5th Annual PRISM Awards™ Taped for Tribune Distribution at CBS Television City

On April 4, members of the Hollywood creative community gathered at CBS Television City for the taping of the 5th Annual PRISM Awards. The Awards will air from August 6th - 19th for the second consecutive year, nationally syndicated by Tribune Entertainment. Led by hosts Jamie Lee Curtis and Richard Lewis, reunited for the first time since they starred together in Anything But Love, celebrity presenters handed out PRISM trophies to entertainment creators whose works have accurately depicted drug, alcohol and tobacco use and addiction. The Entertainment Industries Council, Inc. (EIC), with its partners The Robert Wood Johnson Foundation (RWJF), the National Institute on Drug Abuse (NIDA) and Tribune Broadcasting presented 15 trophies from among 56 nominees and 248 submissions.

Kelsey Grammer Presents NBC’s Scott Sassa with Leadership & Inspiration Award

NBC Television was honored with the Larry Stewart Leadership & Inspiration Award at the PRISM ceremony. Kelsey Grammer presented the award to Scott Sassa, President of NBC West Coast, who accepted on behalf of the network. The award is named in memory of veteran Writer/Producer/Director and EIC founding Board Director Larry Stewart, and is presented for leadership and inspiration by example. NBC was honored for its long time, continuing commitment to tackling the issues of drug, alcohol and tobacco use and addiction.

“The television shows and feature films presented on this year’s PRISM Awards reach a collective audience of over a billion. That’s a lot of chances to make a difference.”
Brian Dyak
EIC Pres./CEO

For the second year in a row, NBC scored more PRISM nominations than any other network. To date, the network has received 34 PRISM nominations, and has won 12 PRISM Awards, 36 Commendations and 21 Certificates of Merit. Its The More You Know campaign has racked up three PRISM wins.
THE ENTERTAINMENT INDUSTRIES COUNCIL SALUTES THE 5TH ANNUAL PRISM AWARD WINNERS!

THEATRICAL FEATURE FILM
Traffic

TV COMEDY SERIES EPISODE
Cosby

TV COMEDY SERIES STORYLINE
Sex and the City

TV DRAMA SERIES EPISODE
Third Watch

TV DRAMA SERIES STORYLINE
E.R.

TV DAYTIME DRAMA
Days of Our Lives

TV MOVIE MINISERIES OR DRAMATIC SPECIAL
The Corner

TV CHILDREN’S LIVE ACTION SERIES EPISODE OR SPECIAL
In a Heartbeat

TV CHILDREN’S ANIMATED SERIES EPISODE OR SPECIAL
The Powerpuff Girls

TV BIOGRAPHICAL REALITY SERIES EPISODE OR SPECIAL
Biography

TV DOCUMENTARY OR NEWSMAGAZINE SERIES EPISODE OR SPECIAL
Discovery Health Channel: Urges Within

TV TALK SHOW SERIES EPISODE
The Montel Williams Show

COMIC BOOK ISSUE OR CONTINUING STORYLINE
The X-Men

TV COMMUNITY SERVICE EFFORT
CBS Cares

WEB COMMUNITY SERVICE EFFORT
ABC Classroom Connection

“"I didn’t think John Carter (Wyle’s character on ER) was necessarily the face of drug addiction. But upon reflection I realized that there probably isn’t one face to drug addiction.”

Noah Wyle
ER

“I think it’s so wonderful that in a country and a business that’s so affected by market forces which cause people to write more stereotypical and simplistic behavior... we have an award that encourages people to get into the subtler, more complex and real behavior [of characters].”

Julie Hebert, writer
Third Watch

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Becker cast members Hattie Winston, Saverio Guerra, Terry Farrell, and Alex Desert.

Nancy Kaufman, VP of RWJF, presenting with Alan Thicke.
“My character Carrie’s smoking has not been something that we have taken lightly on the show. We have been well aware of the controversy surrounding it but felt that it was a rare chance to show a likeable character with an unlikeable habit. Hopefully though, her difficult struggle with this habit has illuminated the problem and maybe even inspired others to look at their own nicotine addictions.”

Sarah Jessica Parker
Sex and the City
“I’m in recovery, and I am able to introduce presenters who have written some amazing scripts to depict the disease (alcoholism) that I have, and millions have. I’m very proud and flattered to be here.”

Richard Lewis
PRISM Host

“...the entertainment industry has a responsibility to portray honestly any problems within our culture, and drugs and alcohol are a huge epidemic... therefore, it is the entertainment industry’s responsibility to depict real, horrific devastation, rather than glorifying it in some sort of fantasy.”

Jamie Lee Curtis
PRISM Host

The 5TH ANNUAL PRISM AWARDS
HONORARY COMMITTEE

JOHN AGOGLIA
CHRIS ALBRECHT
DICK ASKIN
JOHN BADHAM
LIONEL CHETWYND
HANK COHEN
TIM CONWAY
JOHN F. COOKE
SUZANNE DEPASSE
BRIAN DYAK
PETER ENGEL
CHARLES FRIES
LEEZA GIBBONS
SANDY GRUSHOW
MARIETTE HARTLEY
BRUCE JOHANSEN
DAVID E. KELLEY
DAVID KISSINGER
TONY KRANTZ
MICHELE LEE
STAN LEE
MARGARET LOESCH
MERYL MARSHALL
DAVID McDERMOTT
GERALD MCRANEY
IRENA MEDAVOY
MIKE MEDAVOY
IRWIN MEYER
SPENCER PROFFER
FREDRIC ROSEN
HILARY ROSE
HERMAN RUSH
SCOTT SASSA
TERRY SEMEL
JACK SHEA
AARON SPELLING
RENEE VALENTE
MONTEL WILLIAMS
HENRY WINKLER
DICK WOLF

The PRISM Awards is produced by the Entertainment Industries Council, Inc., in partnership with The Robert Wood Johnson Foundation, the National Institute on Drug Abuse and Tribune Broadcasting.