



The Clock is Ticking! [Vote Today](#) for Your Favorite TV or Film Leading Lady 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

Los Angeles, CA (March 2015) – Time is running out to cast your vote for the [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 in television, film or streaming media, that goes above and beyond to inspire future female technologists and eliminate stereotypes to elevate the conversation around female ingenuity in a technology field. The nominees, from television, film and internet productions, were selected through public comment on YouTube. The winner will be determined by a combination of public voting (March 6 – April 6) and expert input from entertainment and technology professionals.

“Women are still represented stereotypically in popular culture, such as holding little power or understanding of technology, occupying marginal roles in organizations, and being passive individuals. We are excited to honor a character that replaces those myths and inspires girls and women to seek computing opportunities,” said Lucy Sanders, CEO and Co-founder, NCWIT

“EIC is proud to recognize the power and influence actors and actresses have to bring to life inspiring and exciting characters who can change attitudes and perceptions of diverse audiences about career paths of the future,” Brian Dyak said, President and CEO of EIC.

To cast your vote from among the following nominees, please visit our YouTube site [here](#):

- *Annedroids* on Amazon
- *Arrow*: “Felicity Smoak” played by Emily Bett Rickards
- *Bones*: “Angela Montenegro” played by Michaela Conlin
- *Criminal Minds*: “Penelope Garcia” played by Kirsten Simone Vangsness
- *Halt and Catch Fire*: “Cameron Howe” and “Donna Clark” played by Mackenzie Davis and Kerry Bishé
- *How to Build a Better Boy*: “May” and “Gabby” played by China Anne McClain and Kelli Berglund
- *The Imitation Game*: “Joan Clarke” played by Keira Knightley
- *Interstellar*: “Murph” played by Jessica Chastain, Ellen Burstyn and Mackenzie Foy (at various ages)
- *Marvel’s Agents of S.H.I.E.L.D.*: “Skye” played by Chloe Bennet
- *NCIS*: “Abby Sciuto” played by Pauley Perrette
- *NCIS: Los Angeles*: “Nell Jones” portrayed by Renee Felice Smith
- *Scorpion*: “Happy Quinn” played by Jacyn Wong

Voting ends April 6th. The winner will be announced at the 2015 NCWIT Summit for Women and IT on May 19-21 in Hilton Head, South Carolina.



About Google Inc.

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top Internet property and its brand one of the most recognized in the world.

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 or the internet television network at EICnetwork.tv. The *PRISM Awards* web site is www.prismawards.com. The *SET Awards* web site is 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. Find out more at www.ncwit.org. Media Contact: Larry Deutchman, 310-967-3410, ldeutch@eiconline.org Skylar Jackson, 703-481-1414, sjackson@eiconline.org Meghan Casserly, 650-214-0531 meghancasserly@google.com Adriane Bradberry, 303-492-5213, adriane@ncwit.org

Media Contact: Larry Deutchman, 310-967-3410, ldeutch@eiconline.org
Skylar Jackson, 703-481-1414, sjackson@eiconline.org
Roya Soleimani, 650-214-6412, royas@google.com
Adriane Bradberry, 303-492-5213, adriane@ncwit.org