

PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

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Message from the President

To the Industry:

EIC is proud to announce that 2003 will usher in the 20th anniversary of collaboration with our colleagues to affect social change through television, film and music. Along with the success of the *PRISM Awards*, which recognizes the accurate depiction of substance use and addiction in entertainment, comes the opportunity to celebrate our industry's potential to inform audiences about various health & social issues.

EIC has received tremendous feedback on its *PRISM Awards Treatment and Recovery Outreach Program*, including numerous thanks to the entertainment industry for their life-affirming work. Unfortunately, our unprecedented treatment center outreach encompasses only approximately one-third (4000) of the nation's treatment and recovery centers. It is a shame that so many loyal audience members are missing out on what our industry has to offer.

The good news is that they don't have to miss out on anything. For a truly modest amount of money, we could reach all of the 11,000 treatment and recovery centers in the country. Your generous contribution to this program is greatly needed. You and your organization will be acknowledged within the *7th Annual PRISM Award's* program journal.

The *PRISM Awards Treatment and Recovery Outreach Program* presents an unrivaled opportunity to make a difference in the lives of the people who patronize your production, while promoting your company's goodwill to the world. This is a win-win situation if ever there was one. Please use the enclosed form to make your tax deductible contribution. As always, thank you for supporting EIC's efforts to *encourage the art of making a difference*.



Brian Dyak
President & CEO

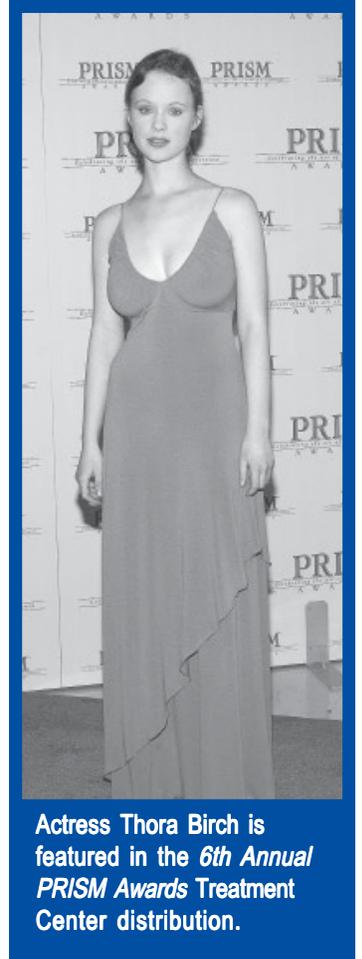
For Your Consideration: A New Treatment

The *PRISM Awards*, the entertainment industry's annual event celebrating accurate depictions of drug, alcohol and tobacco use and addiction, continues to reach back to where it really matters: **treatment and recovery centers**. Each year, almost 4,000 videos of the *PRISM Awards* are packaged with additional wraparound commentary from participating celebrities. This year's video includes footage from the popular host of ESPN's *The Best Damn Sports Show Ever* host **John Salley** as well as **Erika Christensen**, **Lou Diamond Phillips**, and **Dr. Drew Pinsky**.

While all star-studded awards shows are fun and rewarding, the *PRISM Awards* stands out among them. After the taping each year, the *PRISM Awards* is taken to Capitol Hill, where the show is premiered to congressional leadership before being aired nationally.

EIC, which produces the *PRISM Awards* in partnership with the National Institute on Drug Abuse and The Robert Wood Johnson Foundation, works with experts in the field of treatment and recovery to develop questions arising from the context of the show to provoke discussions among audience members who are in treatment. These questions are included on the *PRISM Awards* video cover, with additional questions posted on **www.prismawards.com**, so that they can be utilized by anyone with web access.

In addition to the discussion questions provided along with the specially packaged *PRISM Awards* treatment video, recipients are asked to comment on the appropriateness and usefulness of the *PRISM Awards* for their facilities.



Actress Thora Birch is featured in the 6th Annual *PRISM Awards Treatment Center* distribution.

Changing Lives

Responses to the *PRISM Awards Treatment and Recovery Center Outreach* program speak volumes about the potential of television, film and music to change lives. One individual in recovery noted that **"[The *PRISM Awards*] took me under...not only showed me, but made me think how heroin made my life a living and nightmarish hell."**

Feedback from the treatment center outreach has been overwhelmingly positive, with requests for a longer show, as well as candid commentary explaining how film, television, music and other entertainment media directly influence the lives of those trying to cope with their own addictions. The laughter and jarringly realistic portrayals in *PRISM* recognized productions are important reminders of how accurate depictions can yield powerful entertainment—powerful enough to change lives. Turn this issue of *Profile* over to read more encouraging words from treatment and recovery center professionals and clients.



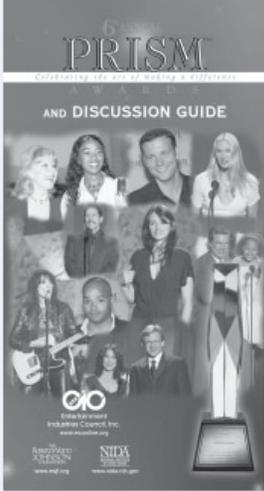
Donald Faison, of NBC hit comedy *Scrubs*, featured on Treatment tape.

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Comments from Treatment Center Professionals and Clients:



"I appreciate the whole idea of the PRISM Awards; recognizing addiction in America through the media."

"The number & variety of shows was impressive — having the hosts & guests talk about their own recovery was impressive."

"[I appreciate] the 'frankness' of the presenters and recipients regarding recovery."

"[The PRISM Awards] shows that drug abuse can happen to anyone, even famous actors."

"I enjoyed it all. Keep up the wonderful work of 'sharing the message.' I don't usually like awards shows... I was pleasantly surprised!"



Entertainment
Industries Council, Inc.

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EIC Supports September 11 Exhibit Near Pentagon



(from left) Marie Gallo Dyak, EIC Sr. VP, Programs and Government Relations; Former NYC Mayor Rudolph Giuliani; EIC Pres./CEO Brian Dyak at the DEA Museum "Target America: Traffickers, Terrorists and You" ribbon cutting ceremony.

EIC's **PRISM Legacy kiosk**, which features an interactive look at the **PRISM Awards** and other ways that the entertainment industry makes a positive difference in addressing health and social issues, is currently on exhibit at the **DEA Museum & Visitor's Center** in Arlington, VA.

EIC's President and CEO **Brian Dyak** and other EIC staff members were on hand at the museum's ribbon cutting ceremony for the new **"Target America: Traffickers, Terrorists and You"** exhibit in September. Located directly across the street from the Pentagon, the exhibit features an in-depth look at the connection between terrorism and drugs, and displays gnarled remains of the World Trade Center so that visitors can see first-hand the type of destruction that was done on that day.

Former DEA Director **Asa Hutchinson** presided over the event, which was also attended by U.S. Attorney General **John Ashcroft** and former New York City Mayor **Rudy Giuliani**. EIC's close relationship with Hutchinson began in October 2001, during the production of EIC's **"Spotlight on...A New Normal,"** which focuses on the importance of vigilance and homeland security during times of war, as well as the mental health complications that may arise from such conditions. EIC subsequently brought Hutchinson to Hollywood to host a high-profile forum addressing the link between drugs and terrorism. Mr. Hutchinson has recently been appointed Undersecretary for Border and Transportation Security, Department of Homeland Security.

Spotlight on...A New Normal's coverage of the connection between drugs and terrorism brought about a new interest in our industry's ability to inform viewers through television, feature films and music. The effects can be seen almost daily on some of today's most popular prime time dramas.

COMING ATTRACTIONS

January, 2003

- EIC will be distributing its library of resource materials and depiction suggestions to all new shows currently in production.
- Release of EIC's *Focus on...Tobacco* study, which explores the results of a new audience-based research survey concerning perceptions of onscreen smoking.
- EIC will represent the *PRISM Awards* at the 2003 NATPE conference in New Orleans.

February, 2003

- The inaugural issue of *Write on Target*, EIC's new one-page fact sheet on gun violence, which also offers new depiction suggestions, will be disseminated among industry creators. *Write on Target* will also be available on www.eiconline.org.
- "Picture This," EIC's new report on the year's most pressing health and social issues, will roll out to the industry.
- The *PRISM Awards* production season begins, with the opening of the 7th Annual *PRISM Awards* production office at CBS Television City.

Save the date! The 7th Annual PRISM Awards will be taping live on May 8 for airing on FX in June. Stay tuned for air date and time!

Encouraging the Art of Making a Difference