

Tenth Annual  
**PRISM**<sup>™</sup>  
AWARDS

CELEBRATING THE ART OF MAKING A DIFFERENCE

THE PRISM AWARDS RECOGNIZE THOSE IN THE ENTERTAINMENT INDUSTRY WHO USE THEIR TALENTS, INFLUENCE AND CREATIVITY TO ACCURATELY DEPICT SUBSTANCE ABUSE, ADDICTION AND TREATMENT.

*Law & Order: SVU* Executive Producer Dr. Neal Baer was honored with the 2006 Larry Stewart Leadership & Inspiration Award at the 10th Annual PRISM Awards in Beverly Hills. Emmy-winning actress Mariska Hargitay presented the award to Dr. Baer at the event.



"As an industry, we can help people. I think we have to treat addiction as an illness, which is what it is. It's not a character flaw, and it's not a lack of judgment, it's an illness. It's not a choice."

—Katey Sagal

"The airing of the PRISM Awards on FX Networks is part of FOX Television Network's ongoing commitment to giving back in a way that really makes a difference. Through the PRISM Awards, we salute those of you in the substance abuse field. We encourage you to continue to do what you do best by helping people through your research, counseling, treatment and recovery services. We will continue to do what we do best by communicating the message of the consequences of addiction, the importance of treatment, and the hope of recovery."

—Tony Vinciquerra, President, Fox Television Network



"I think it's really important that actors, writers, producers, and directors portray drug abuse and alcohol abuse very accurately. We take so many of our cues—from fashion and where to eat, to how to behave, how to marry, how to date, what kind of car to drive—from what we see on film and on our televisions. Drug and alcohol abuse are not a glamorous thing. You have to show what is accurate. You have to show what [addiction is] really like or you're doing a disservice."

—EIC Board Director Melissa Rivers



**10th Annual PRISM Awards Winners** • Feature Film Wide Release: **Walk the Line** • Feature Film Limited Release: **Pure** and **Down to the Bone** • PRISM Film Festival Award: **Self-Medicating** • Direct-to-Video Production: **The Chuck Negron Story: Biography of an Entertainer** • TV Drama Storyline: **Jack and Bobby – "Under the Influence" / "Stand By Me"** (WB) • Drama Series Episode for Television – **Without a Trace – "Off the Tracks"** (CBS) • Performance in a Drama Series Episode for Television: **Kelly Rowan – The O.C.** (Fox) • Performance in a Drama Multi-Episode Storyline for Television: **Lori Loughlin – Summerland** (WB) • Comedy Series Episode for Television: **Saturday Night Live** (NBC) • Performance in a Comedy Series: **Georgia Engel – Everybody Loves Raymond** (CBS)

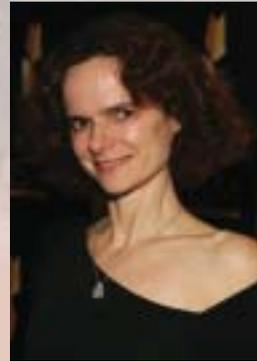
"The process of recovering from addiction is not simple. It is actually long-lasting. Television and movies can help a person who is trying to recover by portraying a realistic perspective of what the individual is to expect. Relapse may be part of the recovery process...and that can be depicted through movies or television."

—Dr. Nora Volkow, Director, National Institute on Drug Abuse



"One of the things that has happened to us in the entertainment industry is our audiences are smarter than they used to be. Everyone is a lot more educated in terms of information. We have to stay true to our audiences and stay at least one step ahead of them in terms of the information we deliver."

—CCH Pounder



Donny Deutsch, from CNBC's *The Big Idea*, hosted the 10th Annual PRISM Awards event.



"I think it's important if you're going to tackle addiction on television in a storyline that you portray it accurately. You have to show the consequences. You can't sugar coat it."

—Lori Loughlin



Grey's Anatomy's *Isiah Washington* was a presenter at the 10th Annual PRISM Awards.



Enrico Colantoni, from *Veronica Mars* on the red carpet.

"Addiction is real and somebody needs to address it. Television is the most prominent form of not just entertainment but of information communication. I think our industry has an obligation to deal with this."

—Danny Bonaduce



"The process of recovery has evolved. I think it has progressed and there is less of a stigma attached to recovery itself. We have images from 40 years ago of someone going to Alcoholics Anonymous and being in the shadows of not wanting anyone to know, where now we have reality television about it. That's certainly a difference. There is probably at least one person out there who would watch a reality show about an intervention and wake up and get their act together. If it's just one, then it's done its job."

—Gary Cole



• Comedy Series Multi-Episode Storyline for Television: **Reba** (WB) • TV Movie or Miniseries: **Behind the Camera: The Unauthorized Story of Mork and Mindy** • Performance in a TV Movie: **S. Epatha Merkeron – Lackawanna Blues** (HBO) • TV Talk Show Episode: **The Montel Williams Show – "Drug Abuse: Rebuilding a Family"** • TV Biographical Series Episode or Special: **The E! True Hollywood Story: Mary Tyler Moore** (E!) • TV Documentary: **28 Days in Rehab** • TV Unscripted Nonfiction Series Episode or Special: **Breaking Bonaduce – "The Only Hope is Rehab" / "Rehab" / "Getting Better"** (VH1) • TV Teen Nonfiction Series Episode or Special: **Channel One News: Focus on Lung Cancer** • Music Recording: **Brad Paisley – Alcohol** • Community Service – **CBS Cares**



"I think that it is not just important, but imperative, that Hollywood steps up and instead of glamorizing or ignoring drug, alcohol and tobacco use, abuse, addiction and recovery, that we accurately portray it—because it exists. It's just the only responsible thing to do, to portray it and to do so accurately."

—T'Keyah Crystal Keymah

"We've come a long way in our portrayal of substance abuse by showing what it does to families and how it tears people's lives apart. I think we have progressed to a much more powerful place in the industry now, portraying that addiction is not glamorous, but that people's lives are damaged by it."

—Brenda Strong



Fox Entertainment President Peter Liguori, NIDA Director Dr. Nora Volkow, and PRISM Awards Executive Producer Brian Dyak at the 10th Annual PRISM Awards.



"As an industry, we have a unique opportunity to be able to enlighten our audiences about a great many health and social issues, and FX has attempted to take this opportunity to heart in our programming. It is for this reason that we view the PRISM Awards as a beacon to shine light on what our industry and our network do to address drug, alcohol and tobacco use and addiction, issues that impact so many of our viewers."

—John Landgraf, President & General Manager, FX Network

"Onscreen portrayals are like holding up a mirror to the viewer. I think that so many people are in denial about their addictions that sometimes it really takes a fictional character to make them see themselves realistically."

—Gordon Clapp



"Anything we produce should be accurate."

—Rene Auberjonois



Julie Warner, from Nip/Tuck and Family Law, on the red carpet at the 10th Annual PRISM Awards.

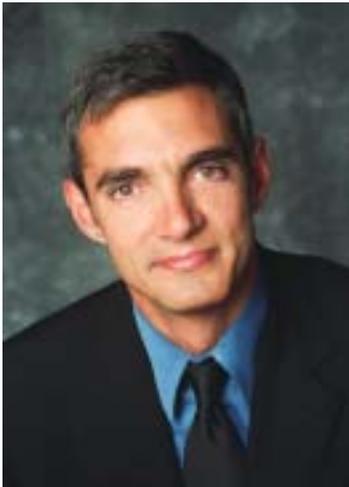




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"Films, television, music and other forms of entertainment have the power to reach across cultural boundaries, traversing the globe with a unique ability to inform and educate audiences about health and social issues. The *PRISM* honorees exemplify creativity and a commitment to communicating the destructive impact of substance abuse around the world."

—Peter Liguori, President, Entertainment,  
Fox Broadcasting Company and *PRISM*  
Honorary Committee Chairman

"I think TV and movies can support the recovery process when it is depicted in a way that is a reflection of reality. There is an opportunity for film and television not to show recovery tied up in a bow so nicely, because recovery is an ongoing process and people do struggle with it their whole lives. Just because characters get sober doesn't mean they are not still dealing with their addictions."

—Kelly Rowan



For more information about the *PRISM Awards*, and to enter for the *11th Annual PRISM Awards*, go to  
[www.prismawards.com](http://www.prismawards.com).