

S.E.T. AWARDS



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Star Trek Into Darkness, World War Z, Big Bang Theory, NCIS, Elementary, Mythbusters, Big Brain Theory, Bones, Nova, Iron Man 3, Person of Interest, Grey's Anatomy Among Honorees for Annual Science, Engineering & Technology (SET) Awards

SET Awards recognize film, television, comic book, digital and other media that inspires youth interest in Science, Engineering, Technology and Math through media and entertainment

Los Angeles, CA (October 2, 2013) –Top grossing films and highly rated television series will be honored November 13, 2013, in Beverly Hills, CA for science, engineering and technology content magnetizing students toward related career paths. The 3rd Annual SET Awards are produced by the Entertainment Industries Council, Inc. (EIC) as part of the *Ready on the SET and...Action!* campaign with support from leading business industries, recognizes the positive power of entertainment and media to inspire future innovators for a diverse and capable workforce. The luncheon ceremony also includes a Student Innovation Exhibition, uniting entertainment and business with students making a difference in science, engineering and technology.

“Movies, videos and multimedia content with technological, scientific and even design storylines are magnets for youth that can launch them into technical careers, fill existing workforce gaps and create the innovation necessary to propel not only the entertainment industry, but also the nation into a bright future,” said Brian Dyak, President and CEO of EIC. “While they may take great creative liberties, creators spark imagination and dreams that, through ingenuity, can become the realities of tomorrow. The entertainment industry leaders being honored this year know how to entertain and inspire our future.”

“Over the past year, we have seen a marked increase in programming demonstrating science, engineering and technology. Be it through forensics, robotics or amazing touch screen computers, these elements of fascination are ingrained into our media. We saw over 250 submissions, representing hundreds of hours of programming -- a sign that the entertainment industries are taking note, and this is only the beginning,” said Larry Deutchman, Executive Vice President Marketing and Industry Relations for EIC and Executive Producer/Writer of the SET Awards.

Honorees for the SET Awards are decided by a Nomination Review Committee comprised of entertainment industry professionals and experts in science, engineering and technology fields, representing Boeing Company, Lockheed Martin, Qualcomm, BackCode, NBCUniversal, FOX and others.

Additional honorees will be announced in the coming weeks for special recognition.

A list of winners is below. For more information on the SET Awards, or for event tickets and Student Exhibition Submission information contact sjackson@eiconline.org.

Feature Film

Star Trek Into Darkness (Paramount Pictures / Bad Robot / Skydance Productions); *World War Z* (Paramount Pictures / Plan B Entertainment / GK Films / Skydance Productions / Apparatus Productions / Hemisphere Media Capital / Latina Pictures)

Comedy Series

Big Bang Theory: Season 6 (CBS Entertainment / Warner Bros. Television / Chuck Lorre Productions)

Drama Series

Elementary – “Possibility Two” (CBS Entertainment / CBS Television Studios / Timberman-Beverly Productions / Hill of Beans Productions); *Grey’s Anatomy* – “Idle Hands” (ABC Entertainment / ABC Studios / Shondaland / Mark Gordon Co.); *NCIS* – “Detour”(CBS Entertainment / CBS Television Studios / Belisarius Productions)

TV Movie

Space Warriors

(Hallmark Channel / ARC Entertainment / GPA Entertainment / Meteor 17 / Brookwell-McNamara Entertainment / Kickstart Productions)

Children’s Production

Escape from Planet Earth

(The Weinstein Co. / Blue Yonder Films / GRF Productions / Jon Shestack Productions / Protocol Pictures / Rainmaker Entertainment)

Documentary or Unscripted Non-Fiction

Big Brain Theory: Season 1 (Discovery Channel / Pilgrim Studios / Water Entertainment Technologies); *Mythbusters*: Season 11 (Discovery / Beyond Entertainment); *Nova*: Season 40 (PBS / WGBH)

Original Internet Content

NBC Learn: *Science of the Summer Olympics* (NBC Digital Entertainment)

Comic Book Storyline

Fantastic Four – “Road Trip” (Marvel Comics)

Published Novel or Screenplay

The Jackhammer Elegies by Stefan Jaeger

SET Scientist Award

Bones – “The Bod in the Pod” (Fox Broadcasting Co. / 20th Century Fox Television / Far Field Productions / Josephson Entertainment)

SET Engineer Award

Iron Man 3 (Marvel Studios / Walt Disney Pictures)

SET Technologist Award

Person of Interest: Season 2 (CBS Entertainment / Warner Bros. Television / Bad Robot / Kilter Films)

About Entertainment Industries Council

EIC is a non-profit organization founded in 1983 by leaders within the entertainment industry to bring the power and influence of the industry to communicate about health and social issues. The organization is considered to be the chief pioneer of entertainment and journalism outreach and a premiere success story in the field of entertainment education. This mission relies on providing resource information to the creative community and culminates in recognition of the industry through the national television special *PRISM Showcase* which addresses accurate portrayals of substance use issues and mental health concerns. The organization also produces the *S.E.T Awards*, honoring positive and non-stereotypical portrayals of science, engineering and technology. For a complete list of health and social issues addressed by EIC and local projects please visit *First Draft* and EIC’s website. EIC’s web site is www.eiconline.org. The *PRISM Awards* web site is www.prismawards.com