PRISM Awards 2000 Taped for Telecast

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.

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.
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

“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
“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

“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

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

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.

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