

# PROFILE

vol. 3, issue 2

## PRISM Winners Reach Millions of Viewers

This issue is dedicated to the many industry "creatives" who have received PRISM recognition. The initial gross impressions of the productions recognized at the 1999 PRISM Awards, in all categories, total over 350 million. I am pleased to provide you and your colleagues with this analysis of the depth and reach of the many industry efforts. I believe you'll be pleasantly impressed and proud of our industry's collective accomplishments.

Brian L. Dyak, President and CEO

### 1999 PRISM Award Winners Initial Gross Impressions of Accurate Depiction

Production	Shares (%)	Viewers	PRISM Award
Sports Night - "The Apology"	14	7,554,000	PRISM Award: Television Comedy Series Episode
Promised Land - "Out of Bounds"	13	7,753,200	PRISM Award: Television Drama Series Episode
E.R. - "Chase Carter"	8.4	18,587,800	PRISM Award: Television Prime Time Drama Continuing Storyline
Hang Time - "High Hoops"	3.6	3,620,000	PRISM Award: Television Children's Live Action Series Episode or Special
One World - "Twelve Steps to Ben"	2.1	2,952,000	PRISM Award: Television Children's Live Action Series Episode or Special
Leeza - "Special Report: Kids, Booze, and Binges"	1.3	1,230,000	PRISM Award: Television Talk Show Series Episode
Down in the Delta		356,793	PRISM Award: Theatrical Feature Film
<b>Total: Initial Gross Impressions*</b>	<b>42.053,793</b>		

Additional PRISM Winners include: Pinky and the Brain, The E! True Hollywood Story, Showtime's "Floating Away", NBC's The More You Know, and 'Carol's Story' for Comic Book Issue.

### 1999 Commendations Total Combined Impressions by Category

PRISM Category	Combined Impressions**
<b>Television Comedy Series Episode:</b> Six Commendations were presented to the following: Boy Meets World, Brother's Keeper, Clueless, The Drew Carey Show, Home Improvement, Moesha, News Radio, The Wayans Brothers	55,167,000
<b>Television Drama Series Episode:</b> Eight Commendations were presented to the following: Chicago Hope, Dawson's Creek, Law and Order, Legacy, NYPD Blue, Pacific Blue, Promised Land, Touched by an Angel	63,417,200
<b>Television Prime Time Drama Continuing Storyline:</b> E.R.	20,675,200
<b>Television Children's Live Action Series Episode or Special:</b> Three Commendations were presented to the following: City Guys, Channel One News, Saved by the Bell: The New Class	13,073,000
<b>Television Reality Series Episode or Special:</b> Six Commendations were presented to the following: America's Most Wanted, The E! True Hollywood Story, Jornada del Muerto, Take the Step, Teen Files	11,692,400
<b>Television Talk Show Series Episode:</b> Four Commendations were presented to the following: The Geraldo Rivera Show, Loveline, The Ricki Lake Show, The View	1,991,000
<b>Total Combined Impressions</b>	<b>165,952,800</b>

\*The initial gross impressions data represent only first run network viewing audience, and does not account for reruns, syndication, non-household viewing, VCR recording for repeated viewing, or promotional clips.

\*\*Combined impressions totals were calculated by adding the available impressions data for the specific commendation winning episodes of the shows listed in each category. Certificates of Merit total approximately 200 million impressions.

### 3rd Annual PRISM Awards Recognize Industry Accurate Depictions

The entertainment industry's annual recognition of outstanding contributions for the accurate depiction of drug, alcohol and tobacco use and addiction, the PRISM Awards held its 3rd Annual ceremony at The Beverly Hills Hotel in the Spring of 1999. The PRISM Awards are presented jointly by the Entertainment Industries Council, Inc. (EIC), National Institute on Drug Abuse (NIDA), and The Robert Wood Johnson Foundation (RWJ).

Entries for the 1999 PRISM Awards totaled 104, continuing a pattern of growth that started with 35 entries in 1997 and 60 entries in 1998. PRISM Awards are presented for outstanding contributions in Feature Film, Television Production, Direct-To-Video Production, Music Recording or Video, Interactive Software or Game, and Comic Book Issue or Continuing Storyline. In addition, there are three tiers of recognition for PRISM nominations, PRISM Awards, PRISM Commendations, and PRISM Certificates of Merit. For information on PRISM 2000 contact EIC West.

*"We work very, very, very hard to qualify these shows and entertain at the same time. We are very proud that we have been able to bring our target audience, 12 to 17 year olds, these wonderful anti-drug, anti-drinking, anti-violence messages."*

-Peter Engel, Chairman and CEO of Peter Engel Productions, in acceptance of his 1999 PRISM Award for Television Children's Live Action Series Episode or Special

## EIC Nominee, Fox's Roland McFarland, Invited to Serve on NIH Committee



National Institutes of Health (NIH) Director Dr. Harold Varmus has named Roland McFarland, Vice President for Broadcast Standards at the Fox Broadcasting Company, as one of the 20 members of NIH's first Council of Public Representatives (COPR). A new advisory committee to the Director of the National Institutes of Health, the COPR will be a forum for discussing issues that affect the development of NIH research programs and policy. Additionally, members of the COPR will advise the NIH Director on increasing public participation in NIH activities and public understanding of the NIH.

Roland McFarland, a veteran broadcast executive, has reviewed the content of tens of thousands of hours of television programming, assessing its accuracy, appropriateness for various audiences, and potential for positive or negative impact. Selection of the committee members followed a two-month, nationwide, public call for nominations that attracted well over 200 applications. The Entertainment Industries Council, Inc. is proud to have nominated Mr. McFarland and looks forward to his significant contributions to the Council of Public Representatives and the National Institutes of Health on behalf of the entertainment industry.

EIC West

500 S. Buena Vista St.  
Burbank, CA 91521-7283  
v.(818)955-6845 f.(818)955-6870  
eicwest@eiconline.org

<http://www.eiconline.org>



"Encouraging the Art of Making a Difference"

EIC East

1760 Reston Parkway, Ste. 415  
Reston, VA 20190-3303  
v.(703)481-1414 f.(703)481-1418  
eiceast@eiconline.org

## The Growing PRISM Family

Productions from the following companies were recognized at the 1999 PRISM Awards:

20TH Century Fox Television; 3 Arts Entertainment; ABC Daytime; ABC Entertainment; ABC Television Network; ABC Television Productions; Alliance Atlantis Communications; Amblin Television; Amen Ra Films; Arnold Entertainment; Arnold Shapiro Productions; Artisan Entertainment; Axelrod Widdoes Entertainment; Barwall Productions; Belisarius Productions; Big Ticket Television; Black Entertainment Television; Brillstein-Grey Communications; Bunim-Murray Productions; Cable News Network; Caroline Films; CBS Entertainment; CBS Productions; CBS Television Network; Channel One News; Chris Craft Television Productions; Chris-Rose Productions; Cockamamie Productions; Columbia TriStar Television; Columbia TriStar Television Distribution; Connie Stevens; Constant C Productions; Corday Productions; D.C. Comics; David E. Kelley Productions; de Passe Entertainment; Deedle-Dee Productions; DIC Films; Donald Todd Productions; E! Entertainment Television; Fox Broadcasting Company; Fox Entertainment Group; Granville Productions; Great Falls Productions; Hands Across Cultures; Home Box Office; Imagine Television; Investigative News Group; J-D Productions; Judgemental Films; Kids WB!; Killer Film Productions; Kingsgate Films; KLRU Studios; KNME-TV; KOB-TV; Largo Entertainment; Leeza Gibbons Enterprises; Lions Gate Films; Marvel Comics; Merlot Productions; Michael Jacobs Productions; Michele Lee Productions; Miramax Films; Mohawk Productions; Moonwater Productions; Mountain Mover Productions; MTV Network; National Educational Telecommunications Association; NBC Entertainment; NBC Studios; NBC Television Network; North Central Community Based Services, Inc.; North Hall Productions; October Films; Outback Entertainment; Paramount Domestic Television; Paramount Network Television; Paramount Stations Group; Peak Productions; Peter Engel Productions; PolyGram Filmed Entertainment; Producers Entertainment Group; Propaganda Films; Public Broadcasting Service; Rhino Films; Showtime Network; Sierra Online; SLAM! Records; Spelling Television; Steven Bochco Productions; STF Productions; Stone Stanley Productions; Studios USA; Tetragram Ltd.; The WB Television Network; Touchstone Television; Tribune Entertainment; Trimark Pictures; United Paramount Network; United Television Productions; Universal Television; Universal Television Entertainment; USA Network; Walt Disney Pictures; Walt Disney Television; Warner Bros. Motion Picture Group; Warner Bros. Television; Warner Bros. Television Animation; Wind Dancer Production Group; Wolf Films; Zenith Productions



**"First Draft"**

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"First Draft" provides members of the entertainment industry's creative community

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**800-783-3421**

A special project of the Entertainment Industries Council, Inc. in partnership with National Institute on Drug Abuse and The Robert Wood Johnson Foundation

### EIC Trustee, Dick Askin, Named to NATPE Board



President and Chief Executive Officer of Tribune Entertainment, Richard H. "Dick" Askin, Jr. was recently named to the Board of Directors of the National Association of Television Program Executives (NATPE). Askin, credited for the rapid growth at Tribune, has been an EIC Trustee since 1995. Congratulations!

#### EIC Board of Directors:

**Brian L. Dyak**, President and CEO; **Ralph Andrews**, Founding Chairman; **Lionel Chetwynd**; **Nancy Dockry**, Vice Treasurer; **David Goldsmith**, Co-Chairman, Finance; **Michele Lee**; **Herman Rush**, Chairman, EIC Trustees; **William N. Utz**, Co-Chairman, Policy

### "First Draft" Catches Fox

EIC launched the "First Draft" program for its maiden voyage courtesy of Fox Broadcasting. "First Draft" is a new program in partnership with NIDA and RWJ to provide technical resources to the creative community on drugs, alcohol and tobacco use and addiction. "First Draft" is coordinated by Kirwan Rockefeller, Ph.D., EIC's Director of Education.

The "First Draft" hotline number offers technical consulting on specific entertainment projects from leading experts. Other services include the distribution of "Spotlight on Depiction of Health and Social Issues" a resource encyclopedia and a series of 90 minute briefings for creative and executive staffs at the network, studio, production company, and individual series levels.

The first briefing was hosted by Roland McFarland for the Broadcast Standards Department at Fox Broadcasting. Participating with the EIC/Matrix Institute team were Dr. Alan I. Leshner, an authority on substance abuse and addiction and the Director of NIDA, and Dr. Tim Condon, NIDA Associate Director. NIDA supports more than 85% of the world's research on the health aspects of drug abuse and addiction.

A series of briefings is currently being scheduled to take place in June, July and August. To schedule a briefing for your team, please contact Larry Deutchman in the EIC West Coast office at (818)955-6845.



Please feel free to duplicate and distribute this publication.

For questions or comments regarding current EIC projects, please contact Marie Dyak at:

v.(800)783-3421

f.(703)481-1418

email: mgdyak@eiconline.org

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U.S. POSTAGE PAID  
RESTON, VA  
PERMIT NO. 859

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

