

PRISM 2000

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PRISM 2000

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Upcoming Events

October 1999

The Call for Entries for PRISM 2000 should land in your in-basket at any moment. For extra copies call EIC West at (818)955-6845. Mark your calendar for the big March 7, 2000 PRISM event at the Beverly Hills Hotel. Last year drew a crowd of nearly 500 to celebrate our industry's work. More details will be announced in a future issue of *PROFILE*.

November 4, 1999

Gun Violence, Safety and Injury Prevention from Guns will be the theme of a new Depiction Forum launched by the EIC with support from the Joyce Foundation. The forum cochairs are Brian Dyak, President and CEO, Entertainment Industries Council, Inc.; Meryl Marshall, Chairman/CEO, Academy of TV Arts & Sciences; David Milch, Executive Producer, David Milch Productions; and Dick Wolf, Executive Producer, Wolf Films. Gun violence research experts, trauma and emergency room physicians and public health experts will work with a core group of film and television "creatives" to chart a course of ongoing "creative community" efforts to address the issue. For more information email epowell@eiconline.org.

November 8, 1999

EIC, in partnership with NIDA and RWJ, will host a three-hour symposium, *Drugs & Youth: Tragedies and Truth - The Sequel* to reinforce the entertainment industry's long-term commitment to being socially responsive on drug, alcohol and tobacco use and addiction. The outcome will be a progress report on fulfilling the promise of the original 1995 symposium's recommendations, as well as a new set of recommendations and action steps for the new millenium. Many entertainment groups are being invited to join as co-sponsors. Confirmed to date are the Academy of TV Arts & Sciences, AFTRA, PROMAX, Entertainment Publicists Professional Society (EPPS), Publicists Guild of America, The Caucus for Producers, Writers, and Directors, and American Women in Radio & Television

Save the Date!

PRISM 2000

March 7, 2000, 9am, Beverly Hills Hotel

*Confirmed to date

Call for Entry

PRISM 2000 A W A R D S

The Entertainment Industry Awards for accurate depiction of drug, alcohol, and tobacco use and addiction, and for community service and individual volunteerism by members of the entertainment community.

**FINAL SUBMISSION DATE
JANUARY 14, 2000**

For entry form call (800)783-3421 or email requests to ldeutch@eiconline.org



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PROFILE

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“First Draft” Ratings Score Big Numbers

On the heels of our successful briefing at Fox, EIC has presented two “First Draft” briefings to the WB Television Network, two more at Fox Broadcasting Co., and one at ABC Entertainment. The briefings are tailored to each group and incorporate PRISM honoree video clips as examples. Additional briefings have been presented to “Sports Night,” “The Pretender,” “Dawson’s Creek,” “The West Wing,” “Freaks and Geeks,” “JAG,” “Becker,” “Touched By an Angel,” “It’s Like...You Know,” “King of the Hill,” Comedy Central, Lifetime Television, Fox Family Channel, Paramount Television, MTV Network, Imagine TV, Tribune Entertainment, The Disney Channel, and E! Entertainment.

“First Draft”

ENHANCED CREATIVE VISION

“Are you crafting the portrayals of drug, alcohol, tobacco use, and addiction and their consequences?”

For free consultation on scripts and projects, call:
(800) 783-3421

“First Draft,” in partnership with the National Institute on Drug Abuse (NIDA) and The Robert Wood Johnson Foundation (RWJ), is a service that provides the Hollywood creative community access to accurate, research-based information on drug, alcohol, and tobacco use and addiction. The goal is to encourage the art of crafting plausible, fully dimensional stories and characters. Also provided is free, on-going technical assistance from experts through a special hotline (1-800-783-3421).

To schedule a briefing, please call Larry Deutchman at EIC West (818)955-6845.

EIC is Proud to Welcome Disney’s John Cooke to Board of Trustees

EIC is proud to welcome John F. Cooke, Executive Vice President for Corporate Affairs for The Walt Disney Co. Prior to his current role, Cooke served as president of The Disney Channel from June 1985 to January 1995, during which time subscriptions increased from 1.9 million to 15 million households. The Disney Channel also received numerous awards, including 39 Emmy Awards, 43 CableAce Awards, and two Peabody Awards.

Cooke follows a long tradition of Disney involvement at EIC. The late Frank Wells, former Disney President, was a Trustee, followed by Dean Valentine, then Network TV chief, and Ted Harbert, then head of ABC Entertainment. Heidi Trotta, VP Advertising, Publicity and Promotions for Walt Disney TV, a founding member of EIC’s Publicity Committee, has chaired the committee for the last six years. Julia Franz, VP Comedy Development for the TV division, serves on the PRISM Awards Nomination Review Committee and has also participated on the Creative Advisory Committee responsible for the current edition of *Spotlight on Depiction of Health and Social Issues*. Other members of the current Disney family active with EIC include Creative Professional Networkers Laurel Whitcomb (TV Animation), Craig Martinelli and Carla Princi (TV Publicity), Denise Marsh (Disney Channel), and Suzanne Gordon (ABC Publicity).



Industry and Special Interest Groups Come Together for *Spotlight on Depiction* Research

On July 15th EIC held its Spotlight on Depiction Briefing in Washington, DC at the National Association of Broadcasters headquarters with representatives from national leadership groups including the National Institute on Drug Abuse (NIDA), which supports over 85 percent of the world’s research on health aspects of drug abuse and addiction; The Robert Wood Johnson Foundation (RWJ), the nation’s largest philanthropy devoted exclusively to health and health care; and members of the entertainment industry. The four-hour meeting resulted in the identification of priority topics to be addressed in the current revision of *Spotlight on Depiction of Health and Social Issues*.

Spotlight on Depiction is a science-based resource book that addresses issues related to the accurate depiction of drug, alcohol and tobacco use and addiction.

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The agenda for the meeting included a brief presentation by an industry panel and a period of round table discussions. Creative community participants included Liz Frillici, Senior Consultant, “The Montel Williams Show;” Matt Kunitz, Supervising Producer, “The Real World;” Bunim/Murray Productions; Diane Blankumsee, President, Royal “D” Visual Marketing, Inc.; and Gregory Anderson, Co-Producer, Rain Forest Productions.

The *Spotlight on Depiction* publication includes depiction suggestions, fact sheets, and resource lists, and is designed as a resource for the creative community. The updated publication will be distributed by EIC to the Hollywood creative community, middle and upper management executives, and network standards executives in Los Angeles, New York, and Orlando.

Please feel free to duplicate and distribute this publication.

For questions or comments regarding current EIC projects, please contact Marie Dyak at:
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“Encouraging the Art of Making a Difference”

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