2013 NAB SHOW KEEPS IT REAL WITH TOP TV PRODUCERS AND
THE ENTERTAINMENT INDUSTRIES COUNCIL

Panel of Writers from TV Dramas “Parenthood,” “Grimm,” “Grey’s Anatomy,” and “Army Wives”
Added to Conference Schedule

LAS VEGAS, NV – Top TV producers from critically acclaimed television shows “Parenthood,” “Grimm,”
“Grey’s Anatomy,” and “Army Wives” will appear at the 2013 NAB Show as part of the session “The Art
of Keeping it Real: Storytellers’ Depictions of Mental Health Issues.” The session will take place at 4:15
pm - 5:15 pm on Wednesday, April 10.

“The Art of Keeping it Real: Storytellers’ Depictions of Mental Health Issues” will feature a discussion
about the best practices used by television producers for bringing authentic characters and storylines to
life and how these depictions make a difference for community good, changing societal attitudes and
behaviors about these important issues to inform audiences and encourage help-seeking behavior.

The panel will include Brian Dyak, President, CEO, and Co-Founder, Entertainment Industries Council,
Producer of “Army Wives.” Each of these noted television producers has been recently nominated for a
PRISM Award, an honor reserved for writers, producers, directors, actors and actresses who convey
accurate, informative and compelling depictions of mental health and substance use in their work. The
session is produced in partnership with Entertainment Industries Council, Inc.

The session will be presented as part of NAB Show’s Creative Master Series which brings together key
players in the entertainment industry and filmmaking community for an exploration of the
craftsmanship of content. The 2013 NAB Show takes place April 6-11 in Las Vegas, Nevada.

About NAB Show
NAB Show, held April 6-11 in Las Vegas, is the world’s largest electronic media show covering filmed
entertainment and the development, management and delivery of content across all mediums. With
more than 90,000 attendees from 151 countries and 1,600+ exhibitors, NAB Show is the ultimate
marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. Complete details are available at www.nabshow.com.

Click here to register as news media.

About NAB
The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

About Entertainment Industries Council

EIC is a non-profit organization founded in 1983 by leaders within the entertainment industry to bring their power and influence to bear on communication 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 Awards 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.