



Entertainment Industries Council

—Encouraging the Art of Making a Difference

**ENTERTAINMENT INDUSTRIES COUNCIL ANNOUNCES NOMINEES FOR 15th
ANNUAL PRISM AWARDS**

The Fighter, The Good Wife, Mad Men, Grey's Anatomy, House, Breaking Bad, Parenthood, Private Practice, Desperate Housewives, Iron Man 2, Black Swan, Among Nominees to be Honored for Accurate Portrayal of Substance Abuse and Mental Health Issues

LOS ANGELES, CA, (February 10, 2011) -- *The Closer, The Good Wife, Mad Men, Grey's Anatomy, House, Breaking Bad, Entourage, Parenthood* and films *Iron Man 2, The Fighter* and *Black Swan* are among the productions receiving nominations for the **15th Annual PRISM Awards**. The *PRISM Awards*, which are produced by the Entertainment Industries Council, Inc. (EIC) in collaboration with the Substance Abuse and Mental Health Services Administration (SAMHSA) and FX, honor actors, movies, music, media and television's top shows that accurately depict and bring attention to substance abuse and mental health issues, including prevention, treatment and recovery. This year's ceremony, which is set for April 28, 2011, will take place at the Beverly Hills Hotel.

"We are proud of our industry and the quality of the over 400 *PRISM Awards* submissions this year," said Brian Dyak, EIC President, CEO and Co-Founder. "Story telling about substance abuse and mental health concerns such as PTSD and suicide prevention is an important asset to public awareness about these issues. This year's nominees truly represent powerful stories that can make a difference."

ABC and HBO each earned 9 nominations -- the most among the networks -- followed by NBC, CBS, Lifetime, Showtime, AMC, E! Entertainment, FX, PBS, A&E, MTV, Fox, TNT, VH1 and TLC, with multiple nods. Sony led among studio nominations with 11, followed by ABC, Universal DreamWorks, 20th Century Fox, CBS, Lionsgate, Warner Bros. and Paramount.

Among the feature films nominated in various categories are *Iron Man 2, Black Swan, All Good Things, Frankie and Alice, The Fighter, Holy Rollers, White Irish Drinkers, Winter's Bone, Lbs.,* and *Mother and Child*. Christian Bale (*The Fighter*), Halle Berry (*Frankie and Alice*), Ryan Gosling (*All the Good Things*), Jennifer Lawrence (*Winter's Bone*) and Natalie Portman (*Black Swan*) are all competing for "Performance in a Feature Film."

The Big C, Desperate Housewives, Drop Dead Diva, Entourage, and *United States of Tara* are all nominated for "Comedy Series Episode or Multi-Episode Storyline." Brooke Elliott and Faith Prince (*Drop Dead Diva*), Toni Collette and John Corbett (*United States of Tara*) and Adrian Grenier (*Entourage*) are nominees for "Performance in a Comedy Series."

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A non-profit organization

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In the “Drama Series Episode – Substance Use” category, nominees include hard-hitting episodes from *Blue Bloods*, *The Closer*, *The Good Wife*, *Law and Order: Special Victims Unit* and *Mad Men*. The “Drama Series Episode – Mental Health” category saw nominated episodes of *Bones*, *CSI: Crime Scene Investigation*, *Grey’s Anatomy*, *House* and *In Plain Sight*. Anthony John Denison (*The Closer*), Jon Hamm and Elisabeth Moss (*Mad Men*), Christine Lahti (*Law and Order: Special Victims Unit*) and Kevin McKidd (*Grey’s Anatomy*) are nominees for the “Performance in a Drama Episode” honor.

Breaking Bad, *Nurse Jackie*, *Rescue Me*, and *Vampire Diaries* are competing in the “Drama Series Multi-Episode Storyline -- Substance Use” category. *Grey’s Anatomy*, *Parenthood*, *Private Practice* and *Sons of Anarchy* are competing for “Drama Series Multi-Episode Storyline -- Mental Health.” Actors Bryan Cranston and Aaron Paul (*Breaking Bad*), Hal Holbrook and Katey Sagal (*Sons of Anarchy*), Peter Krause and Monica Potter (*Parenthood*), Denis Leary (*Rescue Me*), Edie Falco (*Nurse Jackie*), Sandra Oh (*Grey’s Anatomy*) and KaDee Strickland (*Private Practice*) are vying for “Performance in a Drama Series Multi-Episode Storyline.”

For “TV Movie or Miniseries,” nominees are *Bond of Silence*, *The Pacific*, *Sins of the Mother*, *Temple Grandin* and *When Love is Not Enough: The Lois Wilson Story*. Performance nominees are James Badge Dale (*The Pacific*), Claire Danes (*Temple Grandin*), Barry Pepper and Winona Ryder (*When Love is Not Enough: The Lois Wilson Story*) and Jill Scott (*Sins of the Mother*).

The *PRISM Awards* also honors daytime TV, teen and children’s programming, talk shows, news programming, documentaries, biographical shows, unscripted non-fiction, original DVDs, music and music videos, comic book storylines, and public service projects. A complete list of nominees can be found below and at www.eiconline.org.

Honorees are selected by an 80-person committee of entertainment industry professionals and technical experts from the fields of medicine, mental health, and addiction. In addition to the ceremony, a magazine format show will be telecast on flagship airing partner FX as well as National Geographic Channel, ReelzChannel, E! On Demand, and other networks, and will be featured at a special Capitol Hill Showcase in Washington, DC in September as a celebration of National Treatment and Recovery Month. Variety is a media partner for the *PRISM Awards*.

About Entertainment Industries Council

EIC, a non-profit organization, was founded in 1983 by leaders of the entertainment industry to bring the power of the industry to bear on communication about 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 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 also produces the simulcast national television special *PRISM Awards Showcase* which addresses issues such as drug, alcohol, and tobacco use and addiction; as well as mental health and mental illness, including bipolar disorder, depression and suicide.

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EIC also addresses issues such as; firearm safety and injury prevention; sun safety and skin cancer prevention; human trafficking; terrorism and homeland security; eating disorders, obesity and diabetes; seat belt use and traffic safety; foster care; women’s health; and HIV/AIDS prevention. It has also launched an initiative to increase the public profile and interest in science, engineering and technology.

About SAMHSA

SAMHSA is a public health agency within the U.S. Department of Health and Human Services. The agency is responsible for improving the accountability, capacity and effectiveness of the nation’s substance abuse prevention, addiction treatment, and mental health services delivery systems.

About FX Network

FX is the flagship general entertainment basic cable network from Fox. Launched in June of 1994, FX is carried in more than 94 million homes. The diverse schedule includes an award-winning roster of distinctive original series, an established film library with box-office hits from 20th Century Fox and other major studios and an impressive roster of acquired hit series.

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15th Annual PRISM Awards Recognition Nominations List

Feature Film – Substance Use:

The Fighter

(Paramount Pictures / Closest to the Hole Productions / Mandeville Films / Relativity Media)

Holy Rollers

(First Independent Pictures / Safehouse Pictures / Lookbook Films / Deerjen Films)

Iron Man 2

(Marvel Studios / Paramount Pictures / Fairview Entertainment)

White Irish Drinkers

(Screen Media Films / Annus Mirabilis Inc.)

Winter’s Bone

(Roadside Attractions / Anonymous Content / Winter’s Bone Productions)

Feature Film – Mental Health:

All Good Things

(Magnolia Pictures / Groundswell Productions / Hit the Ground Running Productions)

Black Swan

(Fox Searchlight Pictures / Phoenix Pictures / Protozoa Pictures / Cross Creek Pictures)

Frankie and Alice

(Freestyle Releasing / Access Motion Pictures / Reality Pictures in Motion / F&A Production Services)

Lbs.

(Truly Indie / Brooklyn-Queens Experiment)

Mother and Child

(Sony Pictures Classics / Everest Entertainment / Cha Cha Cha / Mockingbird Pictures)

Performance in a Feature Film:

Christian Bale, *The Fighter*

(Paramount Pictures / The Weinstein Co. / Closest to the Hole Productions / Mandeville Films / Relativity Media)

Halle Berry, *Frankie and Alice*

(Freestyle Releasing / Access Motion Pictures / Reality Pictures in Motion / F&A Production Services)

Ryan Gosling, *All Good Things*

(Magnolia Pictures / Groundswell Productions / Hit the Ground Running Productions)

Jennifer Lawrence, *Winter's Bone*

(Roadside Attractions / Anonymous Content / Winter's Bone Productions)

Natalie Portman, *Black Swan*

(Fox Searchlight Pictures / Phoenix Pictures / Protozoa Pictures / Cross Creek Pictures)

Comedy Series Episode or Multi-Episode Storyline:

The Big C – “Happy Birthday, Cancer”/ “New Beginnings”/ “Everything That Rises Must Converge”

(Showtime Networks / Sony Pictures Television / Original Film)

Desperate Housewives – “Truly Content”

(ABC Entertainment / ABC Studios / Cherry Productions)

Drop Dead Diva – “Senti-Mental Journey”

(Lifetime Television / Sony Pictures Television / Storyline Entertainment)

Entourage – “Sniff Sniff Gang Bang”/“Tequila and Coke”

(HBO Entertainment / Leverage Management / Closest to the Hole Productions)

United States of Tara: Season 2

(Showtime Networks / DreamWorks Television)

Performance in a Comedy Series:

Toni Collette, *United States of Tara*

(Showtime Networks / DreamWorks Television)

John Corbett, *United States of Tara*

(Showtime Networks / DreamWorks Television)

Brooke Elliott, *Drop Dead Diva*

(Lifetime Television / Sony Pictures Television / Storyline Entertainment)

Adrian Grenier, *Entourage*

(HBO Entertainment / Leverage Management / Closest to the Hole Productions)

Faith Prince, *Drop Dead Diva*

(Lifetime Television / Sony Pictures Television / Storyline Entertainment)

Drama Series Episode – Substance Use:

Blue Bloods – “Smack Attack”

(CBS Entertainment / CBS Television Studios / Panda Productions / Paw in Your Face Productions)

The Closer – “Old Money”

(TNT / Warner Bros. Television / The Shephard-Robin Co.)

The Good Wife – “Painkiller”

(CBS Entertainment / CBS Television Studios / Scott Free Productions / King Size Productions / Small Wishes)

Law and Order: Special Victims Unit – “Gray”

(NBC Entertainment / Universal Media Studios / Wolf Films)

Mad Men – “The Suitcase”

(AMC / Lionsgate Television / Weiner Bros.)

Drama Series Episode – Mental Health:

Bones – “The Devil in the Details”

(Fox Broadcasting Co. / 20th Century Fox Television / Far Field Productions / Josephson Entertainment)

CSI: Crime Scene Investigation – “House of Hoarders”

(CBS Entertainment / CBS Television Studios / Bruckheimer Television / Alliance Atlantis Television)

Grey’s Anatomy – “Suicide is Painless”

(ABC Entertainment / ABC Studios / Shondaland / The Mark Gordon Co.)

House – “Massage Therapy”

(Fox Broadcasting Co. / Universal Media Studios / Heel & Toe Films / Shore Z Productions / Bad Hat Harry Productions)

In Plain Sight – “Her Days Are Numbered”

(USA Network / Universal Cable Productions / Pirates’ Cove Entertainment)

Performance in a Drama Episode:

Anthony John Denison, *The Closer*

(TNT / Warner Bros. Television / The Shephard-Robin Co.)

Jon Hamm, *Mad Men*

(AMC / Lionsgate Television / Weiner Bros.)

Christine Lahti, *Law & Order: Special Victims Unit*

(NBC Entertainment / Universal Media Studios / Wolf Films)

Kevin McKidd, *Grey’s Anatomy*

(ABC Entertainment / ABC Studios / Shondaland / The Mark Gordon Co.)

Elisabeth Moss, *Mad Men*

(AMC / Lionsgate Television / Weiner Bros.)

Drama Series Multi-Episode Storyline – Substance Use:

Breaking Bad: Season 3

(AMC / Sony Pictures Television)

Nurse Jackie: Season 2

(Showtime Networks / Lionsgate Television / Caryn Mandabach Productions / Madison Grain Elevator / De Long Lumber / Jackson Group Entertainment)

Rescue Me – “Legacy”/“Change”/“Comeback”/“Blackout”/“Sanctuary”

(FX Network / Sony Pictures Television / DreamWorks Television / Apostle Pictures / Cloudland Co.)

The Vampire Diaries – “Under Control”/“Miss Mystic Falls”/“Blood Brothers”

(CW Television Network / Warner Bros. Television / CBS Television Studios / Alloy Entertainment / Bonanza Productions / Outerbanks Entertainment)

Drama Series Multi-Episode Storyline – Mental Health:

Grey’s Anatomy – “With You I’m Born Again”/“Shock to the System”/“Superfreak”

(ABC Entertainment / ABC Studios / Shondaland / The Mark Gordon Co.)

Parenthood: Seasons 1 and 2

(NBC Entertainment / Universal Media Studios / Imagine Television)

Private Practice – “Did You Hear What Happened to Charlotte King?”/“What Happens

Next”/“Can’t Find My Way Back Home”

(ABC Entertainment / ABC Studios / Shondaland / The Mark Gordon Co.)

Sons of Anarchy – “Oiled”/“Caregiver”/“Home”

(FX Network / Fox 21)

Male Performance in a Drama Series Multi-Episode Storyline:

Bryan Cranston, *Breaking Bad*

(AMC / Sony Pictures Television)

Hal Holbrook, *Sons of Anarchy*

(FX Network / Fox 21)

Peter Krause, *Parenthood*

(NBC Entertainment / Universal Media Studios / Imagine Television)

Denis Leary, *Rescue Me*

(FX Network / Sony Pictures Television / DreamWorks Television / Apostle Pictures / Cloudland Co.)

Aaron Paul, *Breaking Bad*

(AMC / Sony Pictures Television)

Female Performance in a Drama Series Multi-Episode Storyline:

Edie Falco, *Nurse Jackie*

(Showtime Networks / Lionsgate Television / Caryn Mandabach Productions / Madison Grain Elevator / De Long Lumber / Jackson Group Entertainment)

Sandra Oh, *Grey’s Anatomy*

(ABC Entertainment / ABC Studios / Shondaland / The Mark Gordon Co.)

Monica Potter, *Parenthood*

(NBC Entertainment / Universal Media Studios / Imagine Television)

Katey Sagal, *Sons of Anarchy*

(FX Network / Fox 21)

KaDee Strickland, *Private Practice*

(ABC Entertainment / ABC Studios / Shondaland / The Mark Gordon Co.)

Daytime Drama Series Storyline:

All My Children: J.R.’s Alcoholism

(ABC Daytime)

Days of Our Lives

(NBC Entertainment / Corday Productions / Sony Pictures Television)

One Life to Live: Hannah and Cole: Paying It Forward

(ABC Daytime)

TV Movie or Miniseries:

Bond of Silence

(Lifetime Television / Jaffe-Braunstein Films / Bauman Productions)

The Pacific

(HBO Films / DreamWorks Television / Playtone)

Sins of the Mother

(Lifetime Television / Front Street Pictures)

Temple Grandin

(HBO Films / Ruby Films)

When Love is Not Enough: The Lois Wilson Story

(CBS Entertainment / Hallmark Hall of Fame Productions)

Performance in a TV Movie or Miniseries:

James Badge Dale, *The Pacific*

(HBO Films / DreamWorks Television / Playtone)

Claire Danes, *Temple Grandin*

(HBO Films / Ruby Films)

Barry Pepper, *When Love is Not Enough: The Lois Wilson Story*

(CBS Entertainment / Hallmark Hall of Fame Productions)

Winona Ryder, *When Love is Not Enough: The Lois Wilson Story*

(CBS Entertainment / Hallmark Hall of Fame Productions)

Jill Scott, *Sins of the Mother*

(Lifetime Television / Front Street Pictures)

Children or Teen Program:

Degrassi: The Next Generation – “Umbrella Pt. 2”

(TeenNick / CTV Television Network / Epitome Pictures)

Degrassi: The Next Generation – “Purple Pills Pts. 1 and 2”

(TeenNick / CTV Television Network / Epitome Pictures)

Nick News with Linda Ellerbee – “Under the Influence: Kids of Alcoholics”

(Nickelodeon / Lucky Duck Productions)

Documentary Program – Substance Use:

A & E Special Presentation – “Fame and Recovery”

(A&E Television Network / Sharp Entertainment)

Addicted – “Anne and Michael”

(TLC)

Healthy Body, Healthy Mind – “Hope for the Alcoholic”

(PBS / Information Television Network)

Intervention: Season 6

(A&E Television Network / GRB Entertainment)

Magic & Bird: A Courtship of Rivals

(HBO Sports)

Documentary Program – Mental Health:

Hoarding: Buried Alive – “Homeless Man with a House”

(TLC / Discovery Studios)

Obsessed: Season 2

(A&E Television Network / Tijuana Entertainment)

This Emotional Life – “Facing Our Fears”

(Vulcan Productions / NOVA - WGBH Science Unit / PBS)

Wartorn: 1861-2010

(HBO Documentary Films / Attaboy Films)

What’s Eating You – “Episode #102”

(E! Entertainment Television / 3 Ball Productions)

Unscripted Non-Fiction Program:

Celebrity Rehab with Dr. Drew: Season 3

(VH1 / Irwin Entertainment)

If You Really Knew Me – “Riverside High School”

(MTV / Arnold Shapiro Productions)

Keeping Up with the Kardashians – “Blame It on the Alcohol”/*Kourtney and Khloe Take Miami*
– “Man in the Mirror”/“It’s My Life”/“Broken Family”

(E! Entertainment Television / Bunim-Murray Productions / Ryan Seacrest Productions)

Married to Rock – “Episode #108”

(E! Entertainment Television / E! Studios)

Sober House with Dr. Drew: Season 2

(VH1 / Irwin Entertainment)

Biographical Program:

American Masters – “LENNONYC”

(PBS / Eagle Rock Entertainment / WNET Channel 13)

American Masters – “Merle Haggard: Learning to Live Within Myself”

(PBS / Eagle Rock Entertainment / WNET Channel 13)

Wishful Drinking

(HBO Documentary Films / World of Wonder)

News Magazine:

E! Investigates – “Military Wives”

(E! Entertainment Television)

E! Investigates – “Teen Suicide”

(E! Entertainment Television)

ESPN Outside the Lines – “Carbo’s Trip”

(ESPN)

ESPN Outside the Lines – “Sex Drive”

(ESPN)

Inside Edition – “Party Cove”

(CBS Television Distribution / King World Productions)

Music or Music Video:

Richie Supa: “Last House on the Block”

(iTunes)

Comic Book Storyline or Graphic Novel:

Greek Street #12-14

(Vertigo Comics)

Hawkeye and Mockingbird #1-6

(Marvel Comics)

Justice League: The Rise of Arsenal #1-4

(DC Comics)

Neil Young’s Greendale

(Vertigo Comics)

Dark Avengers Annual #1/*Dark Avengers* #13-16/*Siege* #1-4/*Sentry: Fallen Sun* #1

(Marvel Comics)

Original DVD:

Mississippi Damned

(Morgan’s Mark)

Public Service Project:

Half of Us

(mtvU)

In the Rooms

(intherooms.com)

NBC's The More You Know

(NBC Television Network)

The Real World: Zombieville

(MTV)

This Emotional Life

(Vulcan Productions)