

# PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

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**Skin cancer kills more people than all other cancers combined.**

**One person dies of skin cancer every hour, and excess exposure to the sun's UV radiation has been classified as a carcinogen by the U.S. government.**

What better place for an entertainment industry briefing on skin cancer awareness and prevention than sunny Los Angeles?

The **Entertainment Industries Council, Inc.** (EIC) and the **Sun Safety Alliance** (SSA) held a briefing to explore ways in which the entertainment industry can help educate the public on the dangers of skin cancer which, according to the Centers for Disease Control and Prevention (CDC), has reached epidemic proportions in the U.S.

"More cases of skin cancer are diagnosed each year than all other forms of cancer combined," said Phil Schneider, SSA Executive Director, who co-moderated the briefing with **Larry Deutchman**, EIC Executive Vice President for Marketing and Industry Relations. "Yet, this is a disease that can be successfully eradicated through education," he said.

The briefing, which was hosted at **Walt Disney Studios** by Disney executive and SSA Board Member **Jeff Hoffman**, was attended by **Ray Paolantonio**, CBS Entertainment (daytime programming); **Nick Pepper**, ABC Entertainment (alternative programming); **Rae Stephens**, NBC Entertainment (standards and practices); **Stephanie Channel**, CBS Entertainment (standards and practices); **David Freedman**, ABC Entertainment (standards and practices); **Rob Morhaim**, Buena Vista Productions (development) and **John Elliott**, KCBS-TV's morning weather reporter.

Deutchman invited those present to suggest ways in which all segments of the industry can help include messages in program content on the importance of avoiding extended exposure to the sun, applying sunscreen before going outdoors, and periodic visits to a dermatologist.

Among the specific recommendations that came out of the briefing are:

- The entertainment industry should participate in a proposed national skin cancer awareness week in early June.
- Encourage weather reports to focus on the UV index during summer months to alert viewers to the dangers of exposure to sunlight.
- Recruit celebrities who have first-hand experience with skin cancer to serve as spokespersons on the issue.
- Foster relationships with writers and producers of daytime dramas, reality shows, and scripted programs to encourage addressing the importance and modeling the fashionableness of sun protections such as shade, sunscreen, wide-brimmed hats and loose-fitting protective clothing.

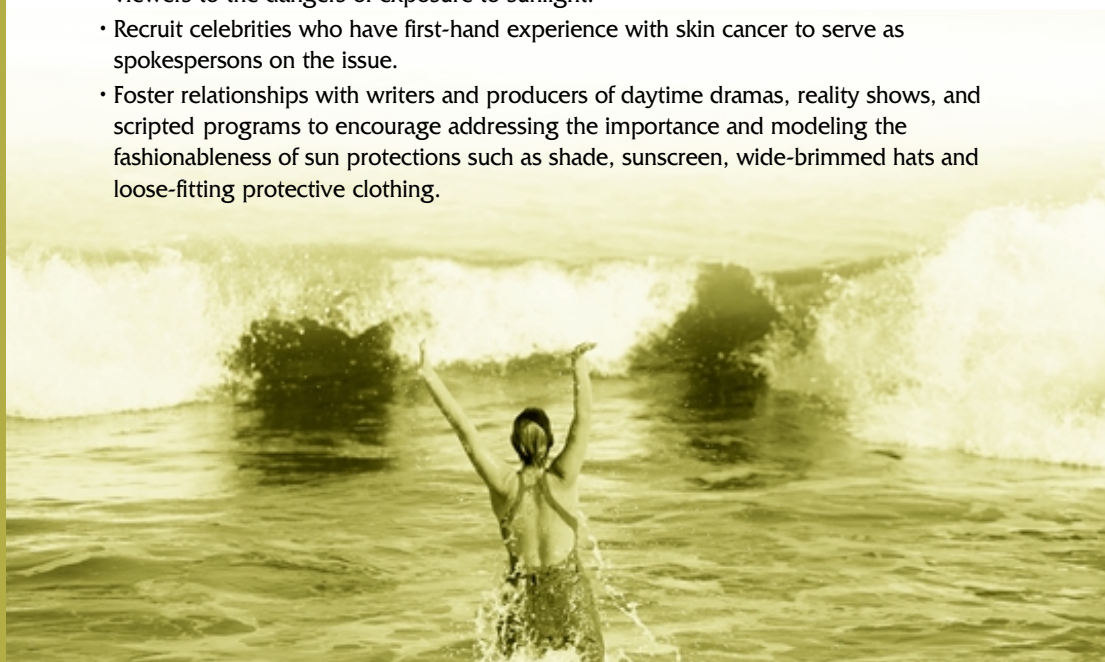


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(sun and skin cancer awareness now!)

For television shows, movies and music  
that address sun safety and skin cancer prevention.

COMING FALL 2006

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- News media and on-air weather outreach
- Children's entertainment outreach
- More information on sun safety and skin cancer prevention

Log onto [www.eiconline.org](http://www.eiconline.org) for more information.

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## Entertainment Industry Efforts to Reduce Skin Cancer

Over the past couple of years, the entertainment industry has taken some measures to reduce skin cancer, but more need to be taken. **Annually, there are more cases of skin cancer than breast, lung, colon and prostate cancers combined.** Why is so little being said about it?

The Entertainment Industries Council, Inc. and the Sun Safety Alliance are nonprofit organizations that are working together to help bring the issue of sun safety and skin cancer prevention to the public's attention via television and feature films. EIC was formed 20 years ago by leaders of the entertainment industry to bring the power and influence of the entertainment industry to bear on health and social issues. SSA was established in 2003 as a coalition to promote awareness of ways to prevent skin cancer through targeted education programs to schools, family and the general public.

