

PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

Vol. 6, Issue 7

Message from the President

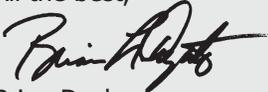
To The Creators:

This year, EIC celebrates its 20th Anniversary. Over the past two decades, I have witnessed trends in television, film and music come and go. Since the integration of personal computers into our industry, screenwriting, production budgeting and even the equipment used to produce every form of entertainment have become highly dependent on them.

For the creative community of writers, producers, performers and anyone else engaged in research for their craft, the Internet has become indispensable. Having so much readily available information frees up much more of our time to devote to the creative process. As useful as the Internet is, it also poses a serious danger: There is a lot of misinformation online, as we all know. And it is not always easy to verify the accuracy of information being used as research.

EIC Online is a website whose purpose is to inform entertainment creators about health and social issues. From fact sheets and links to depiction suggestions and EIC's interactive *First Draft* technical assistance service, www.eiconline.org is here for you, our industry. I welcome you to our little piece of the online world, and invite you to come back often. After orienting yourself, please let our Website Manager know how we are doing by emailing eic@eiconline.org.

All the best,



Brian Dyak
President & CEO

EIC ... ONLINE!

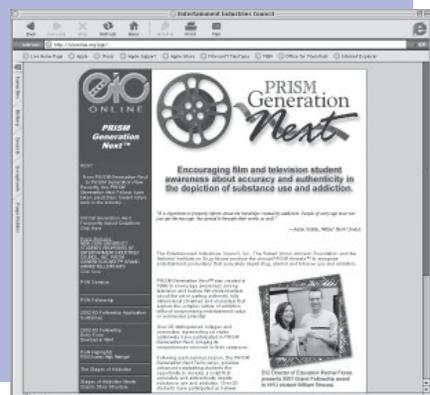
The creative community has an important resource at its fingertips. Point your mouse to www.eiconline.org to find reliable, science- and research-based information on a variety of health and social issues, as well as links to other dependable sites for your research needs. EIC Online has quickly become the first place that many creators look for information that they know is accurate and reliable.

When time is at a premium (and isn't it always), writers, researchers, producers and development personnel head to EIC Online for their information. The site contains a comprehensive, searchable database of information, including depiction suggestions to jump-start your thinking about different ways in which these issues can make for new, compelling storylines. Accurate depiction can yield powerful entertainment, and the depiction suggestions, fact sheets, myth busters, first-hand testimonials and web links at www.eiconline.org help creators reach that goal.

Contrary to popular belief, incorporating accurate portrayals of health and social issues into your show or film can actually help ratings, rather than hurt them—just ask the creators and researchers of *C.S.I.*, *Boomtown*, *The Practice* and other productions that frequent EIC's services for information. Why not help educate audiences while entertaining them?

EIC ONLINE RESOURCES

- **A comprehensive, searchable database of health and social issues.**
- **EIC's First Draft technical referral service, linking creators with expert assistance in 24 hours or less.**
- **Creative story suggestions for depicting health issues—designated by topic.**
- **Fact sheets, "Myth Busters" and other science-based information.**
- **Links to other reliable research sources.**
- **Press releases and press clips of current and past EIC activities.**
- **PRISM Awards information, including the current entry form, lists of past winners and press information.**
- **Background and contact information for EIC.**



www.eiconline.org

EIC East
1760 Reston Parkway,
Ste. 415
Reston, VA, 20190-3303
v. (703) 481-1414
f. (703) 481-1418
email: eiceast@eiconline.org

EIC West
500 S. Buena Vista St.
Burbank, CA 91521-7259
v. (818) 955-6845
f. (818) 955-6870
email: eicwest@eiconline.org

www.eiconline.org

- **SUBSTANCE USE AND ADDICTION**
- **GUN VIOLENCE, FIREARM SAFETY AND INJURY PREVENTION**
- **DRUG TREATMENT AND POLICY**
- **ISSUES RELATED TO TERRORISM AND WAR PREVENTION**
- **TOBACCO HEALTH CONCERNS AND CESSATION**
- **MENTAL HEALTH**
- **PRENATAL, TEEN AND FAMILY IMPACT**
- **SAFETY BELT AND TRAFFIC SAFETY AWARENESS**
- **VIOLENCE**
- **AGING**
- **HIV/AIDS PREVENTION**
- **NON-VIOLENT CONFLICT RESOLUTION**
- **AND MANY OTHERS!!**

Grades Are In for PGN

PGN Awards Real Writers with Nerve

PGN Grand Fellow (2000) Josefina Lopez has a way with words. Not only has she written several critically-acclaimed plays, but she also co-scripted the adaptation of her own *Real Women Have Curves*, originally a stage play, but rewritten for the big screen to mass critical applause. *Real Women* deals with the opposition of what is expected of women vs. what is real, and pays special attention to the correlation between body image and self-esteem.

Lopez recently graduated from UCLA's Film & TV Department with an M.F.A. in Screenwriting, during which time she earned her PGN Fellowship. She currently teaches playwriting and screenwriting to youth and anyone with the desire to learn writing at CASA 0101 in Los Angeles. For more information about Josefina Lopez, visit her website at: www.josefinalopez.com.

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

Board of Directors

Brian Dyak
President and CEO
Ralph Andrews
Founding Chairman
Leroy Bobbitt
Lionel Chetwynd
Nancy Dockry
Vice Treasurer
David Goldsmith
Co-Chairman, Finance
Michele Lee
Roland McFarland
Herman Rush
Chairman, EIC Trustees
William N. Utz
Co-Chairman, Policy

PRISM Generation Next (PGN) has been awarded an "A" by this year's participants, which include schools such as **USC, UCLA, NYU, Columbia, Johns Hopkins, North Carolina School of the Arts, North Carolina State, American (Washington, DC), and AFI.**

PGN, which awards fellowships to burgeoning screenwriting students at the nation's top film schools, has yielded more advanced screenwriting students than in previous years. Students submit a treatment that incorporates themes exploring substance use and addiction, along with letters of support and writing samples for consideration.

Through the PGN process, students work with screenwriters who serve as mentors, and are introduced to "story development hell," which this year included major storyline overhauls, primary character shifts, secondary character replacements, and of course, script title changes. Fellows came through in completing their final drafts after months of hard work and commitment. Their scripts covered a wide range of substances and aspects of abuse.

Through individual meetings with **science advisors** who were matched to the students based on script subject matter, the Fellows learned about the progressive and pervasive nature of substance abuse, short- and long-term effects, withdrawal symptoms, relapse triggers, codependency, treatment programs, community services, and impact on family and friends. Thanks to science experts **Drs. Roland Atkinson, Carlton Erickson, Sheigla Murphy, Perry Halkitis, Ken Winters, Stephen Heishman, Bob Forman, Carl Sneed,** as well as **Denise Attebery** and **Sis Wenger,** for offering scholarly input that students found accessible and comprehensive.

Then there was the contribution of the Fellows' **entertainment industry mentors,** who showed a real interest in sharing their knowledge, savvy, tricks and professional advice with Fellows appointed to work with them. They reviewed character sketches, emailed and met over script notes, provided reference materials, assigned video viewing, and engaged their students in creative writing exercises.

Our appreciation goes to **Matt Witten, Isil Bagdadi, Steven Peterman, Stanley Isaacs, Michael Perry, Joe Bratcher, Karen Home, Tony Soltis, Julie Hebert,** and **Lyla Oliver** for their support and ongoing work with PGN Fellows throughout the process.

The final outcome of this collective work and energy was greater than we had hoped. "It's the best script I've ever written," stated UCLA graduate student Kathy Fischer of her PGN script *Blue Kiss*. In the screenplay, the main character leaves New York to escape her drug-ridden past only to find herself tangled up in

methamphetamine production in the Midwest. "The input of the experts was invaluable," she explains. "My script would have never developed into the script it did if I wasn't 'pushed' by the Fellowship. To have EIC staff and my experts all interested and involved was excellent and inspiring," she added.

Our final draft reviewers – **William Schwartz, Stephen Nemeth, Jamila Hunter, Preston Whitmore, Rhonda Bloom, Jennifer Jenkins, Sharon Byrens, Winifred White Neisser, Paolo Freccero, Jim Kearns, Diane Walsh, Fred Rubin, Russ Woody, David Mirkin** and **Eric Mah** (many of whom served as application reviewers along with **Caroline Kaplan, Paul Guyot,** and **Dr. Barbara Griffiths**) – ultimately determined which scripts would receive the Fellowship's two **Grand Awards.**

Congratulations to This Year's PGN Fellows!

The Grand Award for Feature Film was given to **Carter Anne McGowan** from **NYU** for *In Ntesinan*, her script about youth solvent abuse in a rural Canadian province. "I had a wonderful time working on this script and working with my advisors," stated McGowan. "Thanks so much for the opportunity. *PRISM Generation Next* was a great experience all-around and I was thrilled to win it."



PGN Grand Award Fellows Carter Anne McGowan and Jennifer Chen, pictured with EIC Director of Education and Outreach Services, Rachel Flores (center).

The Grand Award for TV Series Episode went to another NYU student, **Jennifer Chen,** for her sitcom script based on the popular show *Will & Grace*. "It was very exciting to work with *PRISM Generation Next* in developing a script from outline to finished product," said Chen. "I am grateful to have been paired with great advisors who provided an endless amount of help to a young script and a young writer. The process with *PRISM Generation Next* was extraordinarily helpful."

In addition to our two Grand Fellowship winners, EIC applauds all of our Fellows for turning in scripts that are great reads, energizing, full of promise and often tales that ended on a strikingly hopeful note. This achievement is a tribute to their hard work, and a hint of what this year's *PRISM Generation Next* students have in store for audiences as the next generation of entertainment creators.

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