

THE 2000 PRISM™

Celebrating the art of making a difference

A W A R D S

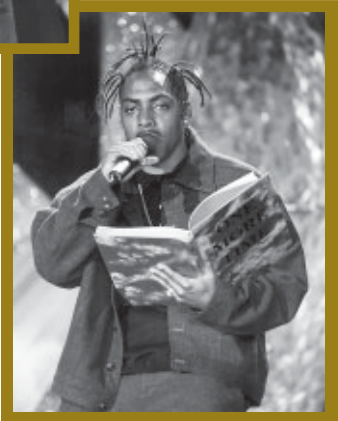
A Special PROFILE Infoletter of the Entertainment Industries Council, Inc.

Vol.4, Iss.3

PRISM Awards 2000 Taped for Telecast



ABOVE: Actor Jon Voight and Director ("The Insider") Michael Mann. RIGHT: Musician Coolio debuting his new single. BELOW: (from left) Hosts Malcolm-Jamal Warner, "Special Host" Bobby Collins, Mackenzie Phillips, Dave Coulier.



PRISM Awards 2000 was taped at the Beverly Hills Hotel on March 21 to rousing success. The show will be launched on Tribune stations and syndicated nationwide by **Tribune Entertainment**. Hosts **Malcolm-Jamal Warner, Mackenzie Phillips** and **Dave Coulier** led a cast of celebrity presenters and musical performers in presenting PRISM trophies to entertainment industry creators for their accurate depiction of drug, alcohol and tobacco use and addiction. The Entertainment Industries Council, Inc. (EIC), in partnership with the National Institute on Drug Abuse (NIDA) and The Robert Wood Johnson Foundation (RWJF), presented thirteen awards from among 51 nominees and 158 submissions.



"For parents and loved ones whose partners or children are involved with addiction, be a parent or be a partner. They have enough friends. Understand that while they are high you aren't talking to the person, you're talking to the substance."
Martin Sheen, Actor/Director, Recipient, 2000 Larry Stewart Leadership and Inspiration Award

ABOVE: (from left) Aaron Sorkin (Writer/Executive Producer "West Wing"/"Sports Night") with actors Martin Sheen and John Spencer.

Leadership and Heritage Honored

Actor **Martin Sheen**, talk show host **Leeza Gibbons**, and documentarian **Arnold Shapiro** were selected to receive the *Larry Stewart Leadership and Inspiration Award*. Sheen was recognized for social activism and devotion to issues of substance abuse, families and fatherhood. Gibbons was honored for her extensive work addressing addiction. Shapiro was singled out for his many shows that have shed light on smoking, drug abuse, and alcoholism.

The PRISM Heritage award went to actors **Kathy Baker** and **Michael Keaton** and the creative team on the feature film "Clean and Sober." The Heritage Award recognizes accurate depiction in an outstanding film created prior to 1997, when the PRISM Awards were founded.

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The Entertainment Industries Council, Inc. Congratulates the 2000 PRISM Award Winners

TV Comedy Series Episode
Smart Guy - "Never Too Young"

TV Comedy Series Continuing Storyline
Suddenly Susan - Maddy's Intervention

TV Prime Time Drama Series Continuing Storyline
E.R. - Hathaway's Choice

TV Drama Series Episode
Once and Again - "Outside Hearts"

TV Day Time Drama Series Episode
or Continuing Storyline
As the World Turns - Episode #10,927

TV Movie, Miniseries or Dramatic Special
Introducing Dorothy Dandridge

TV Children's Animated Series Episode or Special
Batman Beyond - "The Winning Edge"

TV Children's Live Action Series
Episode or Special
City Guys - "Raise the Roofie"

TV Reality Series Episode or Special
**Tobacco Wars - "Lighting Up"/
"Smokescreen"/ "Smoke Out"**
In the Mix - "Drug Abuse: Altered States"

TV Talk Show Series Episode
**Leeza - "Back from the Brink:
One Woman's Journey"**

Comic Book Issue or Continuing Storyline
**Iron Man Vol. 3, #24-25 -
Carol Danvers' Story II**

Theatrical Feature Film
The Insider

Community Service Effort
NBC's The More You Know

Individual Volunteerism
**Dale C. Olson
(The Actors Fund)**



ABOVE: Executive Producer Arnold Shapiro, Talk Show Host Leeza Gibbons, and EIC President and CEO Brian Dyak.
RIGHT: Dr. Drew Pinsky ("Loveline"), actor Kathy Baker, and Dr. Alan I. Leshner, Director, NIDA



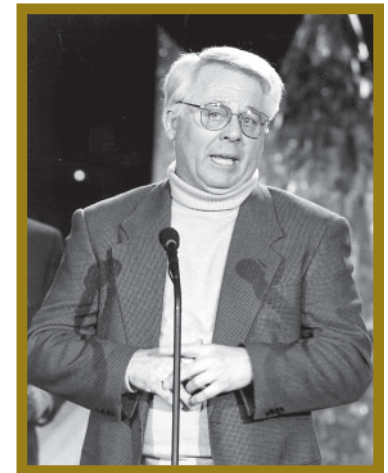
"I think our challenge is two-fold. We have to reinvest in young people. We have to engage with them. We have to listen to them. We have to nurture their dreams and nourish their vision."
Leeza Gibbons

The entertainment industry is the biggest educational system this country has. A heartfelt congratulations and thanks to this year's PRISM Nominees and winners! What you do is not just stellar entertainment—it's also public education and thus an extremely valuable public service!

Alan I. Leshner, Ph.D., Director, NIDA



ABOVE: Actors Kathleen Quinlan and Chris McDonald of "Family Law"



ABOVE: Dr. Jeffrey Wigand, upon whose story "The Insider" was based.



ABOVE: Peter Engel, with cast members of "City Guys"

"It all begins with the fact that I am responsible for what your children see and you are responsible for what my children see. If we carry that in our heart, I think our industry...will make the right decision because the responsibility will come through on the screen."
Peter Engel, Executive Producer

Show Credits

RIGHT: (from left) Actors Martin Sheen and John Spencer, Vice President of The Robert Wood Johnson Foundation Nancy Kaufman, and PRISM Awards Producer Hank Saroyan.



"I don't always have the luxury of choosing my parts. And when I can be given a part like this ['Clean and Sober'] by Tony Ganz, our producer, and when it can actually help people... Well, there is just nothing better."

Kathy Baker, Actress

BELOW: Cast and producer of "Once & Again," with Executive Producer Marshall Herskovitz accepting award.



"What we try to do is hold a mirror up, be observers, and illuminate some of the issues to help people make their own decisions."

Marshall Herskovitz, Executive Producer

LEFT: Dorien Wilson presents PRISM to "E.R." Writer/Supervising Producer R. Scott Gemmill.
BELOW: Writer Rich Fogel and Batman accepting award for "Batman Beyond."



LEFT: Presenters Barbara Eden and "Baywatch's" Michael Bergen.

Executive Producers

BRIAN L. DYAK
LAWRENCE SCOT DEUTCHMAN
MARIE GALLO DYAK

Produced by

HANK SAROYAN

Directed by

SHARON TROJAN-HOLLINGER

Writers

JENNIFER CATALANO
LAWRENCE H. TOFFLER

Executive in Charge of Production

MILT HOFFMAN

Segment Producer

CARRIE STEWART-BAKER

Associate Producers

AMY LANIER
CHANTEL SAUSEDO

Art Director

THOMAS MELECK

Lighting Designer

DARRYL PALAGI

Lighting Consultant

JOHNNY WALKER

Talent Executive

VINCE CALANDRA

Original Theme and Score

ROBERT IRVING

Editors

MARK MARKLEY
BILL MISSETT



PRISM AWARD

*To a production which best exemplifies
accurate depiction of drug, alcohol
and tobacco use and addiction.*

PRISM 2000 Honorary Committee

JOHN AGOLIA, President, GII Media, Inc.
CHRIS ALBRECHT, President, HBO Original Programming
DICK ASKIN, President/CEO, Tribune Entertainment Company
JOHN BADHAM, Director/Producer, The Badham Company
CAROLE BLACK, President and CEO, Lifetime Entertainment
HANK COHEN, President, MGM Television Entertainment
TIM CONWAY, Actor/Producer, Conway Enterprises
JOHN F. COOKE, Executive Vice President, The J. Paul Getty Trust
SUZANNE DE PASSE, Chairman/CEO, de Passe Entertainment
BRIAN L. DYAK, President/CEO, Entertainment Industries Council, Inc.
PETER ENGEL, Chairman/CEO, Peter Engel Productions
CHARLES W. FRIES, Chairman/President/CEO, Chuck Fries Productions, Inc.
LEEZA GIBBONS, CEO/Executive Producer, Leeza Gibbons Enterprises
SANDY GRUSHOW, Chairman, Fox Television Entertainment Group
MARIETTE HARTLEY, Actor/Producer, Maraday Productions
BRUCE JOHANSEN, President/CEO, NATPE
DAVID E. KELLEY, Executive Producer, David E. Kelley Productions
DAVID KISSINGER, President, Programming, Studios USA Television
TONY KRANTZ, Co-Chairman/CEO, Imagine Television
MICHELE LEE, President, Michele Lee Productions
STAN LEE, Chairman Emeritus, Marvel Media
MARGARET LOESCH, President/CEO, The Odyssey Channel
MERYL MARSHALL, President, Two Oceans Entertainment Group,
Chairman/CEO, Academy of Television Arts & Sciences
DAN McDERMOTT, Head, Television, Dreamworks SKG
GERALD McRANEY, Actor/Producer, Spanish Trail Productions
IRENA MEDAVOY
MIKE MEDAVOY, Chairman/CEO, Phoenix Pictures
IRWIN MEYER, CEO, The Producers Entertainment Group, Ltd.
SPENCER PROFFER, President/CEO, Morling Manor Music & Media
FREDRIC ROSEN, Ticketmaster Corporation
HILARY ROSEN, President/CEO, Recording Industry Association of America
HERMAN RUSH, CEO, Rush Associates
SCOTT SASSA, President, NBC West Coast
TERRY SEMEL, Entertainment Executive
JACK SHEA, President, Directors Guild of America
AARON SPELLING, Chairman/CEO, Spelling Television, Inc.
RENEE VALENTE, Producer, Renee Valente Productions
MONTEL WILLIAMS, Executive Producer, Letnom Productions
HENRY WINKLER, Actor/Producer/Director, Fairdinkum Productions, Inc.
DICK WOLF, Chairman/CEO, Wolf Films, Inc.



ABOVE: Long-time EIC supporter Casey Kasem.

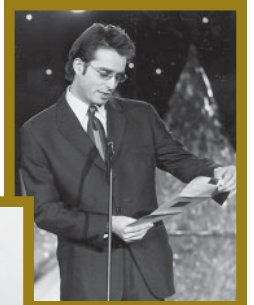
BELOW: (from left) Award Presenters Kevin Hartman, Clint Mathis, and Cobi Jones from the L.A. Galaxy.



While the media universe was focused on the Oscars ... another awards ceremony took

place Tuesday that was more significant to our national well-being than any...event. The occasion was the fourth annual PRISM Awards, at which Hollywood honors creative achievement for accurate depictions of addiction, drug, alcohol and tobacco use.

A.J.S. Rayl, USA Today



ABOVE: Bruno Campos announcing winner. BELOW: (Clockwise from left) "Smart Guy" Executive Producers Bob Young and Danny Kallis, Writer Steve Young, and star Tahj Mowry.



The PRISM Awards are a production of the Entertainment Industries Council, Inc., in partnership with The Robert Wood Johnson Foundation (RWJF) and the National Institute on Drug Abuse (NIDA). RWJF is the nation's largest philanthropy devoted exclusively to health and health care. NIDA supports over 85% of the world's research on the causes, preventions and treatment of drug abuse and addiction, as well as their health consequences.