

ENTERTAINMENT INDUSTRIES COUNCIL, INC.

1983

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Entertainment Industries Council, Inc. (EIC) is founded by leaders of the entertainment industry to serve as a vital bridge between Hollywood and public policy makers and bring the industry's power and influence to bear on health and social issues.

1984

The new Entertainment Industries Council launches its Washington presence with Senators Orrin Hatch and Ted Kennedy co-chairing discussions with industry aboard the Presidential yacht Sequoia on how EIC's programs can be most effective.

EIC representatives actor Michele Lee and NBC's Jay Rodriguez testify before the Senate Subcommittee on Alcoholism and Drug Abuse, highlighting the work of the industry to deglamorize drugs.

Actors Paul Newman and Gerald McRaney (EIC Board Director) testify before the Senate Permanent Subcommittee on Investigations to discuss the industry's "Star Wars" on drug abuse. Senator John Glenn (D-Ohio) compliments McRaney on his *Simon and Simon* episodes devoted to drug abuse issues.

Actor Tim Reid, EIC Board Director, and EIC President/CEO Brian Dyak testify before a House of Representatives Committee on drug and alcohol media issues. The series of hearings leads to a Senate Resolution commending members of the entertainment industry as a communications resource to discourage substance abuse in our society.

The Statler Brothers represent EIC's National Advisory Committee in discussing the music industry role and EIC activities with President Reagan and Vice President George Bush.

1984

1985

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EIC produces the first drug prevention music video, "Stop the Madness," featuring over a dozen celebrity cameos and premiering on NBC's *Friday Night Videos*. The song was also released as an LP by MCA Records.

On behalf of EIC, the esteemed Mr. Lew Wasserman chairs EIC's first fundraising gala, an all-star tribute to First Lady Nancy Reagan. The event rallies industry leadership.

1986

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EIC develops a partnership with the National Institute on Drug Abuse (NIDA) in presenting a forum that explores drugs and HIV/AIDS, resulting in the formation of the Entertainment Industry Coalition on AIDS in the Workplace.

CBS joins with EIC to use the "Stop the Madness" theme as the centerpiece for the first network public service campaign with a daily, designated primetime airing. The campaign results in over 400 different spots airing over the course of four years.

1987

The industry's first AIDS workplace resource center is established by EIC and the Entertainment Industry Referral and Assistance Center (EIRAC).

1987

1988

General Motors sponsors "Buckle Up," an educational video and curriculum with accompanying music video featuring nearly 75 celebrity cameos. "Buckle Up" goes on to win numerous awards, including the CINE Golden Eagle, is distributed to schools nationally, and becomes a free rental title in over 1,500 Blockbuster stores around the country.

EIC and CBS launch their second joint primetime celebrity campaign, "AIDS Facts for Life", which runs for three years on a nightly basis.

1988

1989

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The National Highway Traffic Safety Administration (NHTSA) and the U.S. auto industry help EIC and two dozen celebrities support Buckle Up America! Week by buckling up the Hollywood Sign with the world's largest safety belt.

A TIME CAPSULE OF “ENCOURAGING THE ART OF MAKING A DIFFERENCE”

1990

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In response to government concerns about the entertainment industry “glamorizing drug and alcohol abuse,” EIC collates a Report to Congress documenting a decade’s worth of proactive television programming addressing the issue of drugs and alcohol – a report that comprises over 800 entertainment productions.

1991

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The Report to Congress is unveiled at an industry breakfast that recognizes over 150 members of the creative community with certificates commending their efforts over the last decade. This event is the predecessor to the *PRISM Awards*.

EIC partners with the National Academy of Recording Arts and Sciences on a national music industry drug prevention billboard campaign featuring major recording artists.

EIC test launches a series of radio campaigns, each specifically targeting select audiences such as Native Americans, Hispanic Americans, and college students.

1992

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“Inhalants: The Silent Epidemic”, an Afterschool Special style drama is produced and distributed to schools by EIC.

“The Incredible Crash Dummies” action figure toy line is launched by EIC as a way to teach children about the importance of seat belts. The successful Tyco toy line and other licensed products run for two years.

1993

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The first edition of *Spotlight on Depiction of Health and Social Issues* is published, compiling the depiction suggestions EIC has developed over the years on such subjects as safety belts, HIV/AIDS, mental health, closed captioning, drunk driving, drugs, alcohol and tobacco.

1994

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The Centers for Disease Control and Prevention (CDC) partners with EIC in bringing the “Business and Labor Responds to AIDS” program to the entertainment industry work force.

CDC’s Office on Smoking and Health supports EIC’s “Tobacco in Media” symposium, resulting in recommendations for the entertainment industry’s potential role in addressing the tobacco issue.

1995

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Fifteen entertainment industry unions and trade associations co-sponsor “Drugs, Violence and Youth: Tragedies and Truth” symposium, resulting in recommendations that become the basis for EIC’s current program structure and activities.

EIC produces Emmy Award-winning short video *Will You Be There Tomorrow?*, used as a centerpiece at the “American Cities Against Drugs” International Mayors Conference.

1996

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NIDA partners with EIC in the implementation of the symposium recommendations, including the development of the second edition of *Spotlight on Depiction of Health and Social Issues*, focusing solely on drug, alcohol and tobacco use and addiction.

1997

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The *PRISM Awards* debuts as the entertainment industry awards honoring the accurate depiction of drug, alcohol and tobacco use and addiction, garnering 35 submissions. The event is attended by 150 industry members and hosted by Casey Kasem, who goes on to become the official voice of the *PRISM Awards*. NIDA signs on as a founding partner.

1998

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First Draft, EIC's technical resource service hotline for the creative community is launched to provide on-request information, consulting, expert referrals, script review and other services.

CDC, United Way of America, and PRIDE join with EIC in producing the first "Youth Performing Arts Institute on HIV and AIDS Awareness," bringing together 500 acting students from across the country to work with industry creators and actors, as well as health experts, to develop AIDS performances for their local communities.

The Robert Wood Johnson Foundation (RWJF) comes on board as a partner in the second *PRISM Awards* event.

1999

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RWJF increases its support as a partner with NIDA in EIC's drug, alcohol and tobacco efforts, resulting in *Generation Next*, a program to provide seminars and technical assistance to film students on the depiction of addiction. The program is conducted in 18 major film schools.

The Joyce Foundation provides support for EIC's first organizing meeting to address the issue of gun violence, firearm safety and injury prevention.

2000

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PRISM Awards 2000, with a submission growth of 49%, is televised for the first time by Tribune Entertainment on 140 stations reaching 85% of the country. The reach of *PRISM*-honored productions grows to nearly 769 million gross impressions.

2001

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U.S. Surgeon General David Satcher meets with Hollywood leaders at an EIC sponsored Forum that launches EIC's mental health efforts. EIC recognized as a leader in National Strategy For Suicide Prevention: Goals and Objectives For Action published by the U.S. Department of Health and Human Services.

The reach of *PRISM*-honored productions grows to over 1 billion gross impressions. For the first time, a special screening is held for the *PRISM Awards* on Capitol Hill. The *PRISM Awards* is distributed to 3,500 treatment centers around the country.

EIC successfully develops a new policy prohibiting paid and promotional placement of tobacco products in entertainment productions, adopted by MGM, Warner Bros. and 20th Century Fox.

The first issue of the research newsbrief *Focus on...* is published with an EIC study on gun violence. Volume 2 of *Spotlight on Depiction of Health and Social Issues* is published, focusing on Gun Violence and Firearm Safety.

The *EDGE Awards* are launched, honoring productions that address gun violence, firearm safety and injury prevention.

In the wake of the September 11th Attack, EIC publishes *Spotlight On...A New Normal*, providing depiction suggestions that respond to terrorism and homeland security in a proactive way on-screen.

2002

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EIC's first briefing on Methamphetamine and Meth Labs is conducted for representatives of the creative community.

Picture This, a meeting of the nation's leaders on health and social issues is convened by EIC in Washington, DC to determine the most pressing substance abuse issues for the entertainment industry to consider in developing productions.

The Capitol Hill event forms a host committee comprised of nearly 50 members of Congress.

The *PRISM Legacy Kiosk* becomes a part of the drugs and terrorism exhibit at the DEA Museum in Washington, D.C.

2003

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The *PRISM Awards* successfully move to FX with a record number of submissions (325)! A *PRISM* "May Sweep" promotion is conducted, resulting in the airing of over 100 hours of programming and movies recognized by the *PRISM Awards* to date, on over a dozen different broadcast and cable networks.

The issue of Sun Safety Awareness and Skin Cancer Prevention becomes a new area for EIC, in partnership with the Sun Safety Alliance.

First publishing of *Write on Target*, a one-page electronic newsbrief providing depiction suggestions on specific aspects of the gun issue.

2004

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The *PRISM Awards* TV special adopts a new format, along with the *PRISM*'s first "Ten Best" List.

First Draft expands to address the issue of Human Trafficking, the modern day form of slavery. The topic is also incorporated into EIC's *Generation Next* film school program. Creative Community Briefings are held on the issue.

Special *PRISM* Treatment Outreach expands to 11,000 treatment centers through partnership with the Substance Abuse and Mental Health Services Administration, an agency of the U.S. Department of Health and Human Services.

2005

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EIC holds Congressional Breakfast Briefing on Capitol Hill to educate key staffers on current topic areas.

EIC launches the first in an ongoing series of round table gatherings for Standards and Practices Executives from the Broadcast and Cable Networks.

EIC partners with Lifetime Entertainment for a poll.

PRISM Capitol Hill Showcase spotlights National Recovery month.

First Draft expands to include Bipolar Disorder and other mental health issues.

2006

2006

EIC and Sun Safety Alliance launch the SunSCAN Awards recognizing productions depicting sun safety and Skin Cancer and holds special briefing for make-up artists.

First Draft expands to include resources on Type II Diabetes.

The 9th Annual *PRISM Awards* is distributed to treatment centers on DVD, enabling additional bonus features.

"Picture This Roundtables" on bipolar disorder and at-risk youth held in Washington D.C.

2007

2007

SAMHSA joins as a new *PRISM* partner.

Dept. of Justice partners with EIC on At-Risk Youth Project.

Special Olympics joins with EIC on intellectual disabilities.

Picture This roundtables and industry briefings on at-risk youth, intellectual disabilities, depression and suicide, and bipolar disorder held.

UPCOMING

National airing of the 10th and 11th *PRISM Awards* on FX

Capitol Hill Showcase

Picture This Forums on:

- Depression & Suicide
- Treatment & Recovery
- Post-traumatic Stress Disorder

With Complementary Creative Briefings

Launch of Newly Designed EIC Website - www.eiconline.org