



Entertainment Industries Council

—Encouraging the Art of Making a Difference

**Larry Deutchman**  
**Executive Vice President, Marketing and Entertainment**  
**Industry Relations, Executive Producer/Writer, *PRISM Awards***  
**Entertainment Industries Council, Inc.**



Larry is responsible for developing and marketing materials and services to members of the entertainment industry designed to engage them in the accurate and responsible depiction of health and

social issues in TV, movies, DVDs, animation, and comic books.

Among the health issues Larry has focused on is tobacco use. He served as project director for EIC's Tobacco in Media initiative which worked to encourage more thoughtful portrayals of tobacco use that include consequences, images of quitting, and people speaking negatively about tobacco use. The initiative also included the formation of an entertainment industry advisory committee regarding the issue of product placement of tobacco in movies, resulting in product placement policies being adopted by MGM, Warner Bros. and 20<sup>th</sup> Century Fox. He also oversaw the development of a manual for entertainment industry to eliminate smoking from the workplace, assist with employee smoking cessation, and promote smoking cessation among the workforce. He has also served as a consultant to the Thumbs Up! Thumbs Down! Program in Sacramento, California which tracked the level of smoking in movies and TV shows.

He invented/created "The Incredible Crash Dummies" Tyco/Mattel toy line and licensed property, including writing of the property's creative bible and style guide. For the last 15 years he has served as executive producer of the annual

PRISM Awards event and its television special which has aired for the last 12 years. He has written, directed, produced, executive produced and/or developed over 200 PSAs and videos. He also currently serves as executive producer of the SET (Science, Engineering and Technology) Awards.

He is a member of the Academy of Television Arts & Sciences, Hollywood Radio & Television Society, and National Association of Television Program Executives, and is a past board member of the Entertainment Publicists Professional Society and the Print Interactive Radio and Television Educational Society.

Larry serves as a jurist for the Emmy Awards. Among awards earned for his productions are the CINE Golden Eagle, Telly Awards, International Broadcasting Awards, Mobius Broadcasting Award, Markie Awards, Buccaneer Awards, Buckle Up America! Award, and various film festivals.

Larry holds a BS in English and Communications with a specialization in film from Rutgers University and an MBA in Marketing from California Lutheran University. He has been with EIC since 1986.