

# PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

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## PRISM AWARDS TV DEBUT

The 2000 PRISM Awards, syndicated nationwide by Tribune Entertainment Co., aired for the first time in 136 markets between August 5th and 27th.

The PRISM Awards reached markets with 85% coverage of television households in the U.S. The broadcast received a .7 national household rating, with approximately 1.5 million people tuning in. In the overnight markets, 45 of the top 53, the show averaged a 1.1 rating with a 2 share.

Among the top markets, New York had a 1.4 rating with a 3 share; Los Angeles received a 1.1 rating with a 2 share; Chicago saw a 1.8 rating with a 4 share; Philadelphia came in with a 1.9 rating and a 4 share; Dallas reported a 1.6 rating with a 3 share; Atlanta did a 1.5 rating with a 3 share; Houston logged a 2.3 rating with a 5 share; St. Louis reported a 1.8 rating with a 5 share; Indianapolis came in with a 1.6 rating and a 4 share; Columbus had a 1.4 rating with a 5 share; and Salt Lake City had a 2.5 rating with a 6 share. An estimated 622,000 were in the 18-49 demographic.

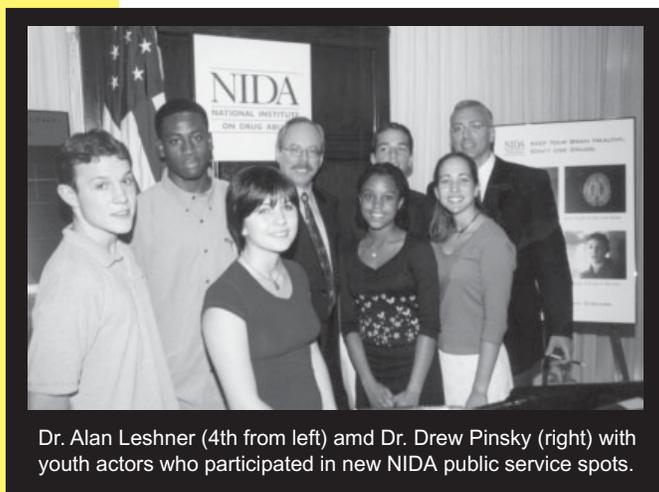
Given that this was the first year the PRISM Awards were televised, these numbers point to

the potential for future success and growth as the event enters its fifth year.

The PRISM Awards have now reached beyond the entertainment industry. Until now, the awareness and success of the PRISMs and what they symbolize about the entertainment industry's role in making a difference has been limited to the industry itself. Now the effect of the PRISMs reaches past that inner circle to take the industry's story to the general public -- our industry's audience. ■



<http://prismawards.com>  
EIC's latest website featuring the PRISM Awards, TV listing information, video clips and upcoming 5th Annual PRISM Awards information!



Dr. Alan Leshner (4th from left) and Dr. Drew Pinsky (right) with youth actors who participated in new NIDA public service spots.

### New Public Service Campaign Highlights How Drugs Damage the Brain

**"Keep your brain healthy. Don't use drugs."**

That's the message of a new, nationwide public service campaign launched September 11 by the National Institute on Drug Abuse (NIDA).

"Keeping your brain healthy by not using drugs sounds obvious, but public perception of a 'drug user' often creates a false sense of safety," said **Dr. Alan I. Leshner**, NIDA Director. "The college student who sees himself as a social user, the teen who's only going to 'try it once' doesn't feel in any real danger until it is too late. Addictive drugs can so rapidly and dramatically change the brain that the drugs literally take over."

NIDA's partners in this public service campaign include **Dr. Drew Pinsky**, co-host of *Loveline* and *drDrew.com*. The campaign launch can be viewed online at:

<http://www.videonewswire.com/NIDA/091100> ■

### PRISM Awards 2000 Premiere in Washington, D.C.

National Leaders in the field of substance abuse prevention from the public and private sector gathered at the **National Cable Television Association** in Washington, D.C. for a preview of the 2000 PRISM Awards television show. The Entertainment Industries Council, Inc. hosted the event a month before the national syndication of the awards show.

"This is a significant show of support for the entertainment industry's efforts to accurately depict drug, alcohol and tobacco use and addiction within program content," said Brian Dyak, EIC President/CEO. "The entertainment industry's message of commitment is taking root through the industry's most effective ambassa-

dors at the community level -- its local television stations," he said.

The PRISM Awards aired nationally in August on 140 stations, reaching 85% of the country. "We're delighted to welcome these 136 stations to the PRISM Awards family because family is what it's all about," Dyak said. "Through this PRISM Awards special, Hollywood's message to parents is simple: Tune in to your kids." ■

[www.eiconline.org](http://www.eiconline.org)

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The EIC *First Draft* service is becoming an important informational resource to the industry. The toll-free hotline receives calls from screenwriters with films in pre-production, and creative executives involved with current and upcoming television episodes, such as "E.R.," "The Lot," "Sports Night" and "The West Wing."

"When writers need accurate information on real-life substance abuse portrayal, I'm pleased to refer them to EIC's *First Draft* program. I commend EIC for offering this exceptional, valuable, and free resource," says Karen Pedersen, librarian, James R. Webb Memorial Library, Writers Guild Foundation at the Writers Guild of America west, Inc.

## Entertainment Industry Referral and Assistance Center

Hollywood has for a number of years been an industry that, when needed, takes care of its members. Members of the entertainment industry have organizations and support services to which they can turn if they ever find themselves challenged by addiction to drugs, alcohol, or tobacco. One such organization is EIRAC.

The Entertainment Industry Referral and Assistance Center (EIRAC) provides free, confidential professional services for entertainment industry employees and their families. The non-profit, client-centered employee assistance program was founded in 1984.

EIRAC offers personal consultation, evaluation and assessment to identify the problem and find appropriate solutions or a course of treatment. EIRAC provides referrals to medical and residential facilities, outpatient services, counseling or self-help groups. Confidential hotline and grief counseling are also provided. To assist the recovery process, EIRAC provides verification of health insurance coverage and eligibility if referral to a medical facility or professional is required, and monitor patients' quality of treatment and support.

EIRAC is supported by

DreamWorks SKG, NBC, Paramount Pictures, 20th Century Fox, Universal Studios and Warner Bros. Studios. It is covered by the Motion Picture Industry Health Plan; the Directors Guild of America, Producers Pension and Health & Welfare; and Sony Pictures Entertainment, Inc., among others. ■

EIRAC is located at 15456 Ventura Blvd., Ste. 400, Sherman Oaks, California 91403-3018, phone: (818) 981-6789, fax: (818) 981-8861.

For additional information regarding EIC's current projects, please contact Marie Gallo Dyak at:  
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## EIC Unveils New *Spotlight* Briefing

The Entertainment Industries Council, Inc. (EIC), in partnership with the National Institute on Drug Abuse (NIDA) and The Robert Wood Johnson Foundation (RWJF), proudly rolled out the new *Spotlight on Depiction* entertainment industry briefing. **Entitled "The Science of Recovery," the new briefing is the companion bookend to "The Science of Addiction" briefing unveiled a year ago.** The briefings are separate and distinct, yet interrelated presentations to assist the creative community in the accurate depiction of drug, alcohol and tobacco use and addiction.

Whereas "The Science of Addiction" addresses the four phases of the downward spiral of addiction, "The Science of Recovery" explores the four phases of recovery. The drama of recovery, less often featured in storylines, provides new opportunities to illustrate the resiliency of the human spirit. When the science of recovery is explored, fresh new story ideas unfold. What leads a person to recovery? What are the types of intervention? Which treatments are effective? What if the patient relapses? The answers to these and other questions are rich, fertile ground for story and character explorations.

"The Science of Addiction" provides an important foundation for understanding how a character becomes addicted and what the addict encounters along the way. This briefing has already been presented to 30 network, studio and series creative staffs and network standards and practices departments in the last year. It explores what it means to become addicted, and how the brain and behavior are affected by addiction. "The Science of Addiction" briefing has been updated this year to include the latest research on emerging trends such as the growing use of club drugs.

During select briefings, NIDA Associate Director Dr. Timothy Condon will unveil the results of NIDA's Clinical Trials Network. The trials, the most extensive research infrastructure that the institute

has ever developed, are a revolutionary advance in the study of a variety of behavioral and pharmacological treatments throughout the nation.

Both briefings are carefully customized for the specific needs and interests of each show or company, with an emphasis on specific storylines they may have in development. Past briefings have led to storylines and episodes on "The E! True Hollywood Story," "The West Wing," "Sports Night" and "Freaks and Geeks," recognized at *PRISM Awards 2000*.

**The newly completed, third edition of *Spotlight on Depiction of Health and Social Issues*, a resource encyclopedia for the creative community, and *Spotlight on...*, a series of newsbriefs, shine light on these issues in greater detail using the latest research, practical applications and societal implications.**

**EIC also offers *First Draft*, a free script and pre-production resource service, available to members of the entertainment industry, as well as to film students through *PRISM Generation Next*. The *PRISM Awards* publicly recognize the work of creators who have accurately addressed drug, alcohol and tobacco use and addiction.**

**EIC's comprehensive script-to-screen services** provide entertainment creators, programmers and marketers with one-stop shopping for education, resources and recognition for depicting drug, alcohol and tobacco use and addiction. All of EIC's programs are accessible through its website, [www.eiconline.org](http://www.eiconline.org). With such a broad range of resources available, EIC's programs truly are designed to encourage and celebrate "the art of making a difference." ■

For more information, or to schedule a briefing, please contact Dr. Kirwan Rockefeller, Director of Education, at: (818)955-6849 or [kirwanr@eiconline.org](mailto:kirwanr@eiconline.org)