



Entertainment Industries Council

–Encouraging the Art of Making a Difference

Entertainment Industries Council Announces Honorees for Inaugural *S.E.T. Awards*

**ENTERTAINMENT INDUSTRIES COUNCIL ANNOUNCES HONOREES FOR
INAUGURAL *S.E.T. AWARDS***

Avatar, Extraordinary Measures, Star Trek, Iron Man 2, Social Network, Drop Dead Diva, Simpsons, Bones, Burn Notice, CSI: Miami, Law & Order: SVU Among those to be Honored for Excellence in the Portrayal of Science, Engineering, and Technology

LOS ANGELES, CA, (October 31, 2011) – Films *Avatar, Extraordinary Measures, Star Trek*, and television shows *Drop Dead Diva, The Simpsons, Bones*, and *Burn Notice* are among the productions to be honored at the inaugural ***S.E.T. Awards*** on November 17, 2011 at the Beverly Hills Hotel. The *S.E.T. Awards*, which are produced by the Entertainment Industries Council, Inc. (EIC) in collaboration with The Boeing Company as part of EIC's *Ready on the S.E.T. and... Action!* initiative, honor productions for bringing attention to the fields of science, engineering, and technology.

In recent years while American interest in science, engineering and technology is at an all time high, fewer students are pursuing studies in these disciplines because they are perceived as difficult and not rewarding. As such, the U.S. is facing the growing threat of a diminished workforce resulting in reduced technological and economic competitiveness. The entertainment industry is uniquely suited to help inspire students to pursue rewarding technical careers and to play a role in filling the strong demand for jobs in science, engineering and technology.

“The aerospace industry is a leader in innovation and game-changing technology,” said Rick Stephens, senior vice president of Human Resources and Administration for Boeing. “Future competitiveness relies on access to a highly skilled workforce educated in science, technology, engineering and math. Partnering with the entertainment industry is a powerful tool to grab the attention of parents and students and create a greater interest in high-tech careers.”

“The entertainment industry is magical in reaching within the popular culture, and accurate depictions are key to having young people be entertained and informed about the wonders of science, engineering and technology and how to make the world a better place,” said Brian Dyak, President, CEO and Co-Founder, Entertainment Industries Council, Inc. “The submissions being honored at the *S.E.T. Awards* are proof positive of the commitment within the creative community to change the perception of S.E.T. related fields – making them an entertaining and exciting venture for today's youth.”

Feature films being honored are *Avatar* (20th Century Fox), *Extraordinary Measures* (CBS Films), and *Star Trek* (Paramount). TV Comedy honors will go to an episode of Lifetime's

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A non-profit organization

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Drop Dead Diva, the first season of G4's *It's Effin' Science*, and an episode of Fox's *The Simpsons*. In drama, honorees are episodes from *Bones* (Fox), *Burn Notice* (USA Network), *CSI: Miami* (CBS), and *Law & Order: Special Victims Unit* (NBC).

Also being presented are special awards in the disciplines of science, engineering and technology for portraying these fields in a positive and non-stereotypical way. ABC's *No Ordinary Family* will receive the *Scientist Award*, Marvel's *Iron Man 2* will receive the *Engineer Award*, and Sony's *The Social Network* will receive the *Technologist Award*. In addition, comic book legend **Stan Lee** will receive the *Icon Award* for the many scientists, engineers and technologists he co-created for *Fantastic Four*, *Amazing Spider-Man*, *Avengers*, *Incredible Hulk*, *Iron Man*, *Uncanny X-Men*, and many others.

Honored TV Movies are NBC's *The Jensen Project*, and HBO's *Einstein & Eddington* and *Temple Grandin*. Documentary winners are *The Universe* and *Moonshot: The Flight of Apollo* (History), *World's Toughest Fixes* and *The Human Family Tree* (National Geographic), and *NBCLearn.com*.

Included on the *S.E.T. Awards* Honorary Committee are Nina Tassler (CBS), Kevin Reilly (Fox), Ted Harbert and Marc Graboff (NBC), Nancy Dubuc (Lifetime/History), Robert DeBitetto (A&E), Stephen Friedman (MTV), Tom Calderone (VH1), Deborah Myers (Science), Lauren Michalchyshyn (Discovery Health & Fitness), Steven Schiffman (National Geographic), Emiliano Calemzuk (Shine Group), Vivi Zigler (NBC Universal Digital), Dawn Ostroff and Stan Lee.

EIC, a nonprofit organization, was founded in 1983 by leaders of the entertainment industry to bring the power of the industry to bear on public discourse regarding health and social issues. The organization is considered to be the chief pioneer of entertainment advocacy outreach and one of the premiere success stories in the field of entertainment education and information resources. EIC continues to provide critical and quality information for entertainment creators through innovative and time-proven methods of “encouraging the art of making a difference” from within the entertainment industry. EIC also produces the simulcast national television special *PRISM Awards Showcase* which recognizes accurate portrayals of substance abuse and mental illness, including prevention treatment and recovery.

EIC also addresses issues such as diabetes, ADHD, science and technology, women's health, firearm safety, sun safety, human trafficking, terrorism and homeland security, eating disorders, obesity, and HIV/AIDS prevention. Its website is located at www.eiconline.org. More information on the S.E.T. Awards can be found at www.eiconline.org/ReadyOnTheSet.

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