

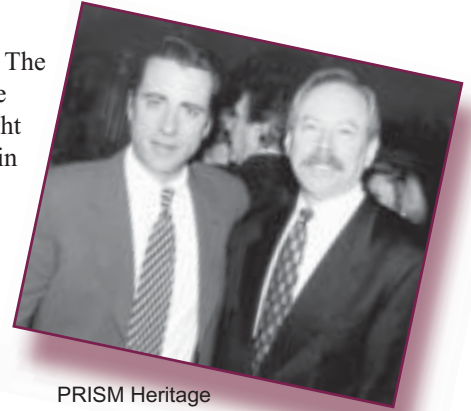
PROFILE

Spring 1999

Third Annual PRISM Awards Introduce Heritage Award

The Third Annual PRISM Awards were held at the Beverly Hills Hotel on Tuesday, March 9. The awards, sponsored by the Entertainment Industries Council, Inc. (EIC) in partnership with the National Institute on Drug Abuse (NIDA) and The Robert Wood Johnson Foundation, spotlight outstanding efforts of the entertainment industry to accurately depict drug use and addiction in entertainment products.

The PRISM Heritage Award was presented to **Andy Garcia** and **Meg Ryan** for their outstanding performances in "When a Man Loves a Woman." This award was launched this year to recognize prominent examples of actors, directors, or writers who have contributed to the industry's past efforts to portray the issues of drug, alcohol, and tobacco use and addiction.



PRISM Heritage Award Winner Andy Garcia with Dr. Alan Leshner, Director of NIDA



Steven Spielberg, Executive Producer of Award Winning show, Pinky and the Brain

"Many people in Hollywood are doing a spectacular job educating Americans, both young and old, about the true nature of drug abuse and addiction and its consequences for all aspects of their lives."

— Dr. Alan Leshner, NIDA Director



TOP: Mackenzie Phillips and Henry Winkler
BOTTOM: EIC President and CEO Brian Dyak with Founding Board Director Michele Lee

1999 Larry Stewart Leadership and Inspiration Award Winners

Special PRISM Awards are presented for leadership and inspiration by example. These spotlight an individual who has, through his or her public image, creative choices, public activities, and personal example, served as a positive role model to the entertainment industry.



Award Winner Montel Williams

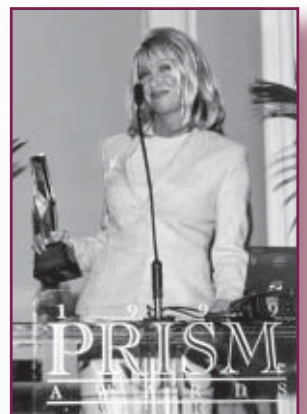


Recipient Mike Greene, President and CEO of NARAS, with Wendy Phillips and eight-time Grammy Award Winner Phil Ramone

"I'm here to honor the leadership that the PRISM Awards is demonstrating every single day." - Mike Greene, NARAS

Three Larry Stewart Leadership and Inspiration awards were presented this year. Ed Begley, Jr. presented the award to **Suzanne Somers** for her efforts to fight alcoholism. Phil Ramone was in attendance to present the award to National Academy of Recording Arts & Sciences President **Michael**

Greene for launching school anti-drug programs. And, for using his TV talk show to combat teenage drug use, Daytime Talk show Emmy Award Winner **Montel Williams** was presented the award by Gerald McRaney.



Suzanne Somers, receiving Award

Television Comedy Series Episode

PRISM Award

Sports Night - "The Apology"

PRISM Commendations

Boy Meets World - "If You Can't Be With The One You Love"

Brother's Keeper - "You're In Trouble"

Clueless - "Model Smoker"

The Drew Carey Show - "Golden Boy"

Home Improvement - "What a Drag"

Moesha - "Hello, What's This?"

News Radio - "Balloon"

The Wayans Brothers - "High Life"

Television Drama Series Episode

PRISM Award

Promised Land - "Out of Bounds"

PRISM Commendations

Chicago Hope - "Objects are Closer Than They Appear"

Dawson's Creek - "The Reluctant Hero"

Law and Order - "Under the Influence"

Legacy - "Emma, Parts 1 & 2"

NYPD Blue - "Heart and Souls"

Pacific Blue - "Users"

Promised Land - "Designated Driver"

Touched By an Angel - "Redeeming Love"

Television Prime Time Drama Continuing Storyline

PRISM Award

E.R. - Chase Carter, "Sharp Relief" / "Carter's Choice" / "My Brother's Keeper" / "A Bloody Mess" / "Of Past

Regret and Future Fear"

PRISM Commendation

E.R. - Baby McNeil, "Of Past Regret and Future Fear" / "Suffer the Little Children" / "A Hole in the Heart"

Television Children's Live Action Series Episode or Special

PRISM Award

Hang Time - "High Hoops"

One World - "Twelve Steps to Ben"

PRISM Commendations

City Guys - "Over the Speed Limit"

Channel One News - "Science of Addiction"

Saved by the Bell: The New Class - "Cigar Wars"

Television Children's Animated Series Episode or Special

PRISM Award

Pinky and the Brain - "Inherit the Wheeze"

Television Reality Series Episode or Special

PRISM Award

Mackenzie Phillips: The E! True Hollywood Story

PRISM Commendations

America's Most Wanted - "Meth Labs"

Gary Busey: The E! True Hollywood Story

Jornada del Muerto (The Journey of Death)

Take the Step

Teen Files: Smoking - Truth or Dare

Teen Files: Truth About Drinking

Television Talk Show Series Episode

PRISM Award

Leeza - "Special Report: Kids, Booze, and Binges"



Stan Lee, Marvel Comics, sharing award with his creation, Spiderman

PRISM Commendations

The Geraldo Rivera Show - "The Drug War is All in the Family"

Loveline - "Chris Isaak"

The Ricki Lake Show - "I'm a Teen Heroin Addict...Ricki, Please Help Me"

The View - "Female Alcoholics"

Television Movie Miniseries or Dramatic Special

PRISM Award

Floating Away

Theatrical Feature Film

PRISM Award

Down in the Delta

PRISM Commendations

Affliction

High Art

Permanent Midnight

Return to Paradise

Comic Book Issue or Continuing Storyline

PRISM Award

"Carol's Story" - *The Avengers* Vol. 3 / #4-7, *Iron Man* Vol. 3 / #7, #11-12, *Captain America* Vol. 3 / #8, *Quicksilver*, #10

Community Service Effort

PRISM Award

The More You Know

PRISM Commendations

Children First

Eye On

Fox: Change Begins With You

Substance Abuse Prevention Public Education Campaign



Brian Dyak with cast and Producer Peter Engel of *Saved by the Bell*



Left: Casey Kasem, Official Host of the 1997, 1998, and 1999 PRISM Award Ceremony.

Right: Tom Ruegger accepting award on behalf of Pinky and the Brain, *A prism is used to disburse a beam of light. We hope that with our episode we were able to disburse light about the dangers of cigarettes and nicotine to our kid audience. We hope they can see the light and avoid this terrible addiction.*



Mariette Hartley and Montel Williams

Many thanks to:

The 1999 PRISM Honorary Committee

John Agoglia; Dick Askin; Tim Conway; Suzanne DePasse; Charles W. Fries; Mariette Hartley; Michele Lee; Stan Lee; Margaret Loesch; Mike Medavoy; Irena Medavoy; Fredric Rosen; Herman Rush; Terry Semel; Aaron Spelling; Robert Stack; Renee Valente

In Kind Contributors

Studio Instrument Rentals, Inc. (SIR); California Graphics; Computer Rentals, Inc.; Westcoast Video; PAC Title Optical; Laser Pacific; Buzzy s Recording; Entertainment Lighting Services (ELS); Green Set; Motion Picture Art, Inc.; Tom Meleck, Designer; Video PAC System Studios

Musical Guests

Beach Boys: Family and Friends and Graham Nash



Mackenzie Phillips and Gerald McRaney



Taran Smith presenting Award with Leila Kenzle



Graham Nash performing *Teach Your Children Well*



Camryn Manheim congratulating Andy Garcia



Victor McGauley, accepting Award on behalf of his feature film, *Down in the Delta*

Thank you for your support!

Office of Smoking and Health

Centers for Disease Control & Prevention

EIC STAFF - Marie Gallo Dyak, Director, PRISM Awards; Larry Deutchman, Sr. VP/ Executive Producer, EIC; Henri Bollinger, Publicity Counsel; David Conner, Project Assistant; Carla DiBenedetto, Project Assistant; Kaye, Scholer, Fierman, Hays, and Handler, Legal Counsel; Matrix Institute on Addictions, Technical Assistance; Francine Milano, Webmaster; Heidi Novotny, Program Coordinator; Emily Powell, Design and Production Coordinator; Jhamal Robinson, Program Coordinator; Kirwan Rockefeller, Ph.D., Director of Education; Allison Rosenzweig, Communications Coordinator

Special thanks to: Sharon Trojon Hollinger, Director; Hank Saroyan, Producer; Carrie Stewart Baker, Co-Producer

NATIONAL INSTITUTE ON DRUG ABUSE • NATIONAL INSTITUTES OF HEALTH



The National Institute on Drug Abuse (NIDA), celebrating its 25th anniversary, supports over 85 percent of the world's research on the health aspects of drug abuse and addiction. NIDA was established by Congress and has clearly emerged as the scientific authority on drug abuse.

The accomplishments of the National Institute on Drug Abuse are monumental. NIDA research has identified the molecular sites in the brain where every major drug of abuse has its initial effect. These discoveries, together with computer-aided drug design, are paving the way to development of novel medications to break the cycle of addiction. In 1999 NIDA will begin a National Drug Abuse Clinical Trials Network to rapidly test treatments in real-life settings. "Establishing this Network is the first step in revolutionizing treatment in this country," says NIDA Director Dr. Alan I. Leshner.

The Institute is committed to providing scientific information to educate the public about the real nature of drug abuse and addiction and the latest improvements in effective prevention and treatment. To that end, NIDA has for the third year in a row partnered with The Robert Wood Johnson Foundation and the Entertainment Industries Council, Inc. to recognize the entertainment industry's effort to become part of the solution in improving this major public health problem.

THE ROBERT WOOD JOHNSON FOUNDATION

The Robert Wood Johnson Foundation, based in Princeton, NJ, is the nation's largest philanthropy devoted exclusively to health and health care. It became a national institution in 1972 with receipt of a bequest from the industrialist whose name it bears, and has since made more than \$3 billion in grants. The Foundation concentrates its grantmaking in three goal areas: (1) to assure all Americans have access to basic health care at reasonable cost; (2) to improve the way services are organized and provided to people with chronic health conditions; and (3) to reduce the personal, social, and economical harm caused by substance abuse - tobacco, alcohol, and illicit drugs.



ENTERTAINMENT INDUSTRIES COUNCIL, INC.

"Encouraging the Art of Making a Difference"

Board of Directors: Brian Dyak, President and CEO; Ralph Andrews, Founding Chairman; Lionel Chetwynd; Nancy Dockry, Vice Treasurer; David Goldsmith, Co-Chairman, Finance; Michele Lee, Founding Director; Herman Rush, Chairman, EIC Trustees; William Utz, Co-Chairman, Policy

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Entertainment Industries Council, Inc.
1760 Reston Parkway, Suite 415
Reston, VA 20190-3303

