

PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

Vol. 6, Issue 2

Save the Date!

All entries are in for the **6th Annual PRISM Awards!** Join us in "celebrating the art of making a difference." The evening event will be taped live on **Thursday, May 9, 2002 at CBS Television City in Los Angeles.** For information on attending, please contact the **PRISM** office at (818) 955-6845 or fax (818) 955-6870. Tickets to the event are required for attendance. The **6th Annual PRISM Awards** is produced by the **Entertainment Industries Council, Inc.** in partnership with **The Robert Wood Johnson Foundation** and the **National Institute on Drug Abuse, National Institutes of Health.**

6th ANNUAL
PRISM
AWARDS
Celebrating the art of making a difference

NIDA
NATIONAL INSTITUTE
ON DRUG ABUSE

THE
ROBERT WOOD
JOHNSON
FOUNDATION

TRIBUNE
BROADCASTING

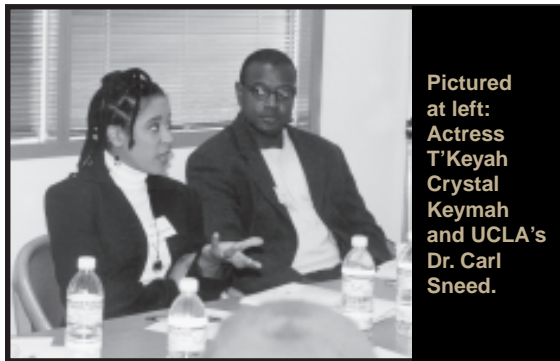
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PRISM Awards Nomination Review Committee

Industry representatives including executives, producers, directors and writers from **The WB, Showtime, Paramount, Fox, ABC, Brillstein-Grey Television, E! Entertainment, TNBC, 20th Century Fox, and MTV/VH1** were juxtaposed with scientific experts, addiction researchers, treatment counselors and clinical psychologists from the **National Institute on Drug Abuse, National Institutes of Health (NIDA, NIH)** as well as the **Centers for Disease Control (CDC)**, and other leading national and local health and social organizations, to review the leading productions from this year's 236 **PRISM Awards** submissions. Collectively, they make up the **2002 Nomination Review Committee.**



Pictured at left:
Actress
T'Keyah
Crystal
Keymah
and UCLA's
Dr. Carl
Sneed.

In an effort to effectively recognize those feature films, television series and movies, news-magazines and documentaries, biographies, talk shows, new media products, community service efforts, music entries, and comic books that best



From left: Brillstein-Grey's Tony Carey, CDC's Susan Giarratano Russell, Fox Television Studios' Kelsey Martinez, and Producer Allison Simmons.

exemplify the potential for addressing drug, alcohol and/or tobacco use and addiction, EIC's **PRISM Awards** review criteria ask the Committee to evaluate productions whose merit has been verified by a group of scientific pre-screeners. Criteria are consistent in the following cases: (1) accuracy of message content, (2) accessibility of message, and (3) entertainment value, given the production's level of accuracy.

Ultimately, this year's submissions will be ranked into three tiers of recognition: (1) **PRISM Awards**, the top prize presented to one of up to five nominees in each competitive category; (2) **PRISM Commendations**, to honor remaining nominated productions and a number of submissions that do an outstanding job of depicting drug, alcohol and/or tobacco use and addiction; and (3) **PRISM Certificates of Merit**, for those submissions that make a worthy attempt to accurately portray these issues.

Special thanks to the following entertainment industry professionals and scientific experts for their participation in the **6th Annual PRISM Awards** Nomination Review Committee:

Entertainment Industry Representatives

Lori Anderson, WB Television Network
Lydia Ash, ABC Family
Carolyn Assa, ABC, Inc.
Dominique Braud, "The Simpsons"
Morgan Brittany, Actress
Tony Carey, Brillstein-Grey Television
Joel Flatow, RIAA
Patricia Gertson Dennis, WB Television Network
Andrew Horne, Paramount Network TV
Pearlena Igbokwe, Showtime Networks
Andreas Kanonenberg, "E! True Hollywood Stories"
T'Keyah Crystal Keymah, Actress
Maria La Magra, Universal Studios Home Video
Lisa Laurie, Fox Family Worldwide
Suzanne Leichter, MTV/VH1
Kelsey Martinez, Fox TV Studios
Roland McFarland, Fox Broadcasting
Anne Mendelson, ABC Family
Robin Palmer, Writer
Steve Peterman, "State of Grace"
Tom Tenowich, Writer
William Schwartz, Writer
Allison Simmons, Producer
Tony Soltis, Writer
Jacob Vargas, Actor

Scientific Experts

Bill Attebery, Recovery Net Radio
Denise Attebery, CADC, Recovery Net Radio
Lourdes Baezconde-Garabati, Ph.D., MPH, USC Hispanic/Latino Tobacco Education Network
Allen Berger, Ph.D., Center for Counseling
Carlton Erickson, Ph.D., University of Texas at Austin
Susan Giarratano Russell, MSPH, CDC Office of Smoking & Health
Barbara Griffiths, Ph.D., CA State Medical Board
Martin Iguchi, Ph.D., RAND
Dae Medman, L.C.S.W., Entertainment Industry Referral and Assistance Center
Sheigla Murphy, Ph.D., Institute for Scientific Analysis
George Patterson, Ph.D., Patterson Therapy Center for Health Realization
Connie Pechmann, University of CA, Irvine
Mandy Shaivitz, MPH, UCLA School of Public Health
Carl Sneed Ph.D., UCLA School of Public Health
Tom Valente, Ph.D., USC School of Medicine
Lawrence Wenner, Loyola Marymount University
Kathleen West, Dr. P.H., Drug Endangered Children Resource Center/Clearinghouse

New Music Category

The **6th Annual PRISM Awards** has expanded to include entries from musical artists that accurately depict drug, alcohol and/or tobacco use and addiction. The inaugural music category has received an impressive list of submissions, including those from artists as diverse as **Ozzy Osbourne, Pink, Nickelback, Adema, Bilal, American Hi-Fi, Aaron Neville** and **Chuck Negron**, among others.

We thank these and all other musical artists who have submitted their works for *PRISM* consideration for their devotion to the responsible handling of health and social issues in their music. Below is a list of submissions:

Adema – “Giving In”

American Hi-Fi – “Flavor of the Weak”

Bilal – “Fast Lane”

Devotion – “Singing You a Prayer”

Kevin Bowe – “The Heart of Everything”

T. Graham Brown – “Wine Into Water”

Michael Hoover – “Let Go and Let God”

Ozzy Osbourne – “Junkie”

Nickelback – “How You Remind Me”

Lee Roy Parnell – “Guardian Angel”

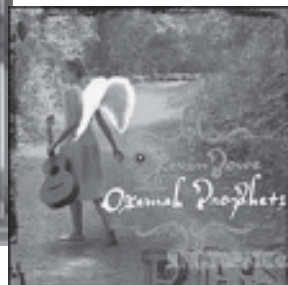
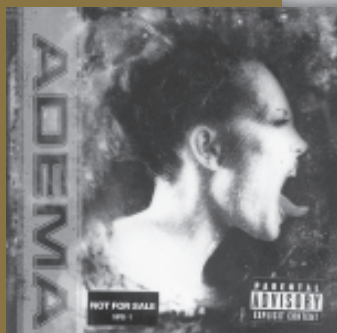
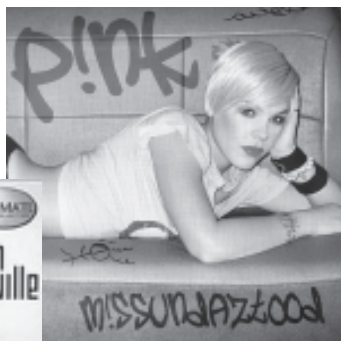
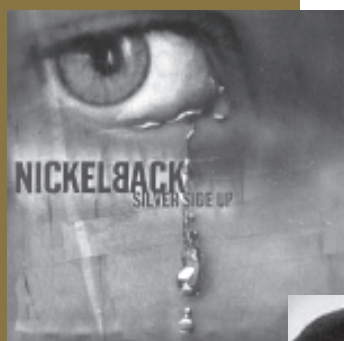
Pink – “Just Like A Pill”

Chuck Negron – “Took Me Under”

Selfish Steam – “It Takes What It Takes”

Selfish Steam – “Just Like Candy in a Store”

Zweir & Kronk – “One Last Goodbye”



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EIC Welcomes Dr. Glen R. Hanson to the PRISM Family

Dr. Glen Hanson has been appointed **Acting Director of the National Institute on Drug Abuse (NIDA)**, effective December 1, 2001. Dr. Hanson is recognized as an expert on psychostimulants. He is particularly known for his work on the damaging properties of **Ecstasy (MDMA)** and **amphetamines**. As a researcher, he has been supported by grants from NIDA and the National Institute of Mental Health since the early 1980s and in 1998 received a Senior Scientist Award from NIDA.

Dr. Hanson stated that he is proud of NIDA's partnership with EIC and The Robert Wood Johnson Foundation to produce the *PRISM Awards*, which honors "so many dedicated entertainment industry professionals for their efforts to accurately depict drug abuse and addiction."

"Part of NIDA's mission is to ensure the rapid and effective dissemination and use of research findings to significantly improve prevention, treatment and policy. We do this through a range of innovative approaches. One of the most profound approaches is our partnership with the

entertainment industry to ensure accurate depiction of drug abuse and addiction. [The *PRISM Awards*] is all about the success of that collaboration and to recognize... combined creative efforts," Dr. Hanson stated.

EIC looks forward to working with Dr. Hanson during his term as Acting Director of NIDA. His extensive involve-

ment with psychostimulants and "club drugs" will prove to be particularly useful in providing the creative community with the latest findings on these hot-topic drugs.

Dr. Hanson replaced **Dr. Alan I. Leshner**, Director of NIDA since 1994, who recently resigned his position at NIDA to become the Chief Executive Officer of the **American Association for the Advancement of Science (AAAS)** and Publisher of *Science* magazine. Dr. Leshner has made many significant contributions to NIDA and the world of scientific research on drug and tobacco use and addiction. And though we will miss working with Dr. Leshner at NIDA, his continued involvement with EIC and the *PRISM Awards* is an indispensable asset that we look forward to continuing through AAAS and *Science* magazine.



Dr. Glen Hanson,
Acting Director of NIDA

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Encouraging the Art of Making a Difference