



Entertainment Industries Council

—Encouraging the Art of Making a Difference

Brian Dyak President/CEO & Co-founder Entertainment Industries Council, Inc.



Brian Dyak, a pioneer of edutainment and depiction of health and social issues, is a nationally recognized impresario of social marketing and communication strategies. As founder and President/CEO of the Entertainment Industries Council, Inc. (EIC), and

the Entertainment and Media Communication Institute, he has successfully constructed a bridge between the entertainment industry and health and social policy issues for the past 28 years. This includes: cause-oriented merchandising - Incredible Crash Dummies Seat Belt Campaign, media campaigns on HIV/AIDS, substance use-including tobacco use, diabetes, mental health, and human trafficking, among others.

He is responsible for executive management and corporate liaison involving the entertainment industry, including EIC's television productions, special events, publications, and management of in-kind support and private and public sector contracts for health and social issues. Brian is nationally known for his ability to understand and implement complex health and social concerns through communication strategies that set agendas for the entertainment industry in ways television writers and other such lay audiences can clearly understand research, and messaging priorities. Brian developed the entertainment industry's *First Draft* resource program for the creative community, and created a proven process for message development *Picture This* that engages national and local stakeholders, the creative community, and executive entertainment management.

Mr. Dyak is an award winning Executive Producer and creator of the world's only nationally televised annual magazine format show honoring accurate depictions of substance abuse and mental health issues, the *PRISM Awards Showcase*. The show is the only production in the history of television addressing these topics that has aired for twelve consecutive years. The *PRISM Awards Showcase* is simulcast nationally on FX, Lifetime, ION, Reelz Channel, National Geographic Channel, MTV U, among others and is available on demand on Bravo, E! and also on-line on MTV.

Mr. Dyak is also an accomplished publisher of *Spotlight on Depiction of Health and Social Issues*, a multi-volume resource encyclopedia for the creative community. Brian motivates creators and executives to engage in the "art of making a difference". Brian is often featured in the media as a key link between the entertainment industry, national health and social policy and trends in the popular culture.

Brian's volunteer activities include serving on: the National Action Alliance for Suicide Prevention Executive Committee, Co-Chair of the Public Awareness and Education Task Force; George Mason University (GMU), Dept. of Communication, Insight Committee; Advisory Committee, GMU Dept. of Global and Community Health; Business and Industry STEM Education Coalition, Co-Chair Attitudes and Behavior Committee; US News and World Report STEM Education Summit, Co-Chair.

Mr. Dyak has a BA in Secondary Education, University of South Florida; BA in Human & Behavioral Sciences, University of South Florida; BA in Social Sciences, University of South Florida.