

OUR MISSION

Erik and Laura's story began with *The Paranormal Scholar*[®], a project dedicated to the objective exploration of anomalous phenomena. They both had a lifelong interest in the strange and mysterious, but felt frustrated by what they perceived to be a lack of academic rigour in the paranormal field. The only place a scholarly approach could be found was in the dusty ivory towers of the traditional, institution-based academia. Their mission was to enter the public sphere with a scholarly mentality, and thus seek to bridge the gap between popular and academic.

Ethereal Production's purpose as a company is to align with these three principles:

OBJECTIVITY. Our only agenda is to produce quality content - not to convince you to believe the same as us. We aim to approach every subject we chronicle with an open-mind and to allow our audience to decide what to believe.

TRANSPARENCY. Our content is factual, and to prove it we will always share our sources with you. Much research goes into the videos Ethereal produces for *The Paranormal Scholar*[®], making it a vital part of the creative process. References and further reading suggestions can be accessed via *The Paranormal Scholar*[®] website.

QUALITY. Quality of mind, quality of image. Not only do we aim to provide quality research, but also a quality mode of presentation so that our productions are timeless.