

PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

Vol. 5, Issue 4

Reach of 5th Annual PRISM Awards™ Tops Last Year!

The charts to the right illustrate the number of Initial Gross Impressions made by PRISM recipient productions, totaling 1,013,600,000 viewers. The 5th Annual PRISM Awards productions reached, or made an "impression" on, tens of millions of viewers multiple times, since many viewers saw more than one of these productions. By comparison, last year's PRISM Awards, in all categories, totaled 768,790,000 Initial Gross Impressions.

The following categories were not included to the right: Biographical, Documentary/News Magazine, Children's Live Action and Animated, Talk Show, and Community Service.

*Numbers do not include majority of cable and syndicated programs.

**The Initial Gross Impressions data represent only first run television or theatrical viewing audiences, and do not account for subsequent reruns, off-network syndication, video, non-theatrical, pay-per-view, or other ancillary television market exposures.

The 5th Annual PRISM Awards recognized 89 productions in 7 categories. The accompanying chart illustrates their breadth of reach. **1,013,600,000** viewers* saw these productions in their initial runs, reaching about 250,000,000 more viewers than last year's PRISM Awards.

This analysis of the reach of the industry's many efforts demonstrates that the movement toward accurate depiction continues to grow. In addition to the quantitative growth exhibited by these numbers, the quality of PRISM entries continues on an upward trend. Scores for this year's nominees averaged higher than any of the first four years.

5th Annual PRISM Awards Winners Initial Gross Impressions**

Production	Episode	Viewers	PRISM Award
<i>Traffic</i>		12,300,000	Theatrical Feature Film
<i>Cosby</i>	"Raising Paranoia"	7,500,000	Television Comedy Series Episode
<i>Sex and the City</i>	"Quitting Smoking?"	1,000,000	Television Comedy Series Storyline
<i>Third Watch</i>	"Know Thyself"	13,200,000	Television Drama Series Episode
<i>E.R.</i>	"Carter's Addiction"	331,200,000	Television Drama Series Storyline
<i>The Corner</i>		4,000,000	Television Movie or Miniseries
<i>The X-Men</i>	"Cecilia Reyes"	100,000	Comic Book Issue or Continuing Storyline
Total		369,300,000	

PRISM Commendations and Certificates of Merit Total Combined Impressions by Category**

PRISM Category	Combined Impressions
Theatrical Feature Film: Seven Commendations were presented to the following: <i>Bounce, Pay it Forward, Requiem for a Dream, 28 Days, Jesus' Son, Shadow Hours, Spent</i>	14,800,000
Television Comedy Series Episode: Five Commendations were presented to the following: <i>Becker, Rude Awakening, Sex and the City, The Simpsons, That '70s Show</i>	42,500,000
Television Comedy Series Storyline: A Commendation was presented to <i>Popular</i>	9,500,000
Television Drama Series Episode: 17 Commendations were presented to the following: <i>Boston Public, CSI: Crime Scene Investigation, Dawson's Creek, Deadline, Family Law, Gene Roddenberry's Earth: Final Conflict, Higher Ground, Judging Amy, Live Through This, The Practice, The Pretender, 7th Heaven, Strong Medicine, Titans, Touched by an Angel, The West Wing, The X Files</i>	281,100,000
Television Drama Series Storyline: Five Commendations were presented to the following: <i>Any Day Now, Dawson's Creek, Felicity, Resurrection Blvd., 7th Heaven</i>	68,500,000
Television Movie, Miniseries or Dramatic Special: Seven Commendations were presented to the following: <i>At Any Cost, Best Actress, Holiday Heart, Livin' for Love: The Natalie Cole Story, Rated X, Tale of Two Bunnies, Trapped in a Purple Haze</i>	25,300,000
Total PRISM Certificate of Merit Recipients:	202,600,000
Total Combined Impressions:	644,300,000

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EIC and PRISM Get Wired!

Coming Soon... Call For Entry!

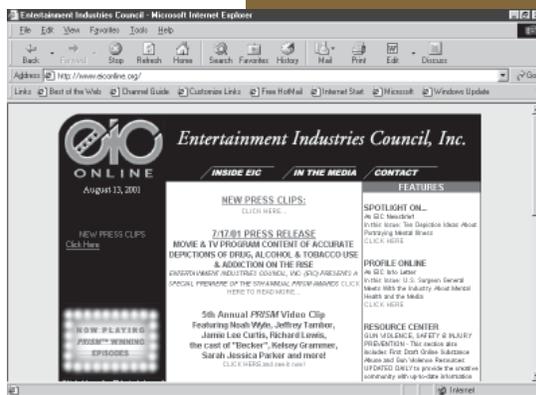
Keep an eye on your mailbox for **Call for Entry** for the *6th Annual PRISM Awards*. All productions airing in the 2001 calendar year will be eligible for submission.

EIC's websites, www.eiconline.org and www.prismawards.com, are making the entertainment industry's positive efforts accessible to anyone in the world. And judging from the increasing number of hits on both sites, a lot of people are interested!

EIC's corporate website, www.eiconline.org, provides the latest updates in the areas of drug, alcohol and tobacco use and addiction; as well as gun violence, safety and injury prevention; and mental health stigma and suicide awareness. In addition, the *First Draft™* technical assistance service, information on industry briefings, and the *First Draft™* Resource Center are available on the site. The Resource Center is updated daily with current stories about public health issues, and has proven invaluable to many writers for script research. EIC Online also provides visitors with a better understanding of the organization by posting press releases and press clips, corporate information and more.

After visiting EIC Online, point your browser to www.prismawards.com, the official website of the *PRISM Awards*. This site has a comprehensive list of *PRISM* recipients from each of the five *PRISM Awards* ceremonies. Prismawards.com also features multimedia content, including streaming video from the *2000 PRISM Awards* and the *5th Annual PRISM Awards* (2001) television broadcasts. Station listings as well as air dates and times are also available on the site, along with press clips, photos and celebrity photos and commentary on the *PRISM Awards*. In an effort to raise the general public's awareness of the awards, EIC is currently developing a membership drive aimed at the television viewing audience.

EIC is always searching for ways to partner on content with scientific experts as well as entertainment industry professionals. If you are interested in developing a joint website project, please contact Emily Schollian, Website and Publishing Manager, at 703/481-1414 or eschollian@eiconline.org.



<http://www.eiconline.org>
"Encouraging the art of making a difference" by providing writers, producers, directors and other industry professionals with DAILY updated accurate news reports and scientific findings about public health issues.

For additional information regarding EIC's current projects please contact Marie Gallo Dyak at: v. (703) 481-1414 f. (703) 481-1418 email: mgdyak@eiconline.org

<http://www.prismawards.com>
"Celebrating the art of making a difference" by showcasing the entertainment industry's positive efforts in the portrayal of drug, alcohol and tobacco use and addiction.

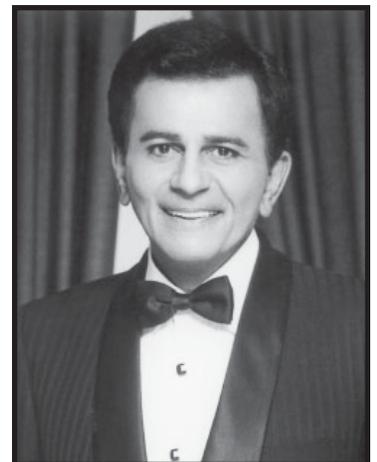


Casey Kasem, The Voice of the PRISM Awards

You've heard it on the radio. You've heard it on television shows and in commercials. You've heard it for years on *Scooby Doo*, and just about anywhere a recognizable voice is needed. "It," of course, could only be one thing: the voice of Casey Kasem.

Casey's legendary voice is recognizable to people of all ages across the country and, in many cases, worldwide. His considerable experience includes service in the armed forces, acting in feature films, on television, in theater and on radio, and philanthropic work, including Jerry Lewis' annual telethon fund-raiser. The Entertainment Industries Council, Inc. is proud to be one of the most recent additions to Casey's extraordinary resume. For each of its five years, Casey has been "the voice of the *PRISM Awards*."

EIC and its partners would like to thank Casey Kasem for lending his talent, energy, enthusiasm, and, of course, that unmistakable voice, as a mainstay of the *PRISM Awards*. As Shaggy, his cartoon counterpart would say, "ZOINKS! We couldn't have done it without you, Casey!"



Encouraging the Art of Making a Difference

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