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 Awards 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 deductible contribution. As always, thank you for supporting EIC’s efforts to encourage the art of deductible contribution. As always, thank you for supporting EIC’s efforts to encourage the art of deductible contribution. As always, thank you for supporting EIC’s efforts to encourage the art of deductible contribution. As always, thank you for supporting EIC’s efforts to encourage the art of deductible contribution.

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 Everhost 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.

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.
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!”

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.

For additional information regarding EIC’s current projects please contact Marie Gallo Dyak at: v. (703) 481-1414 f. (703) 481-1418 email: mgdyak@eiconline.org

**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!**

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