

PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

Vol. 5, Issue 6

Our thanks to *PRISM Generation Next's* participating schools for a fine group of 2000-2001 Fellows:

American Film Institute

Art Center College of Design

California State University, Northridge

Columbia University

Emerson - Los Angeles

Emerson - Boston

Loyola Marymount University

New York University

Temple University

UCLA School of Film, Theater and Television

University of the Arts

Villanova

PRISM Generation Next™ Scores High Ratings!

The growth of *PRISM Generation Next* has been remarkable as it prepares to launch into its third season. In the 2001-2002 school year, the seminar series -- through the support of The Robert Wood Johnson Foundation -- will visit 18 universities nationwide, nearly doubling its number of participating schools. New universities include USC, North Carolina School of the Arts, San Francisco State University, Johns Hopkins University, and The American University in Washington, D.C.

PRISM Generation Next is an educational program tailored for advanced and graduate film and television writing students. It encourages awareness about the art of crafting authentic, fully dimensional storylines and characters that explore the complex nature of drug, alcohol and tobacco use and addiction and recovery, without compromising entertainment value or commercial potential.

During *PRISM Generation Next* seminars, students explore the process of addiction, its application in story structure, and demonstrations of current entertainment product reflecting excellence in accurate depiction.

Entertainment industry creators whose work has been recognized by the *PRISM Awards*™ for outstanding depictions of health and social issues onscreen bring real-world expertise by sharing with students the process of their work recognized for its accuracy and authenticity. The *PRISM Generation Next Fellowship* then offers students selected from participating schools a monetary award to develop their scripts involving substance use, addiction and recovery with the help of industry advisors and scientific experts.

The 2000-2001 school year Fellowship attracted over 30 entries from schools nationwide. A judging panel comprised of screenwriters and screenwriting instructors selected eight Fellows, based on treatments submitted for consideration. Each Fellow received a \$1000 fellowship award from EIC. Through the summer, the Fellows developed their treatments into full-length scripts, which were judged by a distinguished group of top-level industry executives. One script was selected from among the eight Fellows to receive the \$9000 Grand Fellowship Award (In 2001-2002, two Grand Fellowships will be awarded for their scripts -- one in the feature film/made-for-television movie category and one in the television series episode category).

Introducing Our 2000-2001 *PRISM Generation Next* Fellows

Congratulations to the 2000-2001 *PRISM Generation Next* Fellows who earned the opportunity to work with entertainment industry advisors and technical experts during the development of their scripts.

The *PRISM Generation Next* \$9000 Fellowship was awarded to **William Strouse**, a graduate student at **New York University's Tisch School of the Arts**. Mr. Strouse was awarded the Fellowship for his feature film manuscript ***Broken***. Additional *PRISM Generation Next* Fellows were:



Rachel Flores, EIC Director of Education; William Strouse, Fellowship Winner; Dean Mary Schmidt Campbell, Tisch School of the Arts, NYU; Professor Charlie Purpura, Area Head of Screenwriting; Professor Mark Dickerman, Chair of the Department of Dramatic Writing

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Writer

Christopher Bradley

Seth Michael Donsky

Zachary Freyer

Andrew Guth

Kelly Keough

Jennifer Scharf

Nick Soviecke

Title

Too Good to Me (Feature Film)

Trade (Feature Film)

The Bomb (Feature Film)

Editing the Years (Feature Film)

Bottoms Up (TV Episode -- "Frasier")

Bad Medicine (Feature Film)

The King of Confidence (Feature Film)

PGN School

UCLA

Columbia University

Art Center College of Design

Temple University

American Film Institute

Emerson College-Boston

University of the Arts

*"I feel great that he won the award. We often don't get a look into the world that **Broken** shows us. Whenever you can pull an audience into a different world, it's powerful. Though his writing is very bleak in some ways, it's very hopeful in others, leaving the audience with some hope in the end."*

**Charlie Purpura, Professor
NYU Tisch School of the Arts**

Thanks to this year's Industry Advisors and Science Experts...

for their generous support in sharing their creative expertise and scholarly guidance to our 2000-2001 Fellows. You have been instrumental in helping college students recognize that thoughtful creativity today can lead to the "art of making a difference" tomorrow.



First Draft Responds to Threat of Terrorism

In response to the tragic events of September 11, 2001, EIC's *First Draft* program is expanding the scope of its technical expertise to include terrorism and related issues. *First Draft* now provides entertainment creators with expert technical assistance in the following areas: biological & chemical warfare; homeland security & preparedness; the anthropology, sociology & psychology of terrorism and anti-terrorism; racial & religious prejudices; grieving; victimization; cultural diversity; anger management; tolerance; stress; physical and substance abuse; and mental health during wartime.

If you are addressing or plan to address any of the above issues, we urge you to take advantage of *First Draft's* services by calling 818/955-6850 on the West Coast or 800/783-3421 on the East Coast.

For additional information regarding *PRISM Generation Next* please contact Rachel Flores, Director of Education at:
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Co-Creator/Exec. Prod. *Third Watch*
PRISM '01 winner: *Third Watch*

Cindy Myers

Screenwriter;
PRISM '01 nominee:
Living: The Natalie Cole Story

Barry Schindel

Executive Producer, *Law & Order*

Robin Palmer

Director, Lifetime Original Movies

Fred Rubin

TV Sitcom Screenwriter/Producer
UCLA Extension Instructor

Valerie Redhorse

Writer/Producer (Redhorse Native)
PRISM '00 nominee: *Naturally Native*

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Producer/Screenwriter/Author
Writing Salon Teacher

Steve Langford

Writer/Producer

Richard Rothstein

Writer/Producer
The Thomas Carter Co.

Jennifer Buchwald

Development Assistant
The Thomas Carter Co.

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University of Texas,
College of Pharmacy

Sheigla Murphy, Ph.D.

Director, Center for Substance Abuse
Studies, Institute for Scientific Analysis
(San Francisco)

Kathleen West, Ph.D.

Director, Drug Endangered Children
Resource Center

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Oregon Health Science University Hospital,
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National Institute on Alcohol Abuse and
Alcoholism (NIAAA)

Bob Forman, Ph.D.

University of Pennsylvania,
Treatment Research Institute

Perry Halkitis, Ph.D.

NYU, Center for HIV Educational Studies
& Training (CHEST)

Creative Community Embraces EIC's First Draft™

In its ongoing effort to get information to creators when and how they need it, EIC intensified outreach in spring 2001 with the launch of *First Draft*™, a program designed to link industry creators to the nation's leading experts in various social and health issues.

While EIC continues to bring issue-oriented briefings and resource materials to networks, studios, production companies, and specific shows, *First Draft* allows creators to contact EIC at any time to find accurate answers for specific questions that arise while in production, during script development, and under the tightest deadlines. *First Draft* is designed to fulfill requests for technical information, fact checks, expert consultations, script reviews, and resource material in as little as 24 hours or less.

Here are just a few *First Draft* successes:

During recent script development for *C.S.I.: Crime Scene Investigation*, researcher David Berman used *First Draft* to answer an urgent question he had about the impact of prescription drug OxyContin. "My impulse is to call EIC to get any medical questions answered. The information is always accurate, knowledgeable, and timely. Answers that could be ... complicated

are presented in ways that are both thorough and accessible."

A *First Draft* phone call led *Family Law* creators to consult with EIC extensively for its April 2001 episode on guns in the home. After attending a *Science of Recovery* briefing, writers for *The Division* turned to *First Draft* experts to assure that an intervention scene didn't contribute to misguided social perceptions about the process.

Jack Orman, executive producer of NBC's *ER* supports *First Draft* stating, "The EIC offers our creative community valuable resources in researching and developing stories that reflect the important issues of our time."

Dozens of technical experts participate in the free-of-charge service. Expertise currently includes substance use and addiction; gun violence, safety and injury prevention; drug treatment and policy; prevention; tobacco health concerns and cessation; mental health; prenatal, teen and family impact; even gambling and sexual addictions. EIC recently added technical experts knowledgeable about issues of terrorism and war (see side bar). To access *First Draft* services please call:

818/955-6850 West Coast
800/783-3421 East Coast

Encouraging the Art of Making a Difference