Barbara Eden Joins

**PRISM on Capitol Hill**

Beloved television icon Barbara Eden surprised MTV personality and popular talk show host Ananda Lewis with the PRISM Award that she was unable to pick up at the live taping of the 6th Annual PRISM Awards at CBS Television City in Los Angeles last May. Lewis hosted the second annual Premiere of the PRISM Awards television special on Capitol Hill July 16. The Washington, D.C. Premiere was co-sponsored by the Entertainment Industries Council, Inc. (EIC) in partnership with The Robert Wood Johnson Foundation (RWJF).

The evening’s other distinguished guests included event Honorary Co-Chair New Jersey Senator Jon Corzine; the President and Senior Vice President of The RWJF, Drs. Steven Schroeder and J. Michael McGinnis, respectively; Dr. Glen Hanson, Acting Director of the National Institute on Drug Abuse (NIDA), DEA Administrator Asa Hutchinson; and Brian Dyak, President and CEO of EIC, which is partnered in the PRISM Awards with The RWJF, NIDA and Tribune Broadcasting.

Eden had the full attention of the 200-plus guests at the PRISM Awards Premiere when she related her personal experiences. In her own words, “I just want to impress upon you how important it is that we recognize [addictive] behavior... I’m no expert on drugs. If I were, my son would still be with us today.” Ms. Eden’s son, actor Matthew Ansara, lost his battle with addiction on June 25, 2001.

Eden continued to say “one of the many ways to learn about drug abuse and addiction is by seeing it in motion pictures or on TV, or by hearing about it in music or in song. The media has a great opportunity to educate families about this problem—that’s why the PRISM Awards are so important. They honor those in the entertainment industry who tell stories about addiction and recovery in a true and authentic way.”

All of the evening’s speakers praised the PRISM Awards message, and stressed the importance of accurate depiction in entertainment. Mr. Hutchinson also thanked Brian Dyak and EIC for helping to coordinate the large-scale DEA forum between DEA personnel and industry leaders that took place one week before the Washington PRISM Awards Premiere. The DEA...
Continued on from Page 1

Administrator spoke about a recent trip he took to a major city in which he witnessed heroin and other drugs being used in condemned buildings and other dangerous areas. He said “this is the type of reality that I see in my job every day . . . but not everyone gets to see these things. That’s why the entertainment industry plays such a critical role.” Hutchinson stressed the importance of realistic portrayals of substance abuse and addiction in entertainment.

The 6th Annual PRISM Awards aired nationally in August. In September the 6th Annual PRISM Awards television special, with special additional messages from industry members present at the awards, will be distributed to 4,000 substance abuse and addiction treatment centers nationwide in time for National Recovery Month. Check www.prismawards.com for PRISM Awards news and information. Through its ongoing presence in Hollywood and beyond, the PRISM Awards is everyday “encouraging the art of making a difference.”

“The PRISM Awards is a major contributor to the systemic change within the entertainment industry to address crucial health and social issues. By recognizing and rewarding entertainment productions that accurately depict drug, alcohol and tobacco use and addiction, we encourage and nurture creative, but accurate, treatment of these issues with the industry.”

—Brian Dyak, President and CEO, Entertainment Industries Council, Inc.

“... The PRISM Awards are so important. They honor those in the entertainment industry who tell stories about addiction and recovery in a true and authentic way. That’s why I am here.”

—Barbara Eden

“The entertainers being honored with PRISM Awards have helped to raise public understanding and awareness of what addiction really is and why treatment is not only essential for the addict but in the best interest of society as well. Their efforts constitute what, in my view, we should all applaud as an extremely valuable public service!”

—Dr. Glen R. Hanson, Acting Director, National Institute on Drug Abuse

**PRISM Legacy Kiosk**

The Entertainment Industries Council, Inc. is pleased to announce that the PRISM Legacy Kiosk has just begun an extended exhibition at the Drug Enforcement Administration (DEA) Museum & Visitors Center just outside of Washington, D.C. The museum, which is located across the street from the Pentagon, is dedicated to the history of drug use and drug trade throughout the world.

The PRISM Legacy Kiosk showcases Hollywood’s efforts to accurately depict drug, alcohol and tobacco use & addiction in entertainment. The opening of the display coincides
“I am pleased to be here singing the praises of the PRISM Awards. The fact that the entertainment industry has taken this step to be part of the solution is absolutely important and vital... It is true in the corporate world, and in our personal lives. Culture really can shape the nature of this debate.”

—Jon Corzine, Senator of New Jersey

“Policy alone was not going to change the profile of this problem. Culture trumps strategy every time. Unless we can deal with changing our culture, we are not going to make headway in this issue. The entertainment industry may or may not have been part of the problem, but it certainly should be part of the issue.”

—Dr. J. Michael McGinnis, Sr. Vice President, The Robert Wood Johnson Foundation

“The light at the end of the tunnel for me has been the PRISM Awards. The PRISM Awards proves that the industry does care, and handles its ability to educate audiences by integrating realistic portrayals in entertainment productions. I want to thank the PRISM Awards for giving me back the hope that TV really can change people’s lives for the better.”

—Ananda Lewis, PRISM Awards Capitol Hill Premiere Host

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves ‘who am I to be brilliant, gorgeous, talented and fabulous?’ Actually, who are you not to be? You are the child of God. Your playing small doesn’t serve the world, and there’s nothing enlightened about shrinking so that other people won’t feel insecure about you. You were born to make manifest the Glory of God that is within us, and it’s not in some of us, it’s in everyone. As we let our own light shine, we unconsciously give permission to others to do the same, as we are liberated from our own fear, our presence automatically liberates others.”

—Ananda Lewis quoted Nelson Mandela’s inaugural speech (above) while accepting her PRISM Award

“I worked very hard to get through medical school and got very good training and would like to think that what I have to say would carry a lot of impact. But the polls show that Noah Wyle on E.R. would be far more persuasive as a source of information on health and medicine than I would. That is why we support the PRISM Awards. I’m pleased to be here tonight to support the PRISM Awards ceremony. Until we bring the issue of substance abuse in the mainstream, we will never overcome the problem.”

—Dr. Steven Schroeder, President & CEO, The Robert Wood Johnson Foundation

with a September 11 exhibition devoted to the unforgettable events of that day, including actual pieces of the World Trade Center and the Pentagon.

For information on scheduling a tour of the museum contact:
Sean Fearns, Museum Director
DEA Museum & Visitors Center
700 Army Navy Drive, Arlington, VA 22202
Phone: (202) 307-3463
or on the web at: www.deamuseum.org
Capitol Hill Premiere
of the entertainment industry’s nationally televised annual recognition event honoring outstanding contributions for the accurate depiction of drug, alcohol and tobacco use and addiction.

Host Ananda Lewis and Special Guest Barbara Eden

Capitol Hill Premiere Honorary Event Co-Chairs
The Honorable Jon Corzine
The Honorable Fred Upton
The Honorable Orrin Hatch
The Honorable Henry Waxman

Distinguished Guests
Asa Hutchinson, Drug Enforcement Administrator
Steven Schroeder, M.D., Robert Wood Johnson Foundation President and CEO
J. Michael McGinnis, M.D., Robert Wood Johnson Foundation Sr. Vice President
Glen Hanson, D.D.S., Ph.D., National Institute on Drug Abuse Acting Director

Congressional Host Committee
U.S. Senate
The Honorable Donald Payne
The Honorable John Peterson
The Honorable Charles Rangel
The Honorable Martin Sabo
The Honorable Tom Sawyer
The Honorable Cliff Stearns
The Honorable Bart Stupak
The Honorable David Vitter
The Honorable Diane Watson
The Honorable Albert Wynn
The Honorable J. Dennis Hastert

U.S. House of Representatives
Speaker of the House
The Honorable J. Dennis Hastert

The PRISM Awards Premiere was presented by the Entertainment Industries Council, Inc. in partnership with
The Robert Wood Johnson Foundation

For more information on the PRISM Awards, visit www.prismawards.com