

PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

Vol. 5, Issue 5

Hollywood and Capitol Hill Celebrate Together!



Senator Orrin Hatch addresses the PRISM Premiere audience

The 5th Annual PRISM Awards™ successfully crossed the bridge between Hollywood and Washington when the television special premiered to Congressional leaders and national leaders in the field of substance abuse and addiction on Capitol Hill in July. The Entertainment Industries Council, Inc. (EIC), in partnership with The Robert Wood Johnson Foundation (RWJF), hosted a very special premiere at the Hart Senate Office Building with Honorary Co-Chairs Senators **Jon Corzine** (D-NJ) and **Orrin Hatch** (R-UT), and Representatives **Henry Waxman** (D-CA) and **Fred Upton** (R-MI). Also in attendance was Representative **Karen McCarthy** (D-MO).



Actor Christopher McDonald and EIC Pres./CEO Brian Dyak greet Rep. Henry Waxman

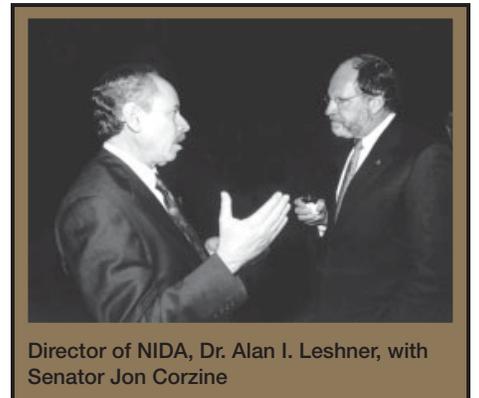
In addition to the four Congressional Co-Chairs, also speaking at the event were **Brian Dyak**, President

and CEO of EIC; **Dr. Alan I. Leshner**, Director of the National Institute on Drug Abuse (NIDA); **Dr. Steven Schroeder**, President of the RWJF; and **Shaun Sheehan** of Tribune Broadcasting, which syndicates the telecast. The PRISM Awards is produced by EIC, in partnership with these organizations.



RWJF Pres. Dr. Steven Schroeder, Rep. Fred Upton, and Tribune Lobbyist Shaun Sheehan

The premiere was hosted by *Family Law* star **Christopher McDonald**, who appears on the PRISM show for the second year in a row.



Director of NIDA, Dr. Alan I. Leshner, with Senator Jon Corzine

The evening was part of a larger goal that EIC has been working towards for many years now. That goal is to build a bridge between the creative community and public policy with regard to the accurate depiction of health and social issues, and the role the entertainment industry can and does play in addressing these issues.

Commenting on his constituency, which includes the Hollywood area, Representative Henry Waxman said, "too often we fail to acknowledge that addiction is an insidious disease. It's not glamorous or sexy... Hollywood can very accurately show this." Christopher McDonald added that "directors never complain when I insist my characters avoid casual smoking or drinking unless such habits are integral to the performance."

As EIC's President and CEO, Brian Dyak commented, "there's been a coming of age in Hollywood. The creative side is seeing that the issue [of addiction] can make for

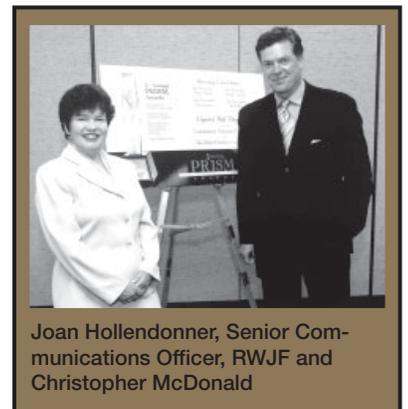
compelling entertainment. The reality of the damage that addiction can do, and the hope that recovery provides, opens up a number of creative possibilities."

"Too often we fail to acknowledge that addiction is an insidious disease. It's not glamorous or sexy... Hollywood can very accurately show this."

Rep. Henry Waxman (D-CA)



Daryl Friedman, Executive Director of NARAS, Washington, D.C. Branch with Beverly Jackson, Chief, Public Liaison Branch, NIDA



Joan Hollendonner, Senior Communications Officer, RWJF and Christopher McDonald



PRISM Executive Producers Brian Dyak and Larry Deutchman, Director Sharon Trojan Hollinger, Producer Hank Saroyan and Executive Producer Marie Gallo Dyak

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EIC East

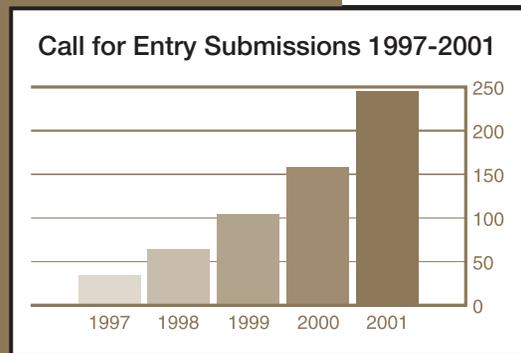
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Coming Events:

Save the Date:
6th Annual PRISM Awards
 Call for Entry coming soon. Productions airing in the 2001 calendar year are eligible for submission. All submissions will be due by November 16. The chart below represents the increase in the number of PRISM submissions since 1997.



For additional information regarding EIC's current projects please contact Marie Gallo Dyak at:
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The PRISM Awards has made a significant impact on the entertainment industry. This impact is best reflected by the fact that many of the shows and movies that have been recognized over the years by the PRISM Awards were scheduled for repeat runs throughout the summer, in tribute to their PRISM-recognized achievements.

Networks participating in the unprecedented July/August promotion tied to the August airing of the 5th Annual PRISM Awards were NBC, HBO/Cinemax, Showtime/Movie Channel, Court TV, E! Entertainment, Comedy Central, MTV, A & E, VH1, Lifetime, FX, TNT, Cartoon Network, Starz! Encore, USA and Discovery.

Among those PRISM winners that aired as part of the cross-promotion were:

Broken Child, HBO; "Under Control" episode

of *E.R.*, NBC; "The Agony of Ecstasy," *Investigative Reports*, Arts & Entertainment; "Kyle Whitaker Got Two Sacks," *Sports Night*, Comedy Central; "Merger," *Law & Order*, TNT; "Reunion," *Sports Night*, Comedy Central; *Jesus' Son*, HBO; "Dick Van Dyke: Put on a Happy Face," *Biography*, A & E; *Brokedown Palace*, HBO Plus; "The Apology," *Sports Night*, Comedy Central; "What Goes Around, Comes Around," *Sex and the City*, HBO Signatures; *28 Days*, Cinemax; *Girl, Interrupted*, Cinemax; *Hendrix*, Showtime; *Eyes Wide Shut*, HBO Plus; "Match Made in Heaven," *E.R.*, TNT; *Liberty Heights*, HBO Signatures; "Such Sweet Sorrow," *E.R.*, TNT; "May Day," *E.R.*, TNT; *Her Last Chance*, Lifetime; *Our Mother's Murder*, Lifetime Movies; *Angela's Ashes*, Movie Channel; and *When a Man Loves a Woman*, Showtime.

PRISM and National Recovery Month

In recognition of National Recovery Month, VHS copies of the PRISM Awards 2000 television special were mailed to over 3,500 substance addiction treatment centers nationwide. These treatment centers will be able to incorporate the positive messages of the PRISM Awards television

broadcast into their programs. It is our hope that the video, which recognizes outstanding accurate depictions of substance abuse and addiction, will be used as a tool to acknowledge the efforts made by entertainment creators to accurately portray health messages in their programming, and disseminate science-based information about abuse and addiction to millions of

Americans. This special distribution was sponsored by EIC and the National Institute on Drug Abuse (NIDA).

The new packaging design of the PRISM Awards 2000 will offer treatment programs another perspective of viewing these issues. With the help of experts in the field of addiction and recovery, EIC developed interactive discussion questions for the video. These questions were designed to promote non-judgmental, in-depth conversations about substance abuse, addiction and recovery.

A feedback form was also supplied to recipients of the PRISM Awards 2000 video, enabling EIC to analyze the effectiveness of the discussion questions and the usefulness of the video to the treatment community.

"I would only have a few words of advice to parents and loved ones whose partners or children are involved with addiction, and that is to be a parent, be a partner. They have enough friends. Understand that while they're high, you're not talking to the person, you're talking to the substance."

excerpt from Martin Sheen's acceptance speech at the PRISM Awards 2000 event

VISIT EICONLINE.ORG FOR MORE INFORMATION ABOUT NATIONAL RECOVERY MONTH!

Accurate Depictions on the Rise!

The television and feature film creative community is reaching out to regularly address substance abuse. After years of criticism from parents, interest groups, and members of congress for not doing enough to help educate the public about the dangers of drug, alcohol and tobacco use and addiction, the Hollywood creative community is working hard to address the importance of accurate depiction. Since last year PRISM honorees for the accurate depiction of these issues have increased more than 47%. Information gathered from the PRISM Awards submissions, since its inception five years ago, shows a 500% increase in these accurate depictions between its debut and the most recent PRISM Awards.

It is widely acknowledged that the entertainment industry is the largest "education system" in the

country. Experts in the field of substance abuse prevention and treatment believe that the entertainment industry can play a vital role in disseminating science-based information on these issues via movies and television shows. Growth of the industry's PRISM Awards for the last five years indicates that the industry has made significant strides to reach its potential in relaying important health information to the public.

The PRISM Awards data show that there has been a steady increase in the inclusion of accurate depictions of drug, alcohol and tobacco use and addiction in each of the four years. There was, for instance, a 61% increase in year two; another 47% rise in year three; and a 43% jump in year four, leading up to a 47% increase for 5th Annual PRISM Awards submissions.