



the **EDGE** awards
Entertainment Depictions of Gun Education

Call for Entries

The 3rd Annual EDGE Awards

Encouraging the Art of Making a Difference
Gun Violence, Safety and Injury Prevention

Deadline for Submission is January 15, 2006

COMMENDATIONS

The **EDGE Awards** are to be presented by the Entertainment Industries Council, Inc. (EIC) with support from The Joyce Foundation, to nominated feature films, TV movies, music, reality programs and episodes of scripted television series that effectively promote firearm safety and discourage gun violence. This is the second year that this recognition has been given to the creative community. In its inaugural year there were 45 production entries. Eighty-three members of the creative community received over 100 commendations.

This is EIC's second prominent recognition event, following our successful televised **PRISM Awards**, which recognizes accurate depiction of drug, alcohol and tobacco abuse, addiction and treatment in film, television and music. The **EDGE Awards** is a natural progression since there is a direct correlation between a variety of health and social issues and gun violence.

To qualify for the **EDGE Awards**, television programs, films and music must meet one or more of the following requirements:

- ⊙ **Emphasize** the aftermath of gun violence: the emotional, physical, legal or financial repercussions.
- ⊙ **Discourage** gun violence as a means of conflict resolution.
- ⊙ **Focus** on storage precautions, including the possible consequences of failure to secure firearms properly.
- ⊙ **Stress** the importance of keeping guns away from children.
- ⊙ **Give** accurate statistics and information about gun violence and safety.
- ⊙ **Depict** or address firearm safety devices, such as trigger and cable locks and their appropriate use.
- ⊙ **Explore** possible avenues to address gun violence.
- ⊙ **Discuss** obstacles hindering gun safety.
- ⊙ **Offer** information to ensure safe usage.

QUALIFICATIONS

Any creative product specifically produced for entertainment or informational purposes for public viewing on television or film that had an initial public exhibition between August 1, 2004 and December 31, 2005.

Theatrical Feature Film- To qualify, a production must be:

- ⊙ Live-action or animated, dramatic or documentary,
- ⊙ At least 70 minutes in duration.
- ⊙ Debuted to paying audiences in at least two movie theaters in the City of Los Angeles and a city in another major media market for at least one week.

Drama Series Episode or Storyline for TV- To qualify, a production must be:

To qualify, a production must be:

- ⊙ One or more first-run episode(s) of a scripted drama series that has aired at least two episodes.
- ⊙ From a series airing daily or weekly in daytime, prime time or access time.
- ⊙ Live-action or animated, at least 20 minutes in duration.
- ⊙ Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least two media markets.

Children's Live Action or Animated Series Episode or Special for TV

To qualify, a production must be:

- ⊙ A first-run live action or animated children's program.
- ⊙ A series episode or special, at least five minutes in duration.
- ⊙ Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least two media markets.

Community Service This special category includes public service announcements or other audiovisual productions or campaigns designed to raise public awareness about the various facets of firearm safety and reduction of gun-related violence.

Music Recording- To qualify, a production must be:

- ⊙ A music recording by an artist or act signed to a nationally distributed record label, audio taped and/or videotaped.
- ⊙ Debuted to audiences as part of a television program or as an audio recording on cassette or compact disk via commercial sale to individual consumers, or via paid download or access on-line.

Documentary or News Magazine Series Episode or Special for TV

To qualify, a production must be:

- ⊙ A first-run non-fiction informational program.
- ⊙ A series episode or segment, or a special, at least 20 minutes in duration.
- ⊙ Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 2 media markets.

To Enter

Complete the enclosed entry form and send it to the Entertainment Industries Council, Inc. at the address listed on the form. All completed entries must be accompanied by two VHS video cassettes, DVDs or CDs.

There is NO LIMIT to the number of entries you may submit.
Extra Copies of the Entry Form Can be Obtained at www.eiconline.org.

There are NO ENTRY FEES. DEADLINE FOR SUBMISSION IS January 15, 2006.

If you have any questions, please contact Jane Kim at **703.481.1414** or via email **jkim@eiconline.org**.

Encouraging the art of making a difference. www.eiconline.org

Comedy Series Episode or Storyline for TV- To qualify, a production must be:

- ⊙ One or more first-run episode(s) of a scripted comedy series that has aired at least two episodes and/or from a series airing daily or weekly in prime time or access time.
- ⊙ Live-action or animated, at least 20 minutes in duration.
- ⊙ Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least two media markets.

Movie, Miniseries or Dramatic Special for TV- To qualify, a production must be:

- ⊙ A first-run non-series dramatic program, live-action or animated, at least 40 minutes in duration.
- ⊙ Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least two media markets.

Reality Series Episode or Special for TV

To qualify, a production must be:

- ⊙ A first-run non-fiction entertainment program.
- ⊙ A series episode or a special.
- ⊙ At least 20 minutes in duration.
- ⊙ Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least two media markets.

Talk Show Series Episode for TV- To qualify, a production must be:

- ⊙ A first-run talk show, a series episode, at least 20 minutes in duration.
- ⊙ Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least two media markets.

Biographical Series Episode or Special for TV- To qualify, a production must be:

- ⊙ A first-run non-fiction entertainment program.
- ⊙ A series episode or special, at least 20 minutes in duration.
- ⊙ A biography or a behind the scenes look at a TV program or movie, debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 2 media markets.