

PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

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"Movies, television, music and other forms of entertainment are in a unique position to inform and educate audiences about health and social issues. I commend the PRISM honorees for the creativity you have demonstrated in communicating the destructive impact of substance abuse."

—Peter Liguori

President, Entertainment, Fox Broadcasting Company;
Chairman, PRISM Honorary Committee; EIC Trustee



Brian Dyak, President and CEO

Message from the President

2005 is shaping up to be a landmark year for entertainment industry involvement in the PRISM Awards. Here are just a few reasons to celebrate this year:

- The PRISM Awards have been recognizing accurate portrayals of substance abuse for 9 years.
- 2005 marks the sixth year of national telecasting of the PRISM Awards, and the third consecutive year of airing on FX.
- The PRISM Awards have received 1,640 submissions with 261 for this year alone.
- This year, 45 scientific experts and entertainment professionals donated a weekend of their time to reviewing and rating PRISM Awards submissions.
- A special DVD of the 9th Annual PRISM Awards will be sent to over 11,200 treatment and recovery centers this September for National Recovery Month.

- Over 400 guests were in attendance at this year's PRISM Awards event at the Beverly Hills Hotel.
- More than 30 corporations or individuals supported this year's PRISM Awards.

The numbers speak for themselves. The 9th Annual PRISM Awards television special will continue EIC's tradition of spotlighting the best portrayals of drug, alcohol and tobacco use and addiction in the industry. Each and every PRISM Nominee and Award Winner have displayed an outstanding commitment to creatively incorporating accurate portrayals of substance abuse and addiction into their productions, while never compromising entertainment value or artistic freedom.

I would like to thank each of the entertainment professionals and scientific experts who generously gave a full weekend of their time to review the scores of entries. The dedication and credentials of the PRISM Awards Nomination Review Committee enhance the integrity of the PRISM Awards, and allow our industry to truly "celebrate the art of making a difference." Also a special thank you to Peter Liguori for chairing the PRISM Honorary Committee. Special thanks also to the PRISM Honorary Committee, EIC Board of Directors and Trustees, staff and volunteers, Rolanda Watts, host of "Lie Detector" (PAX), for contributing her magnetic personality to hosting the Awards, and to FX President John Landgraf and everyone at FX for their ongoing support. I look forward to working together with all of you on the landmark 10th Annual PRISM Awards in 2006!

Brian Dyak, President & CEO

Congratulations to the 9th Annual PRISM Awards Winners!

PRISMs were awarded to Jamie Foxx for Performance in a Theatrical Feature

Film, **Ray**, with the movie also receiving a separate award; **Katey Sagal** for Performance in a Comedy Series, **8 Simple Rules**; **Ray Liotta** for Performance in a Drama Series Episode, **E.R.**, with the series also receiving an award; **Christine Lahti** for Performance in a Drama Storyline, **Jack and Bobby**; and **Justine Waddell** for Performance in a TV Movie or Miniseries, **The Mystery of Natalie Wood**.

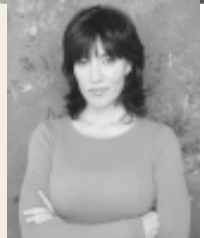
Desperate Housewives was honored in the TV Comedy Multi-Episode Storyline category; **Lost** and **Queer As Folk** tied for TV Drama Multi-Episode Storyline; and **Dr. Phil** for TV Talk Show Episode. Celebrities taking part in the ceremony included presenters **Tom**

Arnold, Joe Mantegna, Ed Begley, Jr., Keith Carradine, Rick Schroder, Michele Lee, Charlene Tilton, Sharon Case (*Young & the Restless*), **Lorna Luft, David Carradine, Justine Waddell** (*Mystery of Natalie Wood*), **Obba Babatundé, Lombardo Boyar** (*Over There* – new FX show), **Bill Brochtrup** (*NYPD Blue*), **Enrico Colantoni** (*Veronica Mars*), **Kevin Dobson, Molly Parker** (*Deadwood*), **Michael Jace** (*The Shield*), **T'Keyah Crystal Keymah** (*That's So Raven*), **Ananda Lewis** (*The Insider*), **Shannon Lucio** (*The OC*), **Jason Olive** (*Comeback* – new HBO show),

Steve Railsback, Patricia Richardson (*Strong Medicine*), **Victoria Rowell** (*The Young and the Restless*), **Sara Rue** (*Less Than Perfect*), **C. J. Sanders** (*Ray*), **Kristoff St. John** (*The Young and the Restless*), **Jim Turner** (*Arliss*), and **Troy Winbush** (*Medical Investigation*).

A highlight of the evening was the presentation of the prestigious **Larry Stewart Leadership & Inspiration**

Continued on back



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Award to actor **Gerald McRaney** by **Michele Lee**. The award, which is presented for leadership and inspiration by example, is named in memory of veteran writer/producer/director **Larry Stewart**, a founding Board Director of EIC. "Gerald McRaney is a Founding EIC Board Member and active Trustee," said Founding Board Member Michele Lee. "He has been a tireless member of the team which helped mold our efforts to deal responsibly with issues relating to depiction of substance abuse in entertainment products. He helped set an example for other performers to follow to help get life-saving messages across to the viewing public and represented our industry's best efforts in testimony before Congress. We are very pleased to present this prestigious honor to him."

The *Second Annual EIC President's Award* went to the **Chris Farley Foundation** for its dedication to educating the next generation about the risks and dangers of drug and alcohol abuse, communicating relevant information to teenagers, and achieving maximum effectiveness by employing comedy to reach audiences. The award was accepted by the Foundation's President **Tom Farley** and Director **John Farley**, brothers of gifted late comedian Chris, in whose honor the Foundation is named.



The 9th Annual PRISM Awards air on FX on Sunday, September 4 at 5:00pm and 1:00am EDT

Upcoming PRISM Events

- 10th Annual PRISM Awards Call for Entries - September
- Capitol Hill PRISM celebration event - September
- Special PRISM DVD National Recovery Month Distribution - September

Board of Directors

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For additional information about EIC's current projects, contact

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9th Annual PRISM Awards 2005 Nomination Review Committee

Lori Anderson , The WB Television Network	Lynn Marcinko-McFarr, Ph.D. , Harbor UCLA Medical Center
Obba Babatunde , Actor	Guy Marshall , Songwriter/Music Producer
Allen Berger, Ph.D. , Center for Counseling and Recovery	Kelsey Martinez , Fox Cable Networks
Dymph Berger, M.A. , Center for Counseling and Recovery	Neal Mazer, M.D., M.P.H. , Alisos Insitute
Janet Borelli , MTV Networks	Dae Medman, L.C.S.W. , EIRAC
Tony Carey , Brillstein-Grey Television	Nena Messina, Ph.D. , UCLA Integrated Substance Abuse Program
Carlton Erickson, Ph.D. , The University of Texas at Austin	Aaron Meza , Songwriters Guild of America
David Farabee, Ph.D. , UCLA Integrated Substance Abuse Program	Rusty Mintz , The WB Television Network
Aurora Flores , USC/Norris Comprehensive Cancer Center	Eric Moromisato , Songwriters Guild of America
Matt Forger , Matt Forger Productions	Sheigla Murphy Ph.D. , Institute for Scientific Analysis
Ron Garet , Scientist	Eileen O'Meara , Strong Medicine
Deborah Glik, SC.D , UCLA School of Public Health	Harold Owens , MusiCares Foundation
Jeff Gray , Retrofit Tunes	Valerie Pearce , UCLA Integrated Substance Abuse Program
Lynne Robin Greene , Landsdowne	Connie Pechman , UC Irvine
Winston Bloor , Hoffman House	Anne Peralta , Sage Entertainment
Mark Griffin , People Assisting the Homeless	Evie Sands , Sandsongs
Kirk Hassig , Producer	William Schwartz , Writer/Producer
Maureen Hillhouse, Ph.D. , UCLA Integrated Substance Abuse Program	Kristine Schwarz, M.A. , Alisos Institute
Stanley Isaacs , 100% Entertainment	Bob Sharka , Pacific Palisades Film Festival
Jennifer Jenkins , Lifetime Television	Joe Solo , Songwriter/Producer
Gerard Jones , Author/Comic Book Writer	Tom Tenowich , T & J Productions, Inc.
James Kearns , River Falls Productions	Robert Tepper , Songwriter/Producer/Instructor
T'Keyah Crystal Keymah , Actress and Producer	George Varela, M.F.C.C. , EIRAC
Laura Lechtenberg , Puente Learning Center	Ceci Vasconcellos , Recording Industry Association of America
Deborah Ling, M.B.A. , UCLA National Center for Child Traumatic Stress	Donnie Watson, Ph.D. , UCLA Integrated Substance Abuse Program
Walter Ling, Ph.D. , UCLA UNICAMP	Kathy Watt, M.Ed. , Van Ness Recovery House
Patricia Marinelli-Casey, Ph.D. , UCLA Integrated Substance Abuse Program	Jonathan Wolfson , Wolfson PR

EIC would also like to express thanks to **Dwayne C. Proctor, Ph.D.**, Senior Communications Officer, The Robert Wood Johnson Foundation; **Timothy P. Condon, Ph.D.**, Associate Director of the National Institute on Drug Abuse, a component of the National Institutes of Health, Department of Health and Human Services; and **Beverly Jackson**, who served as communications and neuroscience expert consultants for the nomination review process.

EIC would like to give very special thanks to **Dr. Nora Volkow**, Director, National Institute on Drug Abuse, National Institutes of Health, Department of Health and Human Services; **Dr. Risa Lavizzo-Mourey**, President, The Robert Wood Johnson Foundation; **Charles Curie, M.A., A.C.S.W.**, Administrator, Substance Abuse and Mental Health Services Administration, Department of Health and Human Services; **John Landgraf**, President, Entertainment, FX Network; **Mike Regan**, Sr. VP, Government Relations, News Corporation; **Oona Powell**, Acting Branch Chief, Office of Smoking and Health, Centers for Disease Control and Prevention; **Robert Procop**, Jewels of Beverly Hills; and **Ramona Avedissian** and **Karl Kimbrough** at Pixel Blues for their outstanding support of the PRISM Awards.

Ray

Ray was nominated for six awards for the 2005 Oscars, with **Jamie Foxx** taking away the Best Actor Oscar for his portrayal of **Ray Charles**, and the film won an Oscar for Achievement in Sound Mixing. "The movie was incredibly accurate; many of the scenes were passed down from the oral history of the band. The portrayals of his orchestra and the Raylettes were right on the mark. Ray Charles was a perfectionist, and he demanded the same from those who worked with him. But we always had a good time, as it was always just about the music," said **Dwayne Proctor, Ph.D.**, Senior Communications Officer, The Robert Wood Johnson Foundation, who was Ray Charles's sound mixer from 1986-89 for live performances on two world tours, and later was his road manager. Ray won the 9th Annual PRISM Award for Feature Film - Wide Release.

