime associate. It seeks to go beyond recycling toward a world where products can be composted when no longer needed, or taken apart, then put to new use — an endless loop that McDonough likens to a natural forest's ability to maintain itself in perpetuity.

The phrase "cradle to cradle" is now trademarked, and there is a certification process similar to the Green Building Council's Leadership in Energy and Environmental Design rankings, or LEED. But where LEED has gained traction — many cities, San Francisco included, require that large new commercial buildings be LEED certified — Cradle to Cradle remains a niche designation used by relatively few manufacturers.

"McDonough's right that we need to make products as environmentally benign as possible but ... I haven't heard much about Cradle to Cradle" as an industry standard, said James Russell, author of the 2011 book "The Agile City: Building Well-Being and Wealth in an Era of Climate Change." For starters, "Figuring out the

entire life-cycle of a product has proven to be really difficult to do."

Certification

With the Cradle to Cradle Products Innovation Institute, the subject of Wednesday's fundraiser, the hope is to structure and distribute the certification process in such a way that it can be put to use by product designers across the spectrum. The institute is based in San Francisco and exists in part because then-Gov. Arnold Schwarzenegger in 2009 challenged McDonough to make the review process into a widely available tool.

As far as McDonough is concerned — and this is a hallmark of his career — large-scale transformation is just around the corner.

"I'm 61. I've been doing this 20 years," he said of the effort to think at a systemic level beyond the design of individual buildings. "It'll take another 20 years, I know that."

Place appears on Wednesdays. John King is The San Francisco Chronicle's urban design critic. E-mail: jking@sfgate.com Twitter: @johnkingfchron

Place continues on F3

Ovation

Your Bay Area arts guide and companion to Sunday Datebook

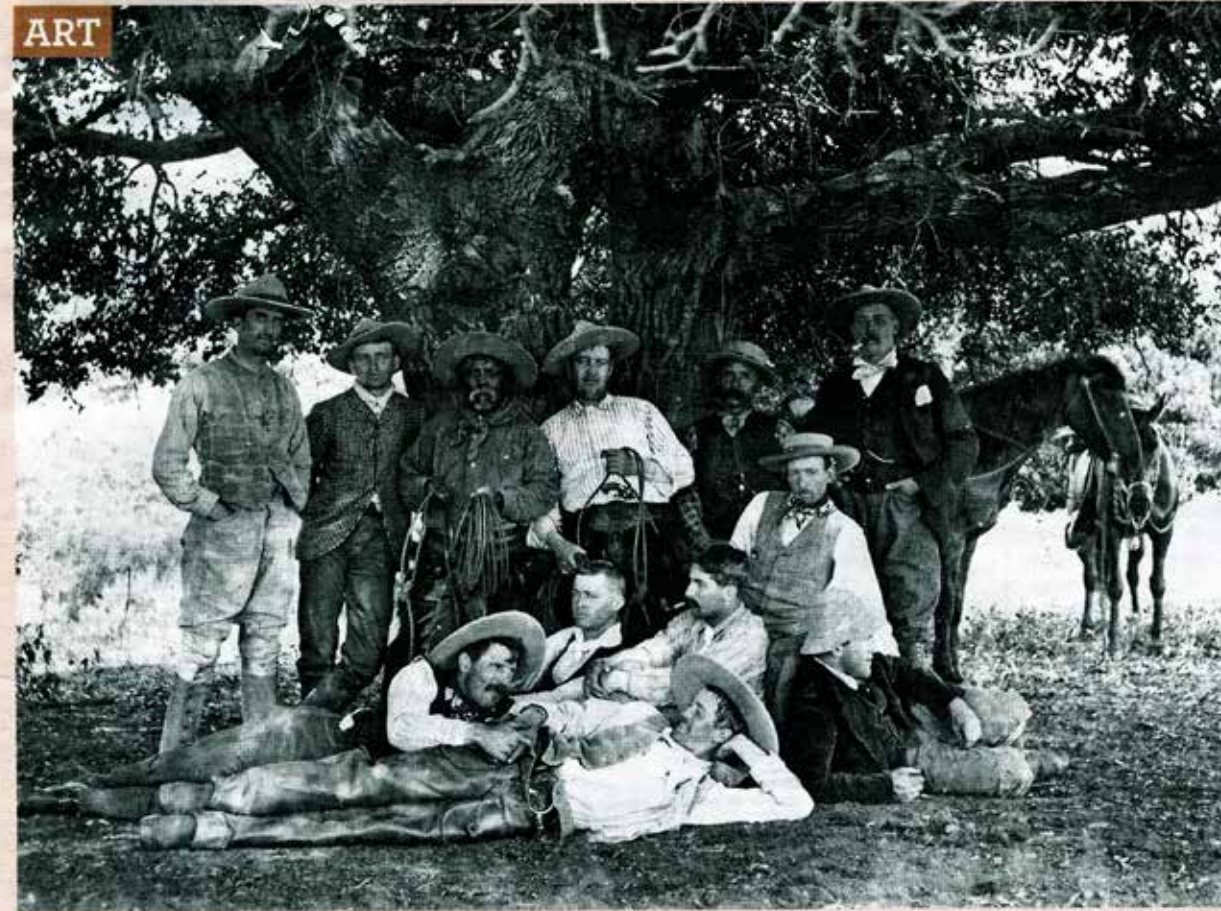
SAN FRANCISCO CHRONICLE AND SFGATE.COM | November 8-11, 2012 | Section F

96Hours
4-DAY WEEKEND ENTERTAINMENT GUIDE

Pullout section with
weekend event listings
begins after Page F4

Nightlife	6	Movies	21
Perform	14	Family	25
Visual Arts	18	Out Loud	27

ART



California Historical Society

The "I See Beauty in This Life" exhibition includes this photo of cowboys posing at Rancho Santa Anita around 1890.

Exhibition sees beauty of rural California

By Patricia Yollin

A young man gathers mulberry leaves on a silk farm in 1907. "Miss Wool California" of 1968 poses with a sheep. Forty-three years later, cowboys warm up at a rodeo in Salinas.

I See Beauty in This Life: A Photographer Looks at 100 Years of Rural California: Noon-5 p.m. Tuesday-Sunday. Through March 24. California Historical Society, 678 Mission St., S.F. (415) 357-1848. www.californiahistoricalsociety.org.

These people come alive in a new exhibition at the California Historical Society in San Francisco, titled "I See Beauty in This Life: A Photographer Looks at 100 Years of Rural California." Their images are among 150 or so pictures that show a side of the state that is little known and rarely seen.

"Rural" continues on page F4

ART

Exhibition's photos capture beauty of rural California

"Rural" from page F1

"We're happy to buy our oranges from Esparto (Yolo County), but nobody even knows where it is," said writer and photographer Lisa M. Hamilton.

The exhibition she created represents a new direction for the 141-year-old nonprofit, inaugurating a "Curating California" program that invites accomplished state residents, such as Hamilton, to delve into the vast holdings of the historical society.

"What we really want to do is bring the collection out of the storage area," said Jessica Hough, managing curator of exhibitions. "We send somebody in and see what stimulates them."

Hamilton spent six months exploring the archives, which contain about 500,000 photographs, and a sister collection with 23,000 more images housed at the University of Southern California. The historical pictures she selected date back to a shot of a flour mill in 1880. She also included 24 large color photos she took last year — traveling 10,000 miles around the state — for her "Real Rural" multimedia project.

"When you picture rural California in your head, some very familiar images come up," Hamilton said. "The Central Valley and that landscape, maybe the timberlands in the far north or the deserts in the south. But those images are pretty limited."

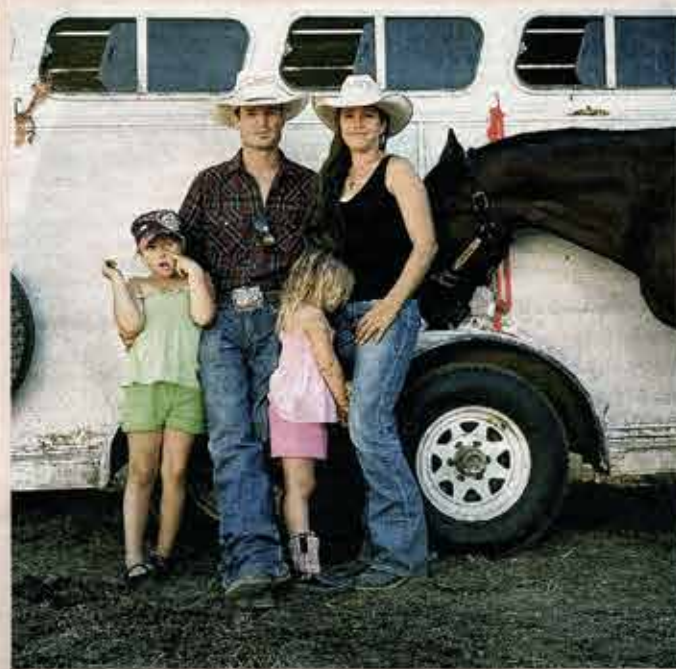
The photographs in the exhibition go far beyond the obvious. They include: a 1922 message burnt onto rocks by dying miners, a Chemehuevi Indian holding a coyote, government forces whipping mice to stop a rodent invasion, and a small black girl crying in a cotton field in 1920.

"Sometimes it was hard to predict what Lisa would go for," said Mary Morganti, the society's director of library and archives, who guided Hamilton through the collection.

"I was decidedly not looking as a historian but as a storyteller and artist," Hamilton said. "I'd ask myself, 'Is this visually interesting or compelling, and does it tell a story — and a different one — from what we're used to?'"

Occasionally images from well-known events resonated with her. She selected two intimate photographs of a 1969 march by striking grape pickers from Delano to Sacramento. One zoomed in on the faces of three women; another showed an exhausted man taking a break in front of a statue of the Virgin.

"Those are the kinds of moments I was looking for," said Hamilton, author of "Deeply



Keith and Leah Roquemore, with daughters Raci and Riata and horse D.H., at the 2011 Mendocino County Fair Rodeo in Boonville.



A boy named Sebastian, who is 11 years old, practices boxing in the Riverside County town of Thermal in 2011.



A California Historical Society exhibition depicting images of rural California includes this picture of an apt California license plate circa 1960.

Rooted: Unconventional Farmers in the Age of Agribusiness," a book published in 2010.

Most of the historical photos were taken by unknown photographers and have never been displayed. Hamilton defined "rural" as places where the culture and economy are determined by using natural resources.

"Whether you've been here 10,000 years or 10 years, you don't have to go very far back to find a link to a rural life," said Anthea Hartig, executive director of the California Historical Society, who is a third-generation Californian and great-granddaughter of a sheep farmer. "Our connections are still very tangible."

Although California is 94 percent rural geographically, according to the U.S. Census, 95 percent of the population lives in urban areas. Exhibition curator Erin Garcia said she hopes the show will serve as a bridge of sorts. Hamilton agreed.

"This great surge of interest in food and where it comes from, and supporting the right farms, hasn't really transcended self-interest in a lot of ways," Hamilton said. "When you go to a farmers' market and you're talking to a farmer, you want to know why there isn't any basil yet, rather than asking about that person's community."

The title of the exhibition comes from an interview she did with Linda Hussa, a poet and rancher in Modoc County, partly quoted in a text panel: "I always wanted people to understand what was going on in the rural areas. And that there certainly should be some regard for the people there. Because I see beauty in this life. I don't think it is lonesome. And I don't think it is dumb."

Patricia Yollin is a freelance writer and editor. E-mail: patbookletters@sfgate.com



California Historical Society photos

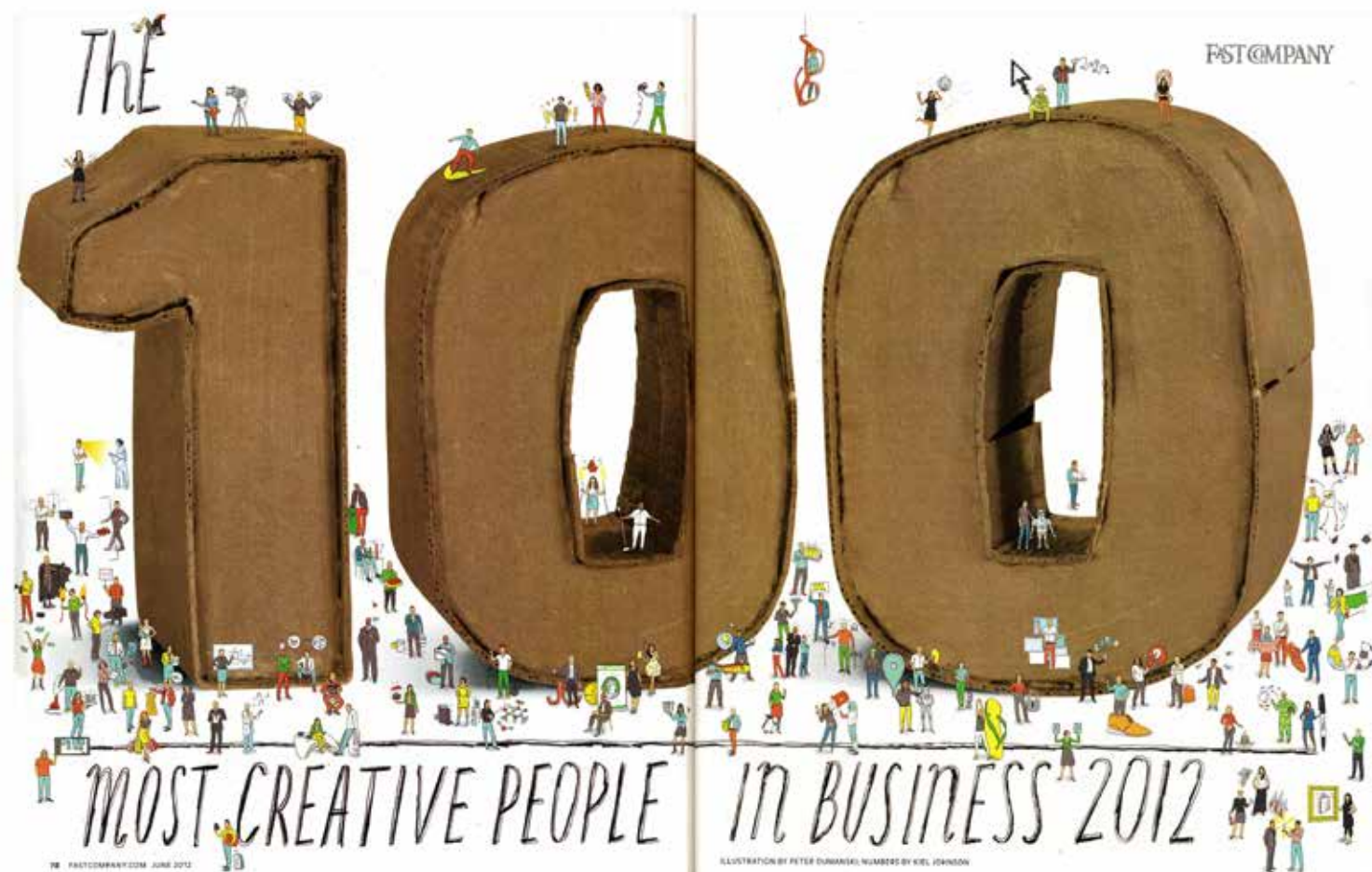
A young Chemehuevi Indian holds a coyote around 1900 in this Charles C. Pierce photo.

FAST COMPANY

JUNE 2012

100

MOST CREATIVE PEOPLE IN BUSINESS



MCP

GAMING GODS

HOW TO
GET TO THE NEXT
LEVEL



39

TIM SCHAPER
Founder, Double Fine
Productions
Celebrated game maker
(Full Throttle) who
recently raised an
unprecedented \$3.3 mil-
lion on Kickstarter for an
adventure game



40

ANDREW WILSON
Executive Vice
President, EA Sports
Oversees leading maker
of sports games, includ-
ing the Madden NFL,
FIFA, and NBA Live
franchises



41

CHELSEA HOWE
Director of Design,
SuperBetter Labs
Rising-star designer
whose most recent
game helps users
achieve health goals
or recover from
injuries

WHAT'S THE GREATEST HURDLE YOU FACE IN GAME DEVELOPMENT TODAY?

"The Internet has allowed a lot of access—people feel entitled to change the ending of games, for example. So there are a lot more voices coming at you all the time, which I think has its effect on creative decision making and possibly makes people more afraid to take risks."

"We used to build new games annually. We knew what we were building for, there were two or three platforms, and we knew the times and dates to target. Now we don't just interact with you once a year but we speak to you with new content and new forms every day."

"We need to get over this idea that games are just for fun. Games have so much potential to make us feel and think and let us explore humanity. Games are going to be the dominant artistic expressive medium for the next 100 years."

WHAT INSPIRATION OUTSIDE OF GAMING DO YOU FIND MOST VALUABLE?

"I love studying folklore and legends. The stories that people passed down for a thousand years without any sort of marketing support are obviously saying something appealing about the basic human condition."

"A movie has a hero and a villain, a story, a twist, a climax, and an epilogue. Sports does too. There is this whole ecosystem around sports that exists beyond just what happens on the court. I think, How do we fulfill that story? How do we drive the conversation about what's important in the lead-up to the final score, and after?"

"I look for moments that fill me with wonder. When I was on a beach in Europe, I saw a jellyfish floating. I researched it and learned that this creature lives its whole life just getting blown around. I thought, What would you do if you had no control over where you went? Then I built that into a game."

WHAT CAN CREATORS OF OTHER TYPES OF CONTENT LEARN FROM YOUR WORK IN GAMING?

"Every day, we think of crazy ideas and then we laugh and say, 'People might be offended by that' or 'People aren't expecting that from me.' But I have found that everything worth doing is hiding behind a big, scary monster."

"We're having great success challenging the status quo. For our FIFA game, we said, 'What if you didn't control all 11 players? What if you control one?' Skeptics said, 'Why would you want to play left back instead of center forward?' In a world where you play 11 on 11 with friends, playing left back is meaningful. That more than tripled our FIFA business."

"There's so much that you can learn from just watching people play—whether it's games or watching people exploring a system, which is kind of what games are. The power of games is to help us explore all of the potential we have."



May 23, 2012
FOR IMMEDIATE RELEASE

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**OFFICE OF THE NATIONAL COORDINATOR FOR HEALTH IT/HHS (ONC) LEADS
NATIONAL DISCUSSION ON
GAMES FOR BETTER HEALTH & HEALTH CARE**

GAMES FOR HEALTH WEBINAR
May 29th 2pm EDT-4pm EDT (11am-1pm PDT)
Tweet questions to experts with **#games4health**

*Join a Discussion with Leading Experts in Health and Health Care Games to Improve Innovation
and Engagement for Better Health Outcomes*

Washington, DC — (May 23, 2012) The Office of the National Coordinator for Health IT/HHS in partnership with the Institute for the Future and SuperBetter Labs will host a joint webinar to be held on Tuesday, May 29th, from 11 am–1 pm PDT (2 pm–4pm EDT) to discuss key opportunities for using games to improve health outcomes.

Attendees will be invited to engage with the experts directly through the use of live social media during the webinar.

National experts participating in the Webinar will include:

- **Lygeia Ricciardi**, Senior Policy Advisor for Consumer e-Health, Office of the National Coordinator for Health IT/HHS
- **Wil Yu**, Director, Innovations, Office of the National Coordinator for Health IT/HHS
- **Jane McGonigal, PhD**, Chief Creative Officer, SuperBetter Labs
- **Ben Sawyer**, Founder, Games for Health
- **Rod Falcon**, Director, Health Horizons Program, Institute for the Future
- **Erin Poetter**, Policy Analyst, Consumer e-Health/Innovations, Office of the National Coordinator for Health IT/HHS
- **Bradley Kreit**, Research Director, Institute for the Future and Webinar Moderator

“Games offer a uniquely valuable tool for taking complex health data and making it meaningful and actionable to patients across a variety of demographics and health states,” states Wil Yu, Director, Innovations at the Office of the National Coordinator for Health IT at HHS.

The Webinar will be an interactive discussion about findings from a recent paper by IFTF, *Innovations in Games: Better Health and Health Care*, developed from a workshop in February 2012 at the White House Conference Center gathering on innovations in health gaming. Webinar attendees can tweet questions to #games4health. Experts will discuss key game strategies to



improve health outcomes by engaging patients in their health, improving self-efficacy, promoting collaboration to enhance research and development, and leveraging other aspects of game dynamics to promote health and well-being.

Topics to be covered will include why games can improve health; federal initiatives to explore games to improve health outcomes; the latest research; challenges for the future; and opportunities for health IT, game entrepreneurship and health care professionals to engage together.

“Social games are a great way to motivate individuals and organizations to become wholeheartedly engaged in creating positive health outcomes,” said Jane McGonigal. “A game sparks curiosity, optimism, determination and creativity. It builds a sense of self-efficacy with every successful quest. And we’re seeing this work for so many different kinds of players, who are tackling everything from depression to diabetes to weight loss. In the short time since we launched our game SuperBetter, players have already reported improving their real lives through our gameplay. They’re breaking their health challenges into manageable quests, identifying bad guys and power-ups, and celebrating every achievement with their friends and family.”

“Games open up a vision for health that is more social and participatory, which means that managing health isn’t just something that you do on your own, but potentially with others around you,” said Rod Falcon, Director, Health Horizons Program, Institute for the Future.

Space is limited. Reserve a Webinar seat now for this event here:

<https://www3.gotomeeting.com/register/610279142>

About the ONC

For more information about the **Office of the National Coordinator for Health Information Technology**, visit HealthIT.HHS.gov.

About IFTF

The Institute for the Future (IFTF) is an independent, nonprofit strategic research group with more than 40 years of forecasting experience. The core of its work is identifying emerging trends and discontinuities that will transform global society and the global marketplace. IFTF’s research spans a broad territory of deeply transformative trends, from health and healthcare to technology, the workplace, and human identity. The Institute for the Future is located in Palo Alto, California. More information can be found on www.iftf.org, www.facebook.com/InstituteForTheFuture, or on twitter [@IFTF](https://twitter.com/IFTF)

About SuperBetterLabs

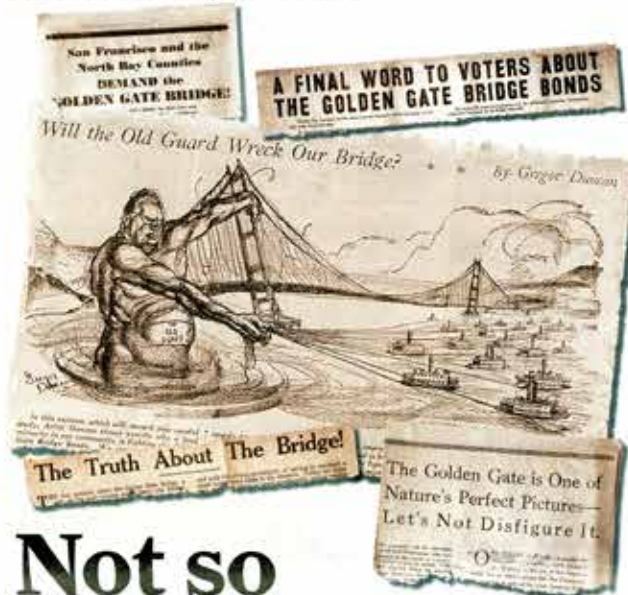
SuperBetter Labs’ mission is to design platforms that help people lead "epic lives." The concept of an epic life is centered on developing strong social relationships, positive emotion, confronting challenges, and creating a truer sense of purpose in the real world through the use of online game mechanics, gameful IT products and other tested methods of positive social interaction. Chief Creative Officer Jane McGonigal, creator of **SuperBetter**, the first product of **SuperBetter Labs**, also co-designed **Oprah’s Thank You Game for OWN (Oprah Winfrey Network)**. More information on **SuperBetter Labs** can be found on www.superbetterlabs.com, www.facebook.com/superbetterlabs, or on twitter [@superbetterlabs](https://twitter.com/superbetterlabs).

Sunday, May 13, 2012

San Francisco Chronicle

SFGATE.COM | PRINTED ON RECYCLED PAPER | \$5.00 *****

BRIDGE'S 75TH ANNIVERSARY



Not so Golden to them

The Golden Gate Bridge today is revered, but, in 1930, the ballot measure to make it happen provoked a bitter fight that included antibrIDGE ads from opponents and editorial cartoons depicting those opponents as fossils and worse. Clippings were provided by the California Historical Society and the Golden Gate Bridge, Highway and Transportation District.

By John King

It is difficult to overstate the symbolic power of the Golden Gate Bridge and its hold on the civic imagination.

Or the vehemence with which opponents tried to keep it from ever being built. Critics depicted the bridge as financially unsound, legally dubious, an aesthetic blight and an engineering hazard in the decade before the start of construction in 1933. The battle was most fierce in the fall of 1930, when voters in six counties were asked to allow \$35 million in bond sales for construction.

We know the outcome: one of the few structures in California that genuinely deserves to be called an icon. But, on the eve of the 75th anniversary of the span's completion, a look back at the fight shows how little has changed.

Bridge continues on A14

A14 | Sunday, May 13, 2012 | SAN FRANCISCO CHRONICLE AND SFGATE.COM

FROM THE COVER

Golden Gate Bridge faced several foes

Bridge from page A1

changed in terms of the attacks that are aimed at major alterations to the landscape — and the difficulty that one generation has in predicting how future generations might choose to live and the values they might hold.

'Go slow'

The skepticism toward a bridge now taken for granted was on full display on Oct. 16, 1930, when the influential Commonwealth Club gathered to hear a debate on the merits of the bond measure.

The proponents on hand included Joseph Strauss, the chief engineer who wanted to span the entrance to one of the world's great harbors with a 4,200-foot roadway suspended from two 246-foot towers, 220 feet above water.

But the focus was on the findings of the club's committees on harbor development and state highways, which provided ample ammunition for voters seeking reasons to vote no.

Among the arguments: ■ Any bridge with a clearance of less than 250 feet could block the harbor as the size and height of international vessels increased.

■ The south tower's siting "shows definite weakness," warned an engineer: "more thorough drilling with detailed mapping on more sections must be done."

■ "Have we any assurance that \$35 million is the final figure?" asked statistician H.P. Melnikow. He also questioned the motives of Strauss and his consulting engineers since "they are (financially) interested in this matter and are trying to sell it to us."

■ Traffic projections were "over-optimistic," declared another subcommittee, and "we would have liked to have seen the district's plans and estimates reviewed by an entirely disinterested body of technical experts before the people were asked to vote."

No formal position was taken by the Commonwealth Club, founded in 1903 as "an open forum for the discussion of disputed questions." But the two committees agreed the bond measure should be rejected "at this time." In the words of one researcher, "San Francisco should go slow, and be sure that any project will not jeopardize San Francisco's credit for more vital essential things."

Illustrous foes

The committee findings soon became fodder for a newspaper advertisement that began "MR. TAXPAYER: This Ad is published to save you money — READ IT!" After all, they echoed what opponents had been saying all along. Things were moving too fast. There were too many unanswered questions. The numbers couldn't be trusted.

The ad was one of many placed by the Taxpayers' Committee Against Golden Gate Bridge Bonds. With a membership list that included future Mayor Roger Latham and City Engineer M.M. O'Shaughnessy, this was no mere collection of gadflies. Such opponents insisted they weren't against the idea of a bridge, simply the reality of this one.

"I am in favor of a bridge across the Golden Gate if it can be physically and financially built," O'Shaughnessy declared in one ad. His statement then cautioned that toll bridges "too numerous to mention" didn't generate the traffic necessary to pay the costs of needed maintenance.

And when newspapers supporting the bond ridiculed naysayers for "old fogeyism" or worse — one editorial car-

toon portrayed shipowners, ferry companies and the Taxpayers' Committee as "the dead hand of greed" — the response was pained outrage. "Can it not be realized that the shipping interests are beyond the immediate future?" asked an alliance of 56 steamship companies in an election day ad. "That our only concern is apprehension over the throttling effect this huge artificial barrier at the harbor entrance would have upon the future trade and commerce of this great seaport?"

Variations of all these criticisms had been heard since the War Department in 1924 approved the concept of a spanned Golden Gate. Put to the public vote, however, the bond measure passed 145,057 to 46,954.

From bridge to BART

What is striking in retrospect isn't how wrong the arguments turned out to be — the \$35 million indeed covered the cost of construction, for instance — but how familiar they still sound. We need more details, the details we do have can't be trusted, and there are better alternatives.

Look no further than the ongoing campaign against California's high-speed rail system. Before voters approved bonds to help fund the effort in 2008, opponents depicted it in ballot arguments as a "boondoggle" that would benefit "out-of-state special interests." Since then they've used the environmental review process and other venues to challenge the financing, ridership projections and route of the still-evolving plan.

There were similar objections to the Bay Area Rapid Transit system before its approval in 1962 by 61 percent of the voters in San Francisco, Alameda and Contra Costa counties. Nine years later, as opening day approached, critics were more virulent than ever.

"BART will be especially effective in destroying neighborhoods," warned the weekly Bay Guardian, which also called the system "the ultimate money drain." But wait, there's more: "It's designed to handle peak-hour commuter traffic, which occurs only three hours per day. ... The other 8,760 hours per year much of its equipment will lie idle and unproductive."

One difference in recent decades is the rise of environmental concerns. The only hint of such issues in 1930 involved aesthetics, as when novelist Gertrude Atherton and sculptor Haig Patigian were among 14 luminaries who put their name to an ad that began "The Golden Gate is One of Nature's Perfect Pictures — Let's Not Disfigure It."

More common was the tone of the election day editorial in the San Francisco Call-Bulletin. It rhapsodized that passage of the measure would show the world "we are breaking down our walls, we are building a mightier city than you have ever seen ... the happiest, bravest and most prosperous city in the world."

Such rhetoric would have no traction now; a legacy of the 1960s is that people who fight large-scale change aren't caricatured as old fogies. The presumption is that they're on the side of the angels, battling gentrification or ecological harm or other threats to the common good.

Attitudinal change

If there's a moral to the story of the birth of the Golden Gate Bridge, it's that there are times when change within a city, region or state comes at an exponential scale. On such occasions, the cultural status

quo is threatened. When nature lovers fretted that the gloried Golden Gate would be marred by an immense weave of concrete and steel, they couldn't imagine that each would erode the other — just as opponents of the Transamerica Pyramid couldn't imagine the 853-foot tower would become a popular symbol of the city almost as soon as it opened in 1972.

Similarly, critics who dismissed BART as nothing more

than a corporate tool had no conception that today it would be used heavily at all hours. Increasingly, its stations are the centerpiece of "transit villages" being planned or built through the East Bay.

This doesn't mean that skeptics of big plans are small-minded. Some large projects should not be built. But the what-ifs and worst-case scenarios can blind us to the fact that projects of a certain scale often reshape the

Strong critics

In the interest of your own uniqueness, dear San Francisco, do not bridge the Golden Gate. Leave that kind of gesture to Los Angeles — which, if it had a Golden Gate, would most certainly bridge it, and sink oil wells into bay and ocean on either side of the bridge."

— "San Francisco Revisited," by Katharine Fullerton Gerould, Harper's Magazine, 1924

"While engineering experience indicates the possibility of building bridges of great length, it must be recognized that a single span of 4200 feet is a great advance over such bridges as have proven their safety."

— Advertisement against the bond measure signed by 13 engineers, 1930

"The present plan for a bridge across the Golden Gate is a menace to our harbor that should be opposed by everyone who has the interests of San Francisco and its commerce at heart."

— Shipowners Association of the Pacific and the Pacific American Steamship Association, 1930

"Did you know that the chief engineer of the district, who has been so active in promoting the project, has a contract calling for a basic fee of \$1,080,000 if the bridge is built?"

— Taxpayers' Committee Against Golden Gate Bridge Bonds, 1930

"I do not believe it probable that the Golden Gate Bridge will procure the majority of traffic (compared to ferries) that is now going or will ever go between San Francisco and Marin County."

— Arthur Bird, Commonwealth Club, 1930

quo is threatened. When nature lovers fretted that the gloried Golden Gate would be marred by an immense weave of concrete and steel, they couldn't imagine that each would erode the other — just as opponents of the Transamerica Pyramid couldn't imagine the 853-foot tower would become a popular symbol of the city almost as soon as it opened in 1972. Similarly, critics who dismissed BART as nothing more



Recent editorial cartoons from 1930 exalted the bridge as progress and attacked opponents as old fogies or greedy. Images provided by the Golden Gate Bridge, Highway and Transportation District.



Ansel Adams in 1948

"I remember thousands of people fought the Golden Gate Bridge. My mother used to think it was just terrible, ruining the Gate. Well, the bridge is up. I personally don't think it was so bad. I think it's a very majestic structure."

— Ansel Adams, from a 1972 interview conducted by the Regional Oral History Office, UC Berkeley

landscape in ways we can't imagine. And sometimes, the landscape is the better as a result.

John King will discuss the Golden Gate Bridge and its cultural reach at 6 p.m. May 25 at the California Historical Society, 608 Mission St., San Francisco. More information on the free event is at bit.ly/KingGB.

John King is The San Francisco Chronicle's urban design critic. jking@chronicle.com



April 30, 2012
FOR IMMEDIATE RELEASE

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THE OPRAH WINFREY NETWORK (OWN) AND OPRAH.COM TEAM WITH
SUPERBETTER LABS TO LAUNCH “OPRAH’S THANK YOU GAME” ON
FACEBOOK



Oprah’s Thank You Game Launches Tonight During OWN’s
“Oprah’s Lifeclass: the Tour”
Mastering the Art of Gratitude, Monday, April 30 (8-10 pm ET/PST)

San Francisco – Today, SuperBetter Labs announced the launch of “Oprah’s Thank You Game,” the company’s first title developed specifically for the Facebook platform (facebook.com/owntv). Co-designed in partnership with the Oprah Winfrey Network (OWN), the game was built with the goal of spreading the positive emotion of gratitude to half a billion people worldwide.

SuperBetter Labs’ research into the science of gaming, social networks and the contagious nature of gratitude had showed that one properly articulated “thank you” can reach up to 258 people. From that insight, Chief Creative Officer Jane McGonigal and Director of Design Chelsea Howe worked with OWN to develop an interactive way of encouraging displays of gratitude via the social graph.

“Oprah’s Thank You Game shows how just by playing a game, you can do real-world good. We’re creating the biggest gratitude network in history. Our collective goal is to spread gratitude to half a billion people worldwide,” said Jane McGonigal.

In this online social game, users are briefed on the emotional value and individual elements of formal gratitude. This includes how to find the true benefits in a good deed done; how to properly acknowledge these efforts; and, how to spot strengths in others when expressing thanks and praise. Players can then share their efforts on Oprah.com by clicking the “Thank You” button

and watching how others around the world are participating in expressing gratitude through heat maps.

““This game is a great way to harness the power of social media to spread the message of gratitude to people all over the world,” said Sheri Salata, president, OWN. “If we can focus on sharing our gratitude with our friends, family and online communities, imagine the shift in consciousness that is possible.”

Sean Baenen, Vice Chair of SuperBetter Labs, added, “We had a vision for a social game that resulted in every single person in the United States and Canada feeling truly appreciated for something they’ve done. It was an ambitious project in the field of social media as agency for positive emotions, making Ms. Winfrey the perfect partner.”

A daily challenge will post via OWN’s Twitter and will be available on Oprah’s Thank You Game Facebook app including, “Thank” someone who gave you an opportunity, someone who is having a hard day, someone who wouldn’t expect it, or someone you’ve known a really long time. Players can share in the conversation on Twitter using @OWNTV or #ThankYouGame. Other elements include “What’s New” blog posts and “Gratitude Secrets” where users can discover the 12 secrets of gratitude. Players also have the option to enter their email address for the chance to receive a personal thank you from Oprah Winfrey.

The online game launches in conjunction with “Oprah’s Lifeclass: the Tour” Season 2 finale tonight, which discusses mastering the art of gratitude (Monday, April 30 from 8-10 p.m. ET/PST). Jane McGonigal and her sister Kelly McGonigal, a scientific advisor to SuperBetter Labs and OWN in developing Oprah’s Thank You Game, are featured in the video introduction to the game.

To share the widget on your site, click here:
www.oprah.com/OprahsThankYouGame

ABOUT SUPERBETTER LABS

SuperBetter Labs’ mission is to design platforms that help people lead “epic lives.” The concept of an epic life is centered on developing strong social relationships, positive emotion, confronting challenges, and creating a truer sense of purpose in the real world through the use of online game mechanics, gameful IT products and other tested methods of positive social interaction. Chief Creative Officer Jane McGonigal, creator of SuperBetter, the first product of SuperBetter Labs, also co-designed Oprah’s Thank You Game for OWN (Oprah Winfrey Network). More information on SuperBetter Labs can be found on www.superbetterlabs.com, www.facebook.com/superbetterlabs, or on twitter @superbetterlabs.

ABOUT OWN: OPRAH WINFREY NETWORK

A joint venture between Harpo, Inc. and Discovery Communications, OWN: Oprah Winfrey Network is a multi-platform media company designed to entertain, inform and inspire people to live their best lives. OWN debuted on January 1, 2011, in approximately 77 million homes on what was the Discovery Health Channel. The venture also includes the award-winning digital platform, Oprah.com. For more information, please visit www.oprah.com/own and www.press.discovery.com/us/own.

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She's Playing Games With Your Lives



HER MOVE Jane McGonigal promotes her game SuperBetter at SXSW Interactive in Austin, Tex.

By BRUCE FEILER

THESE days, games aren't just for fun anymore. There was a time, not that long ago, when games lived in the game cabinet. The canon included Monopoly, Scrabble, Risk, a deck of cards and a backgammon set. Over the last 25 years, the game cabinet has been slowly replaced with the game console, the computer, the smartphone and now the tablet. Games became ubiquitous, but they were still mostly for fun. Now games are trying to make another big leap, from the world of recreation to the world of deadly serious. A rash of new games seeks to help you lose weight, save energy, cope with your chemo or cut back your drinking. The game cabinet is invading the kitchen cabinet, the medicine cabinet and the liquor cabinet. The person leading this charge is a 34-year-old with a Ph.D. in performing arts, dyed strawberry blond hair, a wardrobe that makes her look like Laura Ashley's goth granddaughter, and a riveting personal tale about how a bump to her head led her to invent a new way to save your life. Jane McGonigal is a cross between Tim Ferriss and Kelly Osbourne. SuperBetter, her new online game that was introduced last month, is designed to help users face down personal challenges, from getting in shape to getting over a breakup. And like everything associated with its designer, the game comes with a wave of publicity and skepticism. Ms. McGonigal grew up in Moorestown, N.J., along with her identical twin sister, Ben. *Continued on Page 8*

THE NEW YORK TIMES, SUNDAY, APRIL 29, 2012

Playing Games With Your Lives

From First Styles Page

Kelly, in a highly competitive environment that had Jane writing young-adult novels, programming on a Commodore 64 and becoming a nationwide debater. "I was super-geeky," she recalled, saying that her first date was a system operator on a dial-up bulletin board. Games were always part of her life, whether it was forcing her boyfriend to perform elaborate courting rituals or solving an online puzzle with the homecoming queen. "The best way to describe my sister," said Kelly McGonigal, a psychologist at Stanford, "is she decides what's interesting, then convinces everyone else it's interesting, too."



UP IN ARMS

A receptive crowd for Jane McGonigal at SXSW Interactive in Austin, Tex. Left, a scene from her game SuperBetter.



BEN SELAR FOR THE NEW YORK TIMES

told her husband, Kiyash Monsef, a documentary filmmaker. Within 24 hours she was experiencing slurred speech, headaches, nausea and vertigo. She couldn't read, write or leave her bed.

Doctors diagnosed a concussion and told her she'd be better in a week. A week later she wasn't, and they told her to wait a month. A month later she wasn't better, and they told her to wait three. At this point she became suicidal. "My mind was telling me I wanted to die," she said. Finally she announced, "I am either going to kill myself or turn this into a game."

She asked her family and friends to call her every day with missions to complete, like look outside the window and enjoy the view, and walk a few steps farther than yesterday. She devised a character, Jane the Concussion Slayer, based on her childhood icon, Buffy the Vampire Slayer. Forbidden from drinking coffee, caffeine became a "bad guy"; baking cookies for the baristas downstairs was a source of points. She called her game SuperBetter.

"The main thing that worked was I stopped feeling helpless," she said. "It made me feel optimistic and like I had agency."

All of this can strike a nongamer as a bit much, particularly for anyone who's managed to raise children, grieve for a loved one or survive an illness without techniques from Words With Friends. Writing in Slate last year, Heather Chaplin described SuperBetter as sad. "What, you couldn't just pick up the phone?" she asked.

But for a generation raised on gaming, SuperBetter has clear appeal. And what's the downside? Ms. McGonigal raised \$1 million and has expanded SuperBetter into an elaborate online game. Users identify a problem they're focusing on, like getting over a breakup, sleeping better or reducing stress, and are given a "power pack" of activities to do.

SuperBetter includes detailed scientific explanations for its tasks (Kelly McGonigal wrote much of the material), but it eschews traditional approaches. "Ninja weight loss," for instance, forbids you from dieting and encourages you to sneak up on weight loss by writing down which foods make you feel energized or to exercise a little more. Ms. McGonigal said one test user dropped her goal of losing 20 pounds and set a new goal of running a 5K.

"What I really want to do is help people suffer less," she said. "What games do successfully is help you tap into certain gamer traits like optimism, resilience and learning from failure that are really useful to have when you're tackling a tough challenge. It's because gamers develop these giant calluses that help you work harder in the face of failure."

Speaking of which, what happens if Ms. McGonigal, who according to her sister has been taking charge and being No. 1 since she was in kindergarten, has a product that doesn't catch on as she hopes? "Oh, I'm not worried," Jane McGonigal said. "I'm a gamer. I'm used to failing."

week gaming. "If we want to solve problems like hunger, poverty, climate change, global conflict and obesity," she said, that number should balloon to 21 billion.

After that, she became known as the queen of games. "You know that old saying the best way to predict the future is to make it?" she said. "I got out there as an evangelist for this idea and said it would only happen if people invest and experiment."

Her sister was not the least bit surprised by Ms. McGonigal's popularity. "The thing about my sister is, she was always Number 1 in everything," she said. "Jane is the

'I am either going to kill myself or turn this into a game.'

kind of person who would be walking down the street and suddenly end up having lunch with the mayor."

But fame comes with a downside. Last year, Ms. McGonigal expanded on her views in a book, "Reality is Broken: Why Games Make Us Better and How They Can Change the World." The first half looks at gaming through the prism of positive psychology and discusses its ability to make users happier; the second half discusses how gaming techniques can "fix what is wrong with the real world."

The critics were waiting like, well, angry birds. In The Times Book Review, William Saletan lambasted her idea that gaming could make hauling garbage or emptying hospital bedpans fun. "This work isn't designed for your pleasure or stimulation," he wrote. "It just needs to be done."

Andrew Klavan, in The Wall Street Journal, was even harsher. "Ms. McGonigal's notions about how to enliven what gamers call 'RL' ('real life') run the gamut from shallow to, well, that's it," he said, adding, "She writes like someone who has never seen a Shakespeare play or volunteered at a soup kitchen or fallen in love."

By that point Ms. McGonigal had moved on to her most personal project. In July 2009, two months before her book was due, she bent down to pick up some papers in her office and hit her head on a cabinet on the way up. "That wasn't good at all," she

After graduating from Fordham and working briefly in theater in New York, Ms. McGonigal moved to Berkeley to seek a graduate degree in the intersection of physics and performing arts. She began dabbling in the nascent field of alternate reality games: large-scale interactive narratives, from scavenger hunts to elaborate chases, involving players in multiple cities. After watching a group of alternate-reality players step forward after 9/11 and try to use their problem-solving capacities to penetrate Al Qaeda, she switched her studies to focus on gaming. Soon, she was designing these games herself.

Her high-profile ventures included World Without Oil, a six-week simulation where players had to survive an imaginary oil shortage, and EVOKE, a futuristic game designed for the World Bank in which players support global efforts to ease poverty. The popular term for such initiatives is "gamification," using techniques from gaming, including multiple levels, points, badges and leader boards, to address real-world problems. As Kris Duggan, the chief executive of a company that uses gaming techniques for corporations, told The New York Times in February, "People use gamification to measure and influence user behavior to meet their business goals."

But Ms. McGonigal bristles at the term. "I don't do 'gamification,' and I'm not prepared to stand up and say I think it works," she said. "I don't think anybody should make games to try to motivate somebody to do something they don't want to do. If the game is not about a goal you're intrinsically motivated by, it won't work."

Whatever name you use, Ms. McGonigal suddenly found herself at the tip of a spear of the gaming industry just as it was exploding around the world. Gaming generated \$60 billion by 2010 and is projected to reach \$70 billion by 2015. Three-quarters of American households play computer and video games. Ms. McGonigal's counterintuitive message was that games are actually good for you, and she wielded considerable evidence to show how they do everything from promote creativity to reduce depression.

As she said in a widely viewed TED talk in 2010, the planet spends 3 billion hours a

Bruce Feiler's newest book, "All Happy Families: The Secrets of Successful Families," is to be published next year. This Life appears monthly.

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The applied nuclear physicist, age 18



Signal-blocking wallpaper stops Wi-Fi thieves



Meet the maker of a next-gen 'Lego'



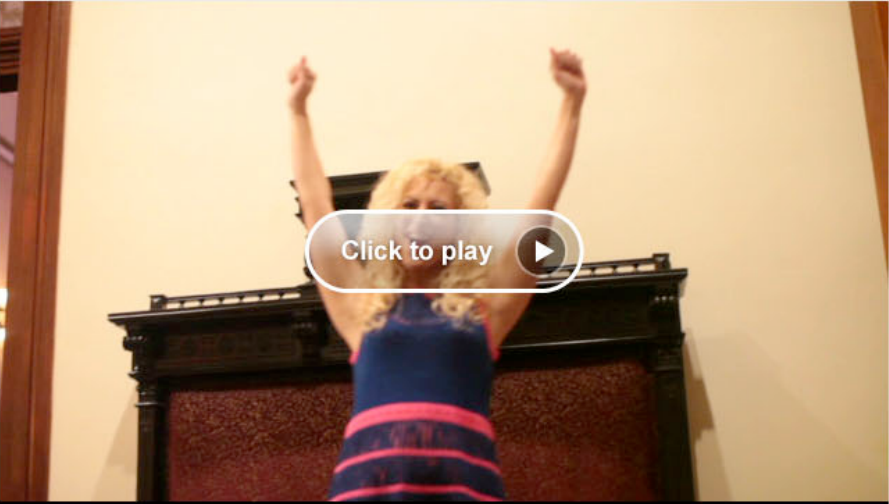
Berlin is dancing

MAIN

INNOVATION

CULTURE

SO



Click to play

Game designed to make you 'SuperBetter'

Source: CNN

April 16th, 2012

03:44 PM ET

Jane McGonigal: 'A game saved my life'

By Jane McGonigal, Special to CNN

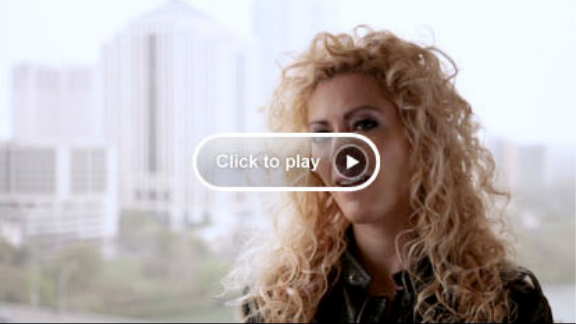
(CNN) - "When you're on your deathbed, will you really wish you'd spent more time playing Angry Birds?"

It's a question I hear all the time. And understandably so: I'm probably the world's leading advocate of spending more time, not less, playing computer and video games.

Why am I so passionate about spending more time playing games (ideally, at least 30 minutes every day)? Because heaps of scientific evidence over the past few years – from an extremely diverse group of investigators, such as [Brigham Young University's School of Family Life](#), the [U.S Army's Mental Health Assessment Team](#), [Michigan State University's Department of Psychology](#) and [Massachusetts General Hospital](#) - have shown that games can increase our mental, emotional and social resilience.

Games can make us more resilient in the face of tough challenges, better able to learn from mistakes, more likely to cooperate with others on difficult problems and more creative in coming up with new solutions. They can alleviate depression, anxiety and post-traumatic stress. [New research from Stanford University](#) just this month even shows, through fMRI imagery of the brain, exactly how games boost our motivation and self-efficacy at the neurological level. Games build up our belief that we can take positive steps to affect the outcome of our lives – and game help us be more motivated to take those steps and not give up.

CNN



Click to play

Tap into your most heroic qualities

"The Next List" profiles Jane McGonigal who says games can help you tap into your most heroic qualities. (Part 2 of 2)

That's why when I was facing the toughest challenge of my life – overcoming a mild traumatic brain injury - I faced it not as an anxious and hopeless patient (although I did feel that way a lot of the time), but rather as a confident gamer. My injury took more than a year to heal, and the symptoms included daily migraines, nausea, vertigo, memory loss and suicidal ideation. It was, without a doubt, the hardest thing I've ever faced. So I invented a game I could play to help me heal my brain. I used the game to collect real-world power-ups (anything I could do that would make me feel better or heal faster, tackle bad guys (obstacles that stood in the way of my recovery), and recruit allies (friends and family who could support me during the ordeal). It helped me spark positive emotion when I needed it most, and it gave people who cared about me concrete things to do every day to help, instead of just worrying about me.

The game I invented is called [SuperBetter](#), and today people around the world are playing it not for brain injuries – but for everything from losing weight, getting fit, fighting cancer, finding a job, and overcoming depression.

So do I think on my deathbed I'll regret the time I spent playing games? Not a chance.

The way I see it, a game saved my life. My many years of playing games helped me build up my capacity to face tough challenges, to work more effectively with others, to invent and put into action creative strategies. It gave me the mental, emotional and social strength I needed to not give up, to keep fighting through the darkness. Games, more than anything else, have helped me be urgently optimistic even while under pressure. That's why I make it a priority to play games every day, even if just for a few minutes. Because you never know when you're going to need your gamer strength – or how it could help you win in real life.

How To SuperBetter Your Life With Epic Wins The Way Jane McGonigal Does

BY AMBER MAC | MARCH 27, 2012

From Nike+ to The Email Game, McGonigal is at the forefront of a movement intent on making it fun to reach everyday goals. Grab yourself a power-up and listen in.



Jane McGonigal has been creating games ever since she discovered the level editor in Lode Runner for the Commodore 64 back in 1983. Although many people give up on such entertaining pastimes as they enter their adult years, McGonigal has turned her childhood passion into a playful career. She is the Chief Creative Office of SuperBetter Labs, an online social game that helps people achieve their health goals.

In this episode of Work Flow, McGonigal, talks about the misconception that games are a waste of time -- there is ample scientific evidence showing that games help us stay resilient in the face of real challenges. McGonigal deploys "gamification" in her own life through "Epic Wins" and 3-to-1 balance (having three positive emotions are experiences for every one negative each day). She also talks about her love of Nike+ for running, and explains the allure of The Email Game, a fun way to conquer your email inbox.

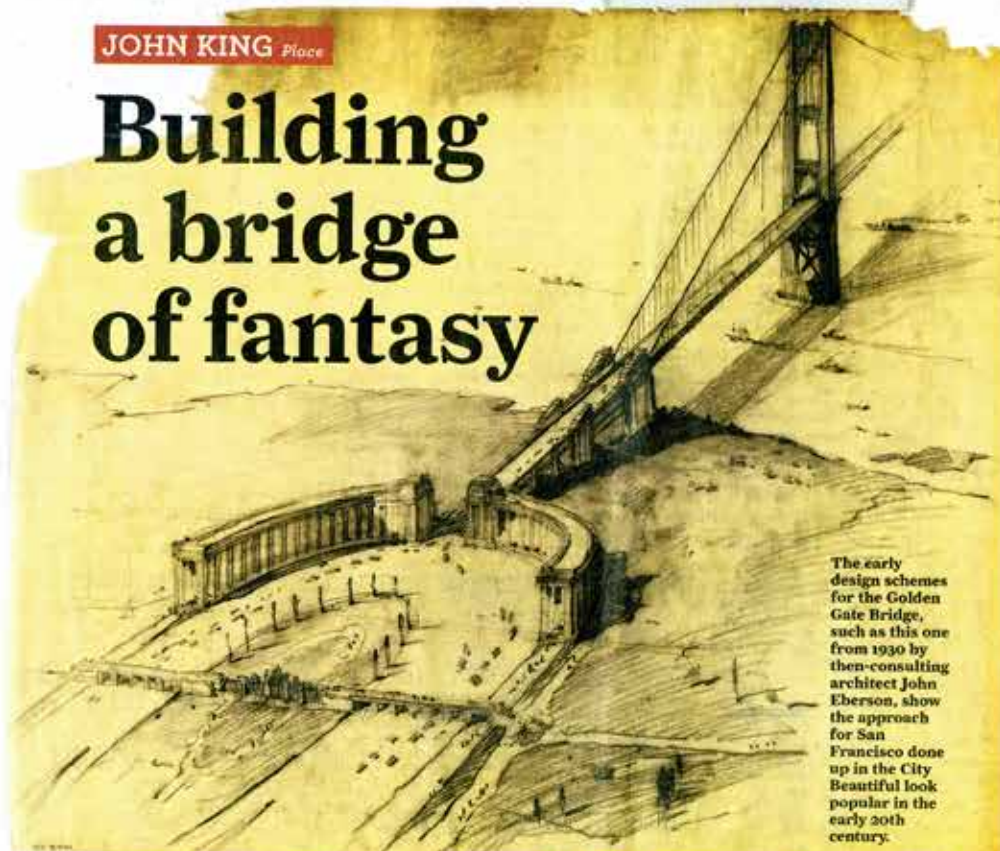
"WHAT'S REALLY AMAZING ABOUT GAMES IS HOW THEY CHANGE OUR EMOTIONAL RESPONSE TO CHALLENGES."

Datebook

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Wednesday, March 7, 2012 | Section E EB N

JOHN KING *Place*

Building a bridge of fantasy



The early design schemes for the Golden Gate Bridge, such as this one from 1930 by then-consulting architect John Eberson, show the approach for San Francisco done up in the City Beautiful look popular in the early 20th century.

Captivating flourishes in exhibition of early Golden Gate sketches

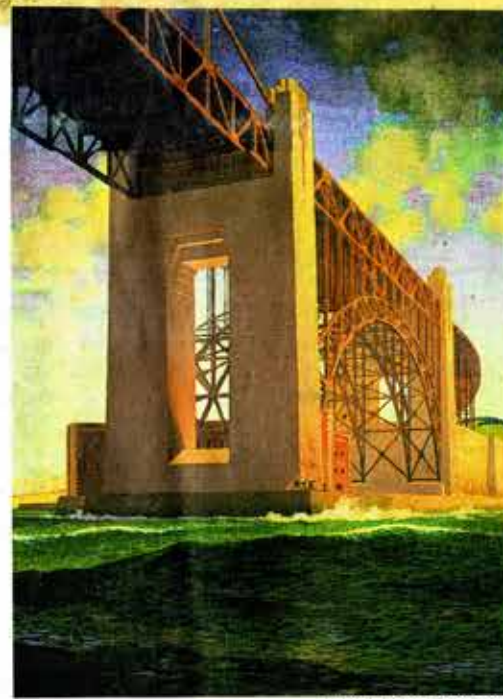
Restraint is not a word we associate with the Golden Gate Bridge — truly one of the nation's heroic works of engineering — but after seeing a new exhibition on how the span came to be, I am struck by the creators' you-know-what.

The gallery walls at the California Historical Society show us what *could* have been: colonnades suited to the glory that was Rome, an administration building shaped like a movie palace, a southern entrance hemmed in by triumphant walls. The images are fun cultural artifacts that in real life would have been deadly, and they illustrate a truth that is never out of style: The best architecture knows when to leave well enough alone.

Restraint is a minor riff in "A Wild Flight of the Imagination: The Story of the Golden Gate Bridge," an exhibition that opened last week and runs through Oct. 14. It starts with artifacts of pre-bridge life and features such goodies as the gear worn by divers who worked on the span's up-

A Wild Flight of the Imagination: The Story of the Golden Gate Bridge. Through Oct. 14. California Historical Society, 678 Mission St., S.F. Suggested donation \$5. (415) 357-1848. www.californiahistorical.org.

King continues on E5



Chesley Bonestell's painting of the base of the Golden Gate Bridge at Fort Point is on display at the California Historical Society.

HOME & GARDEN



California Historical Society

Irving Morrow sketched a much more complex approach to the Golden Gate Bridge than was built. The drawing is part of a California Historical Society display.

Early versions of Golden Gate Bridge

King from page E3

derwater piers before culminating, fittingly, in souvenirs from opening day on May 28, 1937.

The hook for design buffs, though, is the large and lovingly rendered architectural sketches of the bridge when it was taking shape *as an idea*, a concept to be sold to voters and then translated to blueprints.

Several drawings are from 1930 and the original consulting architect, John Eberson. Others are by Irving Morrow, who was elevated into the post by chief engineer Joseph B. Strauss because his fees were lower than Eberson's. An ethereal 1930 painting by Maynard Dixon shows a bridge very much like the one that came to be.

Except in one respect. Dixon's work has traffic approaching the bridge through a huge plaza with portals on the north and south and towers on the east and west.

This could be dis-

missed as artistic license, yet Eberson and Morrow also show ceremonial entries that engulf the tollbooths and extend north to where the cables appear above the span's roadway.

Morrow's schemes are the most detailed, because he was crafting specific design proposals. His approach — in

ther side until you burst into the open beneath the towers, above the blue.

The astounding thing is that such flourishes were thought necessary and were part of the overall design almost until the end. Also sacrificed was an administration building intended to turn heads; Morrow

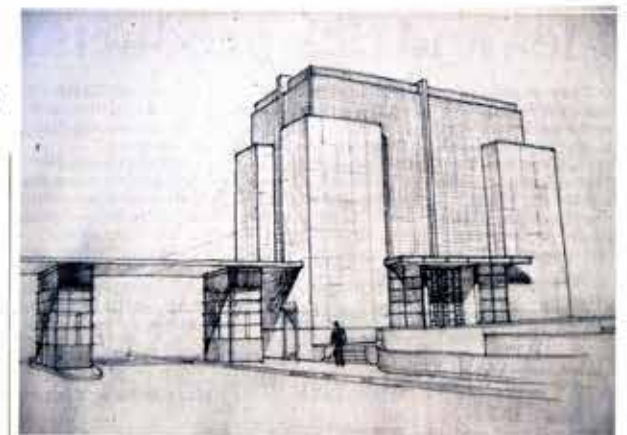
went through pose after pose, Mayan here and souped-up Moderne there.

"One scheme is pure City Beautiful. Another goes Bauhaus on us," says historical society Executive Director Anthea Hartig.

"They were exploring every direction against the backdrop of international conversations on the future of architectural design."

In their affably informative book "Golden Gate Bridge: History and Design of an Icon," Donald MacDonald and Ira Nadel report how on the eve of the span's completion, Morrow fretted in a letter to Strauss that "the Plaza is assuredly going to appear bare."

Morrow's loss is the



Collection of Environmental Design Archives at the University of California, Berkeley

This is not a mausoleum; it's one of the many design styles tried out by Morrow for the toll plaza administration building at the Golden Gate Bridge.

region's gain.

One of the many glories of our icon is the balance it strikes between structure and setting. The bay's portal was enhanced, not defiled, by the addition of a 4,200-foot-long roadway held by cables slung from 746-foot-high towers. Those towers' Art Deco stylings add a suave grandeur to an experience that could have been merely powerful.

But for all its power and grandeur, the structure never tries to distract us from the setting. That's what those elaborate portals would have done. They would have

brought theatrical trappings to an experience where theater is the last thing that we need.

Similar issues now

On a smaller scale, with lesser stakes, the same issue plays out today.

It's the oversize hillside house that pretends to be a French chateau, or the glassy tower so eager to look of-the-moment that backers ignore how dated the show will be in 10 years. On a lower budget, it's the suburban "town center" where the mock-historic cornices are molded Styrofoam glued to plywood walls and

then sprayed with stucco.

At the Golden Gate Bridge, perhaps restraint was a matter of budget, saving money for where it was needed. Perhaps it was decision makers who realized that even wild flights of imagination can go too far. The result is timeless whatever the motivation — and the current exhibition will make you appreciate its distinctive wonder all the more.

John King is The San Francisco Chronicle's urban design critic. Place runs Wednesdays. Twitter: @johnkingschron. jking@sfgate.com



San Francisco Chronicle
SUNDAY, MARCH 4, 2012

SUPERJANE

JANE MCGONIGAL
WANTS TO MAKE
THE WORLD A
'SUPERBETTER'
PLACE. PAGE 4



Jane McGonigal welcomes 500 guests to the New York Public Library, which opened its doors for an all-night session of McGonigal's quest-adventure "Find the Future: The Game."

By Peter Hartlaub

Jane the Concussion Killer ended her battle against evil years ago, but See Jane Run is still vanquishing foes.

Both are the alter egos of video game advocate Jane McGonigal, whose slow recovery from a head injury was inspiration to turn wellness into a hero-themed game called "SuperBetter." With the concussion symptoms gone and migraines held at bay, McGonigal has resumed running. She's pursuing video-game-style achievements and eventually an "epic win," which should come later this year when she completes the last in a series of half marathons.

The San Francisco author and game researcher is taking "SuperBetter" global this month, as a free online game and app that launches on Friday. With partners, funding and a network of users who have already signed up, she's hoping "SuperBetter" can help people on their own heroic journeys to tackle depression, obesity and other health issues.

"SuperBetter" is fundamentally about a mind shift," McGonigal says. "It's about claiming your power to be in charge of how you spend your time and energy, and focusing it on the things that matter the most to you. Focusing on things that will bring real happiness, real well-being."

And if that means coming up with a tough-sounding superhero name and recruiting your friends and family as sidekicks? Just part of the fun. Fun and games seem to follow McGonigal wherever she goes. Her hair is a blond fountain of curls, and she has little use for muted colors. She comes to her Chronicle photo shoot wearing a printed silk Leifsdottir dress and new sparkly green and gold Miu Miu earrings — which match the lightning bolts of the "SuperBetter" logo.

McGonigal, 34, says her fearless fashion sense comes from video games, which she's been playing since she was a child growing up in New Jersey. Her parents were schoolteachers who encouraged reading and following her passions, which included writing and creating programs on a Commodore 64. As a doctoral candidate at UC Berkeley in the early 2000s, she felt the need to look "serious." But she quickly realized that in her area of expertise, it's OK to come as you are.

"I remember the first year at the Game Developers Conference I wore these big red giant knee-high boots," McGonigal says. "Nobody cared. You can wear anything you love, because that's what you do in

Cover Story

STEP UP YOUR GAME

JANE MCGONIGAL, WHO CREATED A VIDEO GAME TO HELP HER RECOVER FROM A SERIOUS INJURY, SAYS 'SUPERBETTER' CAN ASSIST IN THE FIGHT AGAINST OBESITY AND DEPRESSION.



McGonigal addresses the Technology, Entertainment, Design conference, "SuperBetter" is being offered free online starting Friday.

"SUPERBETTER' IS FUNDAMENTALLY ABOUT A MIND SHIFT. IT'S ABOUT CLAIMING YOUR POWER TO BE IN CHARGE OF HOW YOU SPEND YOUR TIME AND ENERGY."

JANE MCGONIGAL

games. You make yourself who you want to be."

She was an advocate for the concept of "gamification" — using games to solve real-world challenges — then became a public face with her 2011 best-seller "Reality Is Broken: Why Games Make Us Better and How They Can Change the World" (Penguin Press). McGonigal's ease in addressing non-gaming audiences (Google her memorable 2011 appearance on "The Colbert Report") made her bold statements easier to take seriously. Among other theories, McGonigal thinks we're going to see a game designer or re-

searcher win the Nobel Prize. "Reality Is Broken" talks about solving global problems with games. Among the projects she has been involved with is World Without Oil, where a group of nearly 2,000 players simulated a peak oil crisis that took some near-apocalyptic turns before humanity prevailed.

"SuperBetter" may seem like a step back in scope, but McGonigal says it is a natural progression. "Reality Is Broken" talks about adopting the stimulating challenges and rewards of video games when tackling real-life problems. "I still believe really strongly

that gamers can solve some of the world's toughest challenges, but some of the world's toughest challenges are very personal," she says. "Things like depression and obesity are global challenges."

McGonigal, who suffered a serious concussion in 2009 when she hit her head on a cabinet door, created "SuperBetter" as a way to jumpstart a slow recovery. She named herself Jane the Concussion Killer, recruited allies (friends and family to work as a support group) and took aim at the specific behaviors that were slowing her recovery. Inspired by video games, she

translated healthy accomplishments into power-ups, superhero points and medals — all in the pursuit of recovery, called an "epic win."

Fans who read about "SuperBetter" on McGonigal's blog and in her book wanted to try it themselves. She heard from readers who used the "SuperBetter" template to accomplish everything from getting a job to helping manage asthma.

"It was very urgent," she remembers. "The feedback was inspiring. People were writing, 'I want a version for my son.' 'I want a version for my wife.' It just felt like I was being called to focus on that."

Funding from the Ardmore Institute of Health helped make the project a reality.

Starting Friday, anyone can set up their "secret headquarters" at the "SuperBetter" site (www.superbetter.com). "Quit smoking," "Psoriasis" and "Stroke" are three of the boxes first-time users can check. She's hoping a lot of people check "Other," and the project expands organically.

McGonigal says she can't wait for the launch. In the meantime, See Jane Run is hanging out with her Shetland sheepdog, Meche (named for a character in the LucasArts adventure game "Grim Fandango"), and hitting the pavement every day with her husband, Kiyash Monsef, a producer, director and collaborator on several projects.

She hopes to add the half marathons to a checklist of epic wins, including going vegan and giving up caffeine. She may find additional help from the book her twin sister, Kelly McGonigal, a psychologist and lecturer at Stanford University just published titled "The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do to Get More of It" (Avery; 272 pages, \$26).

The author and gamer hesitates to talk about other epic wins on her list. She doesn't want people to think "SuperBetter" is solely about becoming aggressively health oriented.

"One of my early wins was to spend the day not in bed," McGonigal says, talking about the early days of her concussion. "The epic win is whatever is aspirational to you. We don't tell you what your epic win should be. We're not your doctors, we're not your mom. We're more like a partner in finding what's reasonable and valuable to you."

Peter Hartlaub is The San Francisco Chronicle's pop culture critic. Twitter: @PeterHartlaub. phartlaub@sfgate.com

SuperBetter: Start your own "SuperBetter" or read more about the project at www.superbetter.com.

Datebook

SAN FRANCISCO CHRONICLE AND SFGATE.COM | February 26-March 3, 2012

SPAN-TASTIC!
New director, big Golden Gate Bridge show at California Historical Society

Plus: Brian Copeland, best Oscar-winning songs, Oscar ballot, 'The Voice' winner Javier Colon

WELCOME

Glowing bridge exhibition

The Golden Gate Bridge's 75th anniversary is a very big deal. At the California Historical Society, new Executive Director Anthea Hartig wasn't content with just putting up an impressive exhibition inside — she expanded the society's tribute outside. Two weeks ago the building's drab blue exterior was painted International Orange, the color Sherwin-Williams mixed specifically for the bridge more than seven decades ago.

Hartig came to our attention a few weeks ago, after Chronicle Deputy Managing Editor Meredith White attended an event at the society and met its energetic new director, who rattled off her ambitious plans for the Golden Gate exhibition and beyond. White came back to the newsroom excited about the developments.

"I live near the Historical Society and watch people walk by the building all the time, never even noticing what it is," she says. "I think the vibrant new color is a sign of how Hartig is going to change that."

Staff writer Sam Whiting was dispatched to learn more about Hartig and the exhibition, which includes a rarely seen Ansel Adams photo mural and paintings by artists imagining how the completed bridge would look. To find out more, see Whiting's story on Page 14.

Next week: Crazy about Edgar Rice Burroughs.

Sue Adolphson, Sunday Datebook Editor

6 Sunday Datebook | SAN FRANCISCO CHRONICLE AND SFGATE.COM | February 26-March 3, 2012

CONTENTS

2.26-3.03

Cover story
14 The California Historical Society has a new director and a big exhibition on the Golden Gate Bridge's 75th anniversary.

Theater
17 In his latest solo show, Brian Copeland finds humor in his painful walk through depression.

Movies
18 The guys behind "Tim and Eric's Billion Dollar Movie" tell their story.

Music
32 Before tonight's Academy Awards, we look back at some memorable best song Oscar winners.

THE S.F. SYMPHONY AT 100: A TIMELINE
Exactly 100 years ago, the San Francisco Symphony was preparing for performances of Tchaikovsky's Violin Concerto, the same work it is rehearsing and performing this week. The 1912 performance was led by the first music director of the Symphony, the dashing Henry Hadley, and featured Russian violinist Efrem Zimbalist Sr., who went on to direct the Curtis Institute of Music for more than 35 years. His son, Efrem Zimbalist Jr., is the actor known for his TV roles on "77 Sunset Strip" and "Maverick," and his granddaughter Stephanie Zimbalist played Laura Holt on NBC's "Remington Steele." The 2012 performances of the Tchaikovsky Violin Concerto feature violinist Arabella Steinbacher and conductor Charles Dutoit.

COVER STORY



When Anthea Hartig became executive director of the California Historical Society, she had just four months to mount the society's extensive Golden Gate Bridge 75th anniversary show, which she emphasized by painting the society building the same color orange as the bridge.

Liz Hafalia / The Chronicle

Director gives new meaning to historical society's role

By Sam Whiting

On her first day as executive director of the California Historical Society, Anthea Hartig inherited a Golden Gate Bridge exhibition that was already behind schedule.

On her desk was a contract obligating CHS to mount a historic overview introducing a region-wide 75th anniversary celebration for the 1.7-mile crossing. There were four months to the opening, and that's all she knew.

Interim Director Mary Morganti hazarded a calming joke. "Well, you know you could always paint the building International Orange."

Hartig, a charismatic ex-UCLA rower who stands 5 feet 11 in heels and moves with long strides, gave Morganti a look to indicate it was too late to take it back. The wheels were turning on a concept that would brilliantly "achieve my goals of bringing the society's collections up and out," says Hartig. If you go by CHS today, in a repurposed hardware store half a block away from SFMO-MA, you can see how far that little joke went. You'll also see how far the new director plans to take this sclerotic state institution in the direction of "up and out."

The squat, two-story building, heretofore painted blue with white trim and described by Hartig as looking like "a slightly sooty Wedgwood piece that is sitting on your grandmother's shelf," is now painted in the precise shade Morganti

recommended. The bridge district gave 5 gallons, and its supplier, Sherwin-Williams, mixed up another 20 to match the span's tone.

"I want people to say, 'You need to see the show in that orange building,'" says Hartig. "Plus the practical side of me knows that the building needs painting."

A public historian, as opposed to an academic historian, Hartig's specialty is in saving the built environment. "I love the smell of rehabilitation," she says. But she's never before put on an exhibition, has never run an organization of this size and scope, and is not sure what the words "historical society" mean in the 21st century.

She started Oct. 10 and scaffolding has already been up and down. The front desk, which resembled a librarian's



Erik Verduzco / The Chronicle

California Historical Society curator Jessica Hough and staffer Ernest Jolly look over an Ansel Adams photo mural from the Golden Gate Bridge, Highway and Transportation District administration building, part of the society's bridge exhibition.

San Francisco since 1871, but that is just the point. It's not the Northern California Historical Society.

Out of all the millions in the Los Angeles Basin, Hartig estimates that maybe 2,000 have ever heard of the California Historical Society, and these are probably the people who have taken Kevin Starr's class at the University of

Southern California. The ratio is better up here. If there are 5 million people in the metropolitan Bay Area, maybe 5,000 or 6,000 have heard of CHS, she guesses.

Buildup to big weekend

The exhibition that will multiply those numbers opens today because Feb. 26, 1933, was the ground-breaking cere-

mony and parade. There will be other art displays, most creatively an installation of 17 site-specific commissions at Fort Point. But "A Wild Flight of the Imagination" is the only one open now for an extended run — three months of build-up to the big event Memorial Day weekend, and five months of afterglow. By the time the Golden Gate Bridge 75th anni-

versary show has run its course, Hartig estimates that 75,000 people, a coincidental number, will have come to see it.

"I told my board when they hired me it is all about decimal points. If we have 3,500 members and there are 35 million people in the state, we just need to keep on moving the

Hartig continues on page 16

COVER STORY

The art treasures of the toll plaza

By Sam Whiting

The Golden Gate Bridge Toll Plaza is not generally thought of as a place to stop and study fine art.

So when Anthea Hartig phoned bridge district headquarters to inquire about its collection, she was told, "If you guys are having an exhibit, we have a few things hanging in our office and probably a few more things in our basement."

Underwhelmed by this sales pitch, Hartig drove out to the toll plaza anyway, to take a look at those "few things." Before she'd even reached the administration office she'd passed stairway art by Chesley Bonestell and Maynard Dixon and hallway art by Ansel Adams.

She came away with 12 major pieces — some rolled up in storage, others tucked behind cabinets — all never before seen together in a gallery setting. The bridge loan is central to "A Wild Flight of the Imagination: The Story of the Golden Gate Bridge," which opens today in the CHS galleries on Mission Street.

Emergency curator

The show was put together in four months, which was about a year less than Hartig needed. So her second call went to Jessica Hough to come in as an emergency curator.

Hartig's pitch to Hough was as ho-hum as was the bridge district's pitch about its collection. "She totally undersold it. I was thinking this was going to be a little show," says Hough, who accepted the job before remembering that California history was not her area of interest. "I'm a contemporary curator."

Hough, who is 40 and lives in Los Angeles, arrived on the scene in the fashion of Winston Wolf, the cleanup expert portrayed by Harvey Keitel in



Erik Verduzco / The Chronicle

A ticket for "Pedestrian Day" on the new Golden Gate Bridge in 1937 is among the artifacts in the 75th anniversary exhibition "A Wild Flight of the Imagination."

"Pulp Fiction." Which is to say she solves problems.

All Hough had to do was to put together a show for someone like herself — someone familiar with the bridge, but also familiar with its erroneous assumptions.

"People think it is called the Golden Gate because the bridge is called that, not because it spans the Golden Gate," says Hough, who lived in Oakland for two years while director of the Mills College Art Museum. "They don't realize that the landscape, that aperture, had an important and extensive life before the bridge was built to span it. They also sometimes think the bridge should be gold." Of the 290 items in the show, more than half are borrowed.

Acting on leads provided by volunteer bridge district historians Robert David and Trubee Schock, Hough snooped out all the grandiose architectural de-

sign plans that were rejected, along with those that were realized, in storage at the Environmental Design Archive at UC Berkeley. A scrapbook put together by an ironworker before he fell to his death from the span was uncovered at the Labor Archives & Research Center at San Francisco State University.

No end of ephemera

In addition to paintings and pictures, there are cables and rivets, tool belts and tools, and brochures. Back in the day, San Francisco was a printing center, so there is no end of ephemera hyping the bridge.

At this point, Hough might be the top expert on the Golden Gate. "I got my certification very quickly," she says.

Hartig and Hough make quite a team — one tall, one short, equal in enthusiasm. Equal in thinking big, too. If a building painted in-

ternational Orange isn't enough, they plan to have vintage cars parked at CHS for today's grand opening. And because they are historians and curators, they are verifying "that the cars actually drove over the bridge on May 28, 1937, the day it opened to vehicle traffic," Hough says.

Today's free public reception will feature a swing band and dancers. Hough and Hartig will be recognizable in 1930s dress. They will be on the lookout for an official sombrero from the Golden Gate Bridge Fiesta which lasted a week in 1937.

That is the one artifact Hough was unable to locate. So if you have an official Fiesta sombrero to loan, bring it. She will make a place for it in the exhibition. ■

Sam Whiting is a San Francisco Chronicle staff writer. swbiting@sfgate.com

"I want people to say, 'You need to see the show in that orange building.' Plus the practical side of me knows that the building needs painting. ... I love the smell of rehabilitation."

Anthea Hartig, new executive director, California Historical Society

Hartig from page 15

decimal point," she says. That math appealed to the board, as did the math in not having to pay movers. Hartig was hired away from the National Trust for Historic Preservation, where she was the Western director. Her office was in the Hearst Building on Market Street, so all she had to do was roll her things down Annie alley to the historical society on Mission Street.

Hartig, who turned 48 last week, is married to John Swiecki, community development director for the city of Brisbane. They own a classic California Eichler in San Mateo. Their boys, Langston and Cameron, will go through the California public school system just like their mom did, all the way through her Ph.D. in U.S. history from UC Riverside.

Hartig is on her eighth business card, and "I don't know if I need any more," she says. "Maybe one or two." But she's not going anywhere until she has a good answer to her own question, "What is a historical society?" ■

Sam Whiting is a San Francisco Chronicle staff writer. swbiting@sfgate.com



Molinari said, "You have to first have something, before you lose. So knowing that, the whole game builds up to this moment of loss."

People who played the game reacted very emotionally to it.

Howe, design director at **Super Hero Labs**, said the science behind emotion shows that when you feel an emotion, you spread it to six people. In a day, you can affect more than 250 people.

"How do you figure that out and stick that in a game?" Howe asked.

When you affect a player with emotion in a game, you can make an impact on more than 250 people.

One way is simply to give players a way to communicate and enable them to "project themselves into a space that we leave open for them," *Stages Better Labs* did this with a "secret wall" that players could find and then use to talk to each other.

If love is defined (by psychology professor [Barbara Fredrickson](#)) as a "shared positive emotion," then sharing of games and sharing in games is a way to bring love into them. Howe said some of her favorite games that did this were *Ecco the Dolphin*, *Flower*, and *Mitni's Edge*. With these games, Howe said, she felt full of hope and wonder while she was playing them.

Martin Hollis (pictured center), a former hardcore game designer who is co-founder of the Digital Romance Lab, said the 5,000-year-old Royal Game of Ur, the oldest board game in the world, was about dominating others. On the panel, he said that [Jon van Nieuwenhuis](#), the computing pioneer, argued that in game theory, zero-sum games mean there are only winners and losers. You might conclude that games are always competitive, always confrontational.

But Hollis said **John Nash**, the mathematician depicted in the film *A Beautiful Mind*, argued that there was another kind of strategy, dubbed **non-cooperative equilibrium**, where cooperation in games can pay off for the good of all. Hollis also mentioned that actress Eva Gabor said, "Love is a game that two can play and both win."

Hollis said he hopes that a "change is in the air" regarding the romantic genre in video games – a genre that currently doesn't exist. Perhaps, he said, we can look back on this moment in 5,000 years and view it as a turning point for love games. He thinks it would be cool to make matchmaking games where you can test whether people are a good match or not. He thinks such games could give some intrinsic motivation, or pleasure from within, by being a skilled matchmaker in a "match two" game.

"Games have been about war for thousands of years. Why not change them?" he asked. "Make love games normal. Maybe then, in 5,000 years, half the games will be about war, and half about love."

Scott Brodie, *founder of a car-shaped Games* in Kirkland, Wash., sent a recording because he wasn't able to be at the panel in person, since his wife was having a baby. His game was *Hero Generations*, where a lifetime lasts five minutes. In that time, you have to choose a mate, choose when to have a family, and then end your heroic adventures. You can build things like farms and roads that the next hero who succeeds you can take advantage of. The hero has to invest time with his or her family and make sacrifices while seeking individual goals.

You can design a game to influence how people view the world, he said. If you change one player at a time, you can change the world.

Mittu Khandaker (pictured second from right), an indie game developer and researcher at the University of Portsmouth in the United Kingdom, said that love is a very diverse thing and that it takes a lot of thought to figure out which part of it you want to depict in a game.

"How do you model the experience of love? Any one couple?" Khandaker said.

At the Digital Romance Lab, she worked on a game with robots. In the game, one robot had to search for another robot and find a companion. That led to the game *Redshirt*, currently under development in the U.K. The game lets you schmooze your way through social circles and claw your way up the career ladder.

McConigal said, "Let's see a love game nominated for the awards next year, or featured in a keynote."

GamesBeat 2012 *GamesBeat 2012 is VentureBeat's fourth annual conference on disruption in the video game market. This year we're calling on speakers from the hottest mobile, social, PC, and console companies to debate new ways to stay on pace with changing consumer tastes and platforms. Join sponsors, investors, analysts, entrepreneurs, and press as we explore the gaming industry's latest trends and newest monetization opportunities. The event takes place July 10-11 in San Francisco, and you can get your early-bird tickets [here](#).*



Social Chocolate Gets SuperBetter!
*Social Chocolate Announces Company Name Change to
SuperBetter Labs prior to its public beta launch of SuperBetter,
its first social online game*

**February 24, 2012
FOR IMMEDIATE RELEASE**

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Social Chocolate has changed its name to **SuperBetter Labs**.

The San Francisco-based company, founded in 2010, announced the name change today to better reflect its core mission – designing the platforms that help people lead “epic lives.” The concept of an epic life is centered on developing strong social relationships, positive emotion, overcoming challenges, and creating a truer sense of purpose in the real world through the use of online game mechanics.

“When we lead epic lives, we choose every day to do what matters most, even when it is hard for us,” said Chief Creative Director, Jane McGonigal, PhD.

SuperBetter Labs is introducing its new name just ahead of its public beta launch for its first game, **SuperBetter** on March 9th. In line with the company’s vision and mission, **SuperBetter** is an online, social game platform designed to help players build personal resilience and achieve their health and wellness goals.

“**SuperBetter Labs** is a truer interpretation of what our services will be in the future – from our first product focused on the health space (SuperBetter), to future gameful IT products similarly designed to assist those intent on leaning into their lives,” said CEO John Yost in making the announcement.

More information can be found on the **SuperBetter Labs** web site, Facebook page and Twitter feed. www.superbetterlabs.com, <http://www.facebook.com/superbetterlabs>, twitter.com/superbetterlabs (@superbetterlabs)

##



Super Better Founder Jane McGonigal speaks with Edie Lush at Hub Davos



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Super Better Founder Jane McGonigal speaks with Edie Lush at Hub Davos.



Edie Lush

Executive Editor, Hub Culture



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What To Do And See At SXSW, For The Gamer To The Style Buff

BY FAST COMPANY STAFF | FEBRUARY 13, 2012



Don't know how to wade through the hundreds of music, film, and interactive events at the hipster's smorgasbord in Austin? Don't worry, we did it for you.

For The Gamer

"A Crash Course in Becoming SuperBetter"

After game designer Jane McGonigal suffered a brain injury, she built SuperBetter, in which the goal is better real-life health. "There's a poignant context in games now," says SXSW events programmer Karen Ngo.

March 9

Austin Convention Center



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Bloomberg

Changing the World Through Video Games?

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Bloomberg Television contributor Tabitha Soren meets with game designer Jane McGonigal in San Francisco and finds out if games can change the way we live.

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On The Media Presents: MEDIA SCRUTINY

GAMING BACK TO HEALTH

Friday, September 30, 2011

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After suffering a traumatic brain injury, game designer Jane McGonigal developed **Superbetter**, a game that creates point systems and incentives for reaching health goals. Brooke talks to McGonigal about how the game works, and OTM producer Alex Goldman asks how he might use the game on a recent traumatic physical injury.

To follow producer Alex Goldman's blogs about using Superbetter, please follow **THIS LINK**

SF Gate, discusses Ted Taub's decision to give up Koret Foundation Board Presidency, March 19, 2014
<http://www.sfgate.com/bayarea/article/Koret-Foundation-s-Tad-Taube-giving-up-board-5332125.php>

Anderson Cooper 360, CNN, Anderson Cooper interviews family of Warren Weinstein, U.S. citizen held by al-Qaeda, aired January 3, 2014
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Washington Post interviews family of Warren Weinstein, U.S. citizen held by al-Qaeda, December 31, 2013 http://www.washingtonpost.com/world/national-security/family-of-warren-weinstein-us-citizen-held-by-al-qaeda-tries-to-keep-hoping/2013/12/31/b264a6a6-726c-11e3-9389-09ef9944065e_story.html **NO LONGER UP ONLINE TO ACCESS**

ABC News Exclusive interviews family of Warren Weinstein and shows clips of his taped statement made by al-Qaeda, December 30, 2013
<http://abcnews.go.com/GMA/video/wife-kidnapped-american-warren-weinstein-back-21366852>

Silicon Valley Business Journal interviews Ted Taub, August 16, 2013
<http://www.bizjournals.com/sanjose/print-edition/2013/08/16/tad-taube-took-a-flier-got-into-real.html?page=all>

Press Release: SuperBetter Labs co-hosts White House webinar on games and health <<http://superbetterlabs.com/wp-content/uploads/2011/12/ONC-Health-Games-ReleaseFINAL-copy1.pdf>> , May 2012 **NO LONGER UP ONLINE TO ACCESS**

Fast Company names Chelsea to its "100 Most Creative People in Business" list <<http://www.fastcompany.com/most-creative-people/2012>> , May 2012

Press Release: SuperBetter Labs teams with Oprah Winfrey Network to create Oprah's Thank You Game <http://superbetterlabs.com/wp-content/uploads/2011/12/SBLThankYouGamepressrelease_FINAL.pdf> , April 2012 **NO LONGER UP ONLINE TO ACCESS**

New York Times covers SuperBetter and Jane <http://www.nytimes.com/2012/04/29/fashion/jane-mcgonigal-designer-of-superbetter-moves-games-deeper-into-daily-life.html?_r=1&pagewanted=all> , April 2012

Read Jane's CNN blog and see clips from the Next List with Sanjay Gupta's coverage of SuperBetter <<http://whatsnext.blogs.cnn.com/2012/04/16/jane-mcgonigal-a-game-saved-my-life/>> , April 2012

Fast Company covers SuperBetter in a video interview with Jane <http://www.fastcompany.com/1826188/jane-mcgonigal-reality-is-broken?partner=homepage_newsletter> , March 2012 **NO LONGER UP ONLINE TO ACCESS**

VentureBeat covers Jane and Chelsea at the Game Developers Conference <<http://venturebeat.com/2012/03/23/the-deanbeat-video-games-can-be-about-love-not-just-violence/>> , March 2012 **NO LONGER UP ONLINE TO ACCESS**

Wall Street Journal's MarketWatch covers Chelsea's "2012 Rising Star" award <<http://www.marketwatch.com/story/superbetter-labs-superbetter-game-design-director-wins-2012-rising-star-award-2012-03-22>> , March 2012 - **NO LONGER UP ONLINE TO ACCESS**

San Francisco Chronicle features SuperBetter and Jane <<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2012/03/01/LV7E1NDDO5.DTL&ao=all>> , March 2012

Runner's World interviews Jane about SuperBetter and game design <<http://www.runnersworld.com/article/0,7120,s6-243-544--14237-F,00.html>> , March 2012 **NO LONGER UP ONLINE TO ACCESS**

Fast Company says Jane's presentation is one of the four things you should see at SXSW <<http://www.fastcompany.com/magazine/163/a-very-brief-sxsw-guide>> , February 2012

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NPR producer blogs about using SuperBetter <<http://www.onthemediamedia.org/blogs/on-the-media/2011/oct/04/superbetter-diaries-entry-1/>> , October-November 2011 **NO LONGER UP ONLINE TO ACCESS**

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Jane speaks at Google's Zeitgeist symposium <<http://www.zeitgeistminds.com/videos/game-on-jane-mcgonigal-at-zeitgeist-americas-2011>> , September 2011 - **NO LONGER UP ONLINE TO ACCESS**