

Call for Entries

16TH ANNUAL

PRISM[™] AWARDS

CELEBRATING THE ART OF MAKING A DIFFERENCE

The entertainment industry's
annual awards honoring
accurate depiction
of drug, alcohol and tobacco use,
mental health and lung cancer in movies,
television, DVDs, music
and comic book entertainment.

Produced by the Entertainment Industries Council, Inc.

eic

Entertainment Industries Council
—Encouraging the Art of Making a Difference



PRISM AWARDS

Will be presented to one of up to five nominees in each category. The *Award* will be presented to the nominee that best demonstrates accuracy in the depiction of the *PRISM* issues.

PRISM COMMENDATIONS

PRISM Commendations in the form of plaques will be presented to honor the remaining Nominees, and other submissions in each category for an exemplary job in the depiction of *PRISM* issues.

PRISM PERFORMER AWARDS

Nominations for individual performances by actors will be chosen from *PRISM*-nominated submissions. This award is determined by committee – no entries accepted.

Nominees will be selected from the following categories:

- FEATURE FILM
- TV MOVIE OR MINISERIES
- COMEDY SERIES
- DRAMA SERIES EPISODE
- DRAMA SERIES MULTI-EPISODE STORYLINE
- DAYTIME DRAMA SERIES

QUESTIONS?

Contact the Entertainment Industries Council at:

3000 W. Alameda Ave., Admin. Bldg., Rm. 225, Burbank, CA 91523 • (818) 840-2016 • FAX: (818) 840-2018 • prism@eiconline.org

ENTERTAINMENT PRODUCTIONS

Any creative product specifically produced for entertainment purposes and public exhibition.

All submissions must have had initial (or anticipated initial) public exhibition between Jan. 1 – Dec. 31, 2011.

CHILDREN'S OR TEEN PROGRAM**

To qualify, a production must be:

- A first-run live action or animated children's or teen program.
- A dramatic, comedic unscripted or documentary program.
- A series episode or segment, or a special.
- At least 5 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

COMEDY SERIES EPISODE OR MULTI-EPISODE STORYLINE *

To qualify, a production must be:

- One or more first-run episodes of a scripted comedy series that contain a relevant storyline conveyed over one or multiple episodes.
- From a series airing daily or weekly.
- Submitted as complete episodes (3 maximum) or in compilation form (if the storyline consists of 4 or more episodes) with all relevant scenes, including complete credits and episode titles, for each episode.
- 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 50 media markets.

COMIC BOOK STORYLINE**

To qualify, a production must be:

- A first-run printed, published work in comic book format of any length.
- One or more issues of an original comic book one-shot, limited series, ongoing series, or crossover story, containing a relevant storyline conveyed over one or more issues of a title or as a crossover between multiple titles.
- Debuted nationally via comic book or trade paperback via commercial sale to individual consumers.

DAYTIME DRAMA SERIES STORYLINE**

To qualify, a production must be:

- One or more first-run episodes of a scripted drama series that contain a relevant storyline conveyed over multiple episodes (please include the complete storyline).
- From a series airing daily in daytime.
- Submitted either as complete episodes (3 maximum) or in compilation form (if the storyline consists of 4 or more episodes) with all relevant scenes, including episode numbers, for each episode.
- Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least 50 media markets.

DOCUMENTARY, NEWS MAGAZINE, OR BIOGRAPHICAL PROGRAM**

To qualify, a production must be:

- A first-run non-fiction informational or entertainment program.
- A series segment, episode or a special.
- At least 5 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

DRAMA SERIES EPISODE*

To qualify, a production must be:

- A first-run episode of a scripted drama series that has aired at least 2 episodes.
- 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 50 media markets.

DRAMA SERIES MULTI-EPISODE STORYLINE*

To qualify, a production must be:

- 2 or more first-run episodes of a scripted drama series that contain a continuing relevant storyline conveyed over multiple episodes.
- From a series airing daily or weekly in primetime or access time.
- Submitted as complete episodes (3 maximum) or in compilation form (if the storyline consists of 4 or more episodes) with all relevant scenes, including complete credits and episode titles, for each episode.
- Live-action or animated.
- Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least 50 media markets.

QUESTIONS?

Contact the Entertainment Industries Council at:

3000 W. Alameda Ave., Admin. Bldg., Rm. 225, Burbank, CA 91523 • (818) 840-2016 • FAX: (818) 840-2018 • prism@eiconline.org

MUSIC RECORDING OR MUSIC VIDEO**

To qualify, a production must be:

- A new or cover song released in 2011.
- Audio taped, video taped or filmed.
- At least 2 minutes in duration.
- Debuted to audiences as a nationally distributed audio recording on cassette or compact disc via commercial sale to individual consumers, or via paid download or access online.

ORIGINAL DVD**

To qualify, a production must be:

- Live-action or animated.
- Filmed or videotaped.
- Fiction or non-fiction.
- At least 5 minutes in duration.
- Debuted to audiences on home video cassette or DVD via commercial sale or rental to individual consumers.

OUTSTANDING PUBLIC SERVICE PROJECT**

An entertainment industry company's or organization's efforts to support not-for-profit substance use, addiction, and mental health awareness programs or projects. May include audiovisual productions, campaigns, or web sites created specifically for public service rather than advertising, promotional or entertainment purposes.

Qualified submissions will be:

- Either a company or organization within the entertainment industry.
- A one-time or continuing project.
- At least a portion of the community service project took place in the calendar year 2011.

SPECIAL CLASSIFICATION**

To qualify, a submission must be:

- A nationally aired radio program or online audio or video program, nationally published book, or live commercially performed theatrical play.
- Any length.
- Having its debut airing, publishing or performance in calendar year 2011.

TALK SHOW SERIES EPISODE**

To qualify, a production must be:

- A first-run talk show.
- A series episode or segment.
- At least 20 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

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 2 movie theaters in the City of Los Angeles and a city in another major media market for at least 1 week.

TV MOVIE OR MINISERIES*

To qualify, a production must be:

- A first-run scripted longform or miniseries program.
- Live-action or animated.
- At least 70 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

UNSCRIPTED NON-FICTION ("REALITY") PROGRAM**

To qualify, a production must be:

- A first-run non-fiction entertainment program that depicts people or events in dramatic circumstances.
- 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 50 media markets.

* Category will be presented at the April ceremony.

** Category will be announced at the ceremony but may not be presented on stage.

QUESTIONS?

Contact the Entertainment Industries Council at:

3000 W. Alameda Ave., Admin. Bldg., Rm. 225, Burbank, CA 91523 • (818) 840-2016 • FAX: (818) 840-2018 • prism@eiconline.org

TO ENTER

Complete the entry form and send to Entertainment Industries Council, Inc., at the appropriate address indicated on the entry form.

All completed entry forms must be accompanied by:

- **Video Entries** (TV, Feature Films, Film Festival, Original DVD, Music Video):
3 DVD copies of the complete production(s) (if applicable), including credits.
For TV storylines with 4 or more episodes, provide a compilation of the entire storyline rather than complete episodes but include all episode titles and air dates.
- **Music Entries: 3 CD copies** of the music performance and **lyric sheets**.
- **Comic Book Entries: 3 copies of all issues in published form.**

If your submission is chosen as an Award nominee, you will be asked to provide an appropriate title art treatment in JPEG format on CD or via e-mail attachment file, a cast photo, host head shot or production still (as applicable) in JPEG format on CD or via e-mail attachment file, a Beta SP or DigiBeta copy with invisible address track time code, an audio recording of the main title theme music on CD, and a copy of your script (scripted programming only).

You will be notified by phone, fax, e-mail or mail by February 15, 2012, if your entry is eligible as a nominee for the *PRISM Award* or will be acknowledged with a *Commendation*, however the actual *Award* recipients will not be announced until the *PRISM* ceremony in April 19, 2012. An *Award* or *Nomination* for an entry entitles all people or entities involved with that entry to acquire duplicate copies of the corresponding trophy or plaque. Only one copy will be provided without charge.

An order form for duplicates will be available upon request.

EIC reserves the right to not name any nominees or to present no *Award* in a category if entries do not sufficiently qualify or merit such recognition.

*There is no limit to the number of entries you can submit.
There are no entry fees.*

YOU MAY DUPLICATE THE ENTRY FORM OR DOWNLOAD ADDITIONAL FORMS FROM
WWW.EICONLINE.ORG OR WWW.PRISMAWARDS.COM.

DEADLINE FOR SUBMISSIONS IS DECEMBER 24, 2011

IF YOU HAVE ANY QUESTIONS, PLEASE CALL 818-840-2016,
703-481-1414 OR E-MAIL US AT PRISM@EICONLINE.ORG.

DEADLINE FOR SUBMISSIONS IS DECEMBER 24, 2011



Send your submissions to:
Entertainment Industries Council, Inc.
3000 W. Alameda Ave., Admin. Bldg., Rm. 225, Burbank, CA 91523

Each nominee agrees that any film, video, audio, disc, software, graphic, photograph, script, or publication that is furnished in connection with an entry may be retained by the Entertainment Industries Council, Inc. (EIC), for file, reference and archival purposes, and may be viewed partially or in its entirety for judging purposes. Clips and images from any such material may be used for or in connection with the live presentation and/or subsequent telecast or webcast of the *PRISM Awards*, including but not limited to the promotional or educational activities or materials related to any of the foregoing.

Name of person submitting form: _____

Title: _____

Affiliation/Company: _____

E-Mail: _____

Address: _____

Phone: _____

Fax: _____

Signature: _____

On separate sheet(s) of paper, please list the following personnel, including names and titles (as they appear in credits), address, phone numbers, fax numbers, and e-mail addresses:

Cast/Talent _____

Director _____

Writer(s) _____

Executive Producer(s) _____

Co-Executive Producer(s) _____

Supervising Producer(s) _____

Producer(s) _____

Co-Producer(s) _____

Associate Producer(s) _____

Consulting Producer(s) _____

Studio Executive(s) in Charge (other than producing staff) _____

Network Executive(s) in Charge _____

Recording Artist(s) (music categories only) _____

Song Composer(s) (music categories only) _____

Production Company Executive(s) in Charge (music categories only) _____

Label Executive(s) in Charge (music categories only) _____

Illustrator(s) (comic book category only) _____

Editor(s) (comic book category only) _____

Publisher(s) (comic book category only) _____

Publishing Company Executive(s) (comic book and interactive categories only) _____

Please duplicate form as needed and return with your submission materials.

Send your submissions to:
Entertainment Industries Council, Inc.
3000 W. Alameda Ave., Admin. Bldg., Rm. 225, Burbank, CA 91523