



## **ENTERTAINMENT INDUSTRIES COUNCIL (EIC) ANNOUNCES THE 2012 S.E.T. AWARDS VIDEO CONTEST**

*Top prizes include a trip for two (2) to the S.E.T. Awards, in Beverly Hills, California and a guidance meeting with an industry writer/producer/executive*

**Los Angeles, CA (June 8, 2012)**- The Entertainment Industries Council, Inc. (EIC) announces the inaugural *S.E.T. Awards* Video Contest. Open to all U.S. residents, the *S.E.T. Awards* Video Contest gives those 18 years and older the unique opportunity to create a television show about how they use science, engineering, technology and mathematics in their daily lives. Submissions must be entertaining, compelling and accurate if entrants hope to win the grand prize: a trip for two (2) to the 2<sup>nd</sup> Annual *S.E.T. Awards* in Los Angeles and a guidance meeting with a writer/producer/executive!

“Video allows you to dream, it allows you to inspire and imagine vast possibilities, it can create a believability factor in the value of and uniqueness of education and careers in science, engineering and technology,” said EIC President and CEO, Brian Dyak.

The *S.E.T. Awards* Video Contest is one more element within EIC’s ever-growing *Ready on the S.E.T. and..Action!* initiative designed to increase American interest in, and pursuit of, careers in science, engineering and technology.

“Within the entertainment industry, the Entertainment Industries Council promotes, encourages, and rewards accurate depictions of critical health and social issues, including science, engineering and technology, as well as the proliferation of objectively factual information pertaining to these issues. We look forward to seeing how both amateur and professional filmmakers choose to portray these issues,” said Larry Deutchman, EIC Executive Vice President Marketing & Industry Relations

Entering is easy, simply visit <http://www.eiconline.org/readyontheset/> and select the *S.E.T Awards* Video Contest icon. Submissions may be fiction or non-fiction pitches for a TV show about Science, Engineering, and Technology in daily life. Entries will be judged by a “people’s choice” vote later this summer and also by a jury of experts in the field. Additional rules and restrictions, including video length and content, may be found in the Official Contest Rules on the website.

**Deadline for Submissions:** July 20, 2012

**Prizes:** Trip for two to the *S.E.T. Awards* and a guidance meeting/lunch with a producer, writer, director, executive or other qualified member of the creative community. There is one award for each of the four categories: non-fiction amateur, non-fiction professional, fiction amateur, fiction professional.

### **About Entertainment Industries Council**

EIC, a non-profit organization, was founded in 1983 by leaders of the entertainment industry to bring the power and influence of the industry to bear on communication about 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. EIC provides information resources for entertainment creators through innovative and time-proven services and methods of "encouraging the art of making a difference" from within the entertainment industry. EIC produces the simulcast national television special *PRISM Awards Showcase* which addresses accurate portrayals of prevention, treatment and recovery from drug, alcohol and tobacco use, and mental health concerns. The organization also produces the *S.E.T Awards*, honoring positive and non-stereotypical portrayals of science, engineering and technology.

EIC also addresses issues such as diabetes, ADHD, Post Traumatic Stress Disorder, foster care, women's health, firearm safety and injury prevention, sun safety and skin cancer prevention, human trafficking, terrorism and homeland security, eating disorders and obesity, seat belt use and traffic safety, and HIV/AIDS prevention. The organization has also launched an initiative to increase the public profile and interest in science, engineering and technology. EIC’s web site is [www.eiconline.org](http://www.eiconline.org). The *PRISM Awards* web site is [www.prismawards.com](http://www.prismawards.com).