



Entertainment Industries Council

–Encouraging the Art of Making a Difference

Entertainment Industries Council Honors and Hosts Leaders in Science, Engineering and Technology at the Inaugural *S.E.T. Awards*

Sharon Lawrence (Drop Dead Diva), Bill Nye the Science Guy, Jim Marsters (Buffy/Smallville), Anna Gunn (Breaking Bad) and V-Go the Robot among those joining Astronaut/NASA Official Leland Melvin and Astronaut Jim Kelly in honoring Avatar, Extraordinary Measures, Star Trek, Social Network, Simpsons, Bones, Drop Dead Diva, and others, for Excellence in the Portrayal of Science, Engineering, and Technology

LOS ANGELES, CA, (November 17, 2011) – *Ready on the S.E.T. and... Action!* is more than a common entertainment industry phrase. It's also an initiative created by the Entertainment Industries Council, Inc. (EIC), where S.E.T. is science, engineering and technology. As part of this ongoing mission, EIC's inaugural *S.E.T. Awards*, held at the Beverly Hills Hotel, honored productions engaged in the art of making a difference by bringing attention to these fields.

“The entertainment industry is magical in reaching within the popular culture, and accurate depictions are key to having young people be entertained and informed about the wonders of science, engineering and technology and how to make the world a better place,” said Brian Dyak, President, CEO and Co-Founder, Entertainment Industries Council, Inc.

“We celebrate creative efforts by honoring the entertainment industry for productions that promote science, engineering and technology in ways that engage audiences and leave them with the impression that these fields are cool, interesting and anything but boring,” said Rick Stephens Sr. Vice President, Human Resources & Administration for The Boeing Company.

In recent years while American interest in science, engineering and technology is at an all time high, fewer students are pursuing studies in these disciplines because they are perceived as difficult and not rewarding. As such, the U.S. is facing the growing threat of a diminished workforce resulting in reduced technological and economic competitiveness. The entertainment industry is uniquely suited to help inspire students to pursue rewarding technical careers and to play a role in filling the strong demand for jobs in science, engineering and technology.

“You are changing the future of our children. Your influence is staggering and I cannot stress enough how we need world-class scientists and engineers to provide for economic growth and our nation's well being,” said Leland Melvin, Associate Administrator for Education and former Astronaut.

Entertainment Industries Council, Inc.

A non-profit organization

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Feature films *Avatar* (20th Century Fox), *Extraordinary Measures* (CBS Films), and *Star Trek* (Paramount) received honors along with TV Comedy episodes of Lifetime's *Drop Dead Diva*, the first season of G4's *It's Effin' Science*, and an episode of Fox's *The Simpsons*. In drama, honorees included episodes from *Bones* (Fox), *Burn Notice* (USA Network), *CSI: Miami* (CBS), and *Law & Order: Special Victims Unit* (NBC).

Special awards in the disciplines of science, engineering and technology went to ABC's *No Ordinary Family* (*Scientist Award*), Marvel's *Iron Man 2* (*Engineer Award*), and Sony's *The Social Network* (*Technologist Award*) for portraying these fields in a positive and non-stereotypical way. In addition, comic book legend **Stan Lee** received the *Icon Award* for the many scientists, engineers and technologists he co-created for *Fantastic Four*, *Amazing Spider-Man*, *Avengers*, *Incredible Hulk*, *Iron Man*, *Uncanny X-Men*, and many others.

Television movies also took home esteemed honors. NBC's *The Jensen Project*, HBO's *Einstein & Eddington* and *Temple Grandin* won along with documentary winners *The Universe* and *Moonshot: The Flight of Apollo* (History), *World's Toughest Fixes* and *The Human Family Tree* (National Geographic), and *NBCLearn.com*.

Additional support was provided by Lockheed Martin and Northrop Grumman. Special appearances were provided by actor/author Stacy Keach and the FIRST Robotics Team of Dos Pueblos High School. S.E.T. Honorary Committee members Nina Tassler (CBS), Kevin Reilly (Fox), Ted Harbert and Marc Graboff (NBC), Nancy Dubuc (Lifetime/History), Robert DeBitetto (A&E), Stephen Friedman (MTV), Tom Calderone (VH1), Deborah Myers (Science), Lauren Michalchyshyn (Discovery Health & Fitness), Neal Tiles (G4), Steven Schiffman (National Geographic), Emiliano Calenzuk (Shine Group), Vivi Zigler (NBC Universal Digital), Dawn Ostroff and Stan Lee also provide integral direction to the project.

EIC, a nonprofit organization, was founded in 1983 by leaders of the entertainment industry to bring the power of the industry to communicate on health and social issues. The organization is considered to be the chief pioneer of entertainment outreach and one of the premiere success stories in the field of entertainment education and information resources. EIC continues to provide critical and quality information for entertainment creators through innovative and time-proven methods of “encouraging the art of making a difference” from within the entertainment industry. EIC also produces the simulcast national television special *PRISM Awards Showcase* which recognizes accurate portrayals of substance abuse and mental illness, including prevention treatment and recovery.

EIC also addresses issues such as diabetes, ADHD, science and technology, women's health, firearm safety, sun safety, human trafficking, terrorism and homeland security, eating disorders, obesity, and HIV/AIDS prevention. Its website is located at www.eiconline.org. More information on the S.E.T. Awards can be found at www.eiconline.org/ReadyOnTheSet.

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