



**“NCIS: LOS ANGELES” CHARACTER NELL JONES AND THE STAR WHO PLAYS HER, RENÉE FELICE SMITH,  
PRESENTED WITH SET AWARD FOR PORTRAYAL OF A FEMALE IN TECHNOLOGY**

*Presented by EIC, NCWIT and Google, this award honors a female character, and those involved in bringing her to life, that goes above and beyond to inspire and encourage the breakdown of stereotypes and to elevate the conversation around female ingenuity in technology fields*

HILTON HEAD, SC (May 21, 2015) – Actress Renée Felice Smith, who plays Nell Jones on the CBS television series “NCIS: Los Angeles,” will today accept the *SET Award for Portrayal of a Female in Technology* at the annual NCWIT Summit on Women and IT, presented by the Entertainment Industries Council (EIC), in partnership with the National Center for Women & Information Technology (NCWIT) and Google. The award honors a female character (and those involved in bringing her to life in television, film or streaming media) that goes above and beyond to inspire future female technologists, eliminating stereotypes and elevating conversations about female ingenuity in a technology field.

The award will be presented by “The Big Bang Theory” co-star Mayim Bialik and EIC’s President and CEO, Brian Dyak, during the Community Awards celebration at the annual NCWIT Summit, beginning at 11:00 a.m. EST on May 21. A live stream will be available at [www.ncwit.org/livestream](http://www.ncwit.org/livestream). The balance of the *SET Awards* will be presented in November 2015 at a ceremony in Los Angeles to film, TV, online and comic book entertainment that have the potential to inspire young people to pursue careers in science, engineering and technology. “We are thrilled to add this new award with Google and NCWIT to our annual SET Awards honors, said EIC’s Brian Dyak. “The choice of Renée Felice Smith and her tech-based character from ‘NCIS: L.A.’ for the inaugural presentation of this award is an inspired one, as she has an extremely strong and loyal fan base who tune in to her adventures every week.”

“Positive role models matter when it comes to encouraging women and girls to pursue technical careers, which is why we’re delighted to honor Renee Felice Smith with this inaugural award,” said Mo Fong, Director for K-12



Education Outreach at Google. “Renee’s character, Nell Jones, has demonstrated her technical prowess for years on *NCIS: LA* and is a shining example of the type of strong, tech-savvy female characters whose perspective we need to see more in media.”

“We’re excited to team up with EIC and Google to honor Renée Felice Smith for playing a role model character for women in tech. Given the powerful influence of gender roles in the media, providing more portrayals of women in technical roles is essential for encouraging young women to consider computing careers,” said NCWIT’s CEO and Co-founder Lucy Sanders.

The 12 nominees, from television, film and internet productions, were selected through public comment on YouTube. The winner was determined by a combination of public voting (March 6 – April 6) and expert input from entertainment and technology professionals. Additional nominees were Emily Bett Rickards (Felicity Smoak on the CW’s “Arrow”), Michaela Conlin (Angela Montenegro on Fox’s “Bones”), Kirsten Simone Vangness (Penelope Garcia on CBS’s “Criminal Minds”), Mackenzie Davis and Kerry Bishe (Cameron Howe and Donna Clark on AMC’s “Halt and Catch Fire”), China Anne McClain and Kelli Berglund (May and Gabby on Disney Channel’s “How to Build a Better Boy”), Keira Knightley (Joan Clarke in Weinstein Co. film “The Imitation Game”), Jessica Chastain, Ellen Burstyn and Mackenzie Foy (Murph at various ages in the Paramount Pictures/Warner Bros. film “Interstellar”), Chloe Bennet (Skye on ABC’s “Marvel’s Agents of S.H.I.E.L.D.”), Pauley Perrette (Abby Sciuto on CBS’s “NCIS”), Jadyn Wong (Happy Quinn on CBS’s “Scorpion”), and the Amazon children’s series “Annedroids.”

#### **About Google Inc.**

Google’s core mission is to organize the world’s information and make it universally accessible and useful. This includes creating products to increase access to opportunity, break down barriers and empower people through technology. To help reach these goals, Google works to inspire young people around the world not just to use technology, but to create it. The world needs more students pursuing an education in computer science,



particularly girls and minorities, who have historically been underrepresented in the field. More information on Google's education efforts is available at: [www.google.com/edu/resources/programs/](http://www.google.com/edu/resources/programs/)

### **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 *SET 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 at [www.eiconline.org](http://www.eiconline.org) or the internet television network at [EICnetwork.tv](http://EICnetwork.tv). The *PRISM Awards* web site is [www.prismawards.com](http://www.prismawards.com). The *SET Awards* web site is [www.eicsetawards.com](http://www.eicsetawards.com)

### **About NCWIT**

The National Center for Women & Information Technology (NCWIT) is a non-profit community of more than 600 universities, companies, non-profits, and government organizations nationwide working to increase women's participation in computing and technology. NCWIT equips change leaders with resources for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers.

The 2015 NCWIT Summit: practices and ideas to revolutionize computing takes place May 19-21 in Hilton Head Island, South Carolina. The annual Summit brings together hundreds of national change leaders from the NCWIT



community of educators, entrepreneurs, corporate executives, and social scientists; they convene to learn about groundbreaking research, share ideas, and gain inspiration. Find out more at [www.ncwit.org/summit](http://www.ncwit.org/summit).

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