EIC ANNOUNCES SCRIPTED PRODUCTION NOMINATIONS FOR 16th ANNUAL PRISM AWARDS INCLUDING PERFORMANCES BY CLAIRE DANES, TOMMY LEE JONES, NICK NOLTE, HELEN MIRREN, AND RUSSELL BRAND


Burbank, CA (February 9, 2012) – The Entertainment Industries Council, Inc. (EIC) has announced the nominees for scripted movies and TV shows for the 16th Annual PRISM Awards. The PRISM Awards honor TV, movie, music, DVD and comic book entertainment the accurately depicts drug, alcohol and tobacco use and addiction, as well as mental health issues. The Nomination Review Committee of over 80 representatives of both the entertainment industry and health field, selected from over 400 productions submitted, according to Brian Dyak, President and CEO of EIC.

In the Feature Film categories, nominees were Angels Crest (Magnolia Pictures), Another Earth (Fox Searchlight), Arthur (Warner Bros.), The Beaver (Summit), Cook County (Hannover House), A Dangerous Method (Sony Pictures Classics), Fly Away (New Video), Limitless (Relativity), Take Shelter (Sony Pictures Classics) and Warrior (Lionsgate). Feature film performances nominated were Russell Brand and Helen Mirren (Arthur), Nick Nolte (Warrior), Michael Shannon (Take Shelter), and Anton Yelchin (The Beaver).

For Comedy Series, nominated episodes or multi-episode storylines hailed from The Big C (Showtime), Desperate Housewives (ABC), Drop Dead Diva (Lifetime), Entourage (HBO), Glee (Fox), Shameless (Showtime), The Simpsons (Fox), and United States of Tara (Showtime). Nominated comedy performances were Marcia Cross (Desperate Housewives), Adrian Grenier (Entourage), William H. Macy (Shameless), Shawn Pyfrom (Desperate Housewives), and Emmy Rossum (Shameless).

Drama Episodes nominated were from Blue Bloods (CBS), Castle (ABC), CSI: Crime Scene Investigation (CBS), Harry's Law (NBC), House (Fox), Parenthood (NBC), Rescue Me (FX), Rookie Blue (ABC) and The Secret Life of the American Teenager (ABC Family). Lauren Graham (Parenthood), Jon Huertas and Stana Katic (Castle), Denis Leary (Rescue Me), and Missy Peregrym (Rookie Blue) were nominated for Performance in a Drama Episode.

In the area of Drama Multi-Episode Storylines, nods went to Homeland (Showtime), 90210 (CW, for two separate storylines), Nurse Jackie (Showtime), Parenthood (NBC), Private Practice (ABC, two storylines), Ringer (CW) and Southland (TNT). Performance nominations for multi-episode stories went to Michael Cudlitz and Ben McKenzie (Southland), Claire Danes (Homeland), Edie Falco (Nurse Jackie), Craig T. Nelson (Parenthood), Caterina Scorsone and KaDee Strickland (Private Practice) and Jessica Stroup and Tristan Wilds (90210).

Bringing Ashley Home (Lifetime), Cyberbully (ABC Family), (Dis)Connected (MTV), Mitch Albom’s Have a Little Faith (ABC), and The Sunset Limited (HBO) earned nominations for TV Movie or Miniseries. Nominated TV movie performances were A.J. Cook and Jennifer Morrison (Bringing Ashley Home), Samuel L. Jackson and Tommy Lee Jones (The Sunset Limited) and Emily Osment (Cyberbully). Also nominated were daytime drama series The Bold and The Beautiful (CBS), Days of Our Lives (NBC, for two different storylines), and General Hospital (ABC). In the Teen or Children’s Program arena, nominees were three storylines from Degrassi: The Next Generation (NickTeen) and an episode of PBS’ In the Mix.
Among networks, ABC came out on top with 14 nominations, followed by Showtime (9), NBC (7), HBO and CW (5 each), Lifetime (4), then CBS, Fox, ABC Family, TNT and NickTeen (3 each), and FX (2). ABC tied with Warner Bros. for the number one slot among studios with 10 nominations each, followed by CBS and Sony (7 each), Universal and 20th Century Fox (5 each), Lionsgate (4), DreamWorks (3), and Summit (2).

Winners will be announced during a ceremony on April 19, 2012 at the Beverly Hills Hotel. The 16th Annual PRISM Awards Showcase is set to be nationally televised on September 16 through flagship airing partner FX Network, as well as other cable networks, broadcast stations, video on demand, and online. The Hollywood Reporter and Variety are media partners.

Nominations in additional categories including talk show, documentary, unscripted non-fiction, music, comic book and public service campaign will be announced at a later date. For a complete list of nominees announced to date, go to www.prismawards.com or www.eiconline.org.

About Entertainment Industries Council
EIC, a non-profit organization, was founded in 1983 by leaders of the entertainment industry to bring the power and influence of the industry to bear on communication about health and social issues. The organization is considered to be the chief pioneer of entertainment outreach and one of the premiere success stories in the field of entertainment education. EIC provides information resources for entertainment creators through innovative and time-proven services and methods of “encouraging the art of making a difference” from within the entertainment industry. EIC produces the simulcast national television special PRISM Awards Showcase which addresses accurate portrayals of prevention, treatment and recovery from drug, alcohol and tobacco use, and mental health concerns. The organization also produces the S.E.T Awards, honoring positive and non-stereotypical portrayals of science, engineering and technology.

EIC also addresses issues such as diabetes, ADHD, Post Traumatic Stress Disorder, foster care, women’s health, firearm safety and injury prevention, sun safety and skin cancer prevention, human trafficking, terrorism and homeland security, eating disorders and obesity, seat belt use and traffic safety, and HIV/AIDS prevention. The organization has also launched an initiative to increase the public profile and interest in science, engineering and technology. EIC’s web site is www.eiconline.org. The PRISM Awards web site is www.prismawards.com.

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