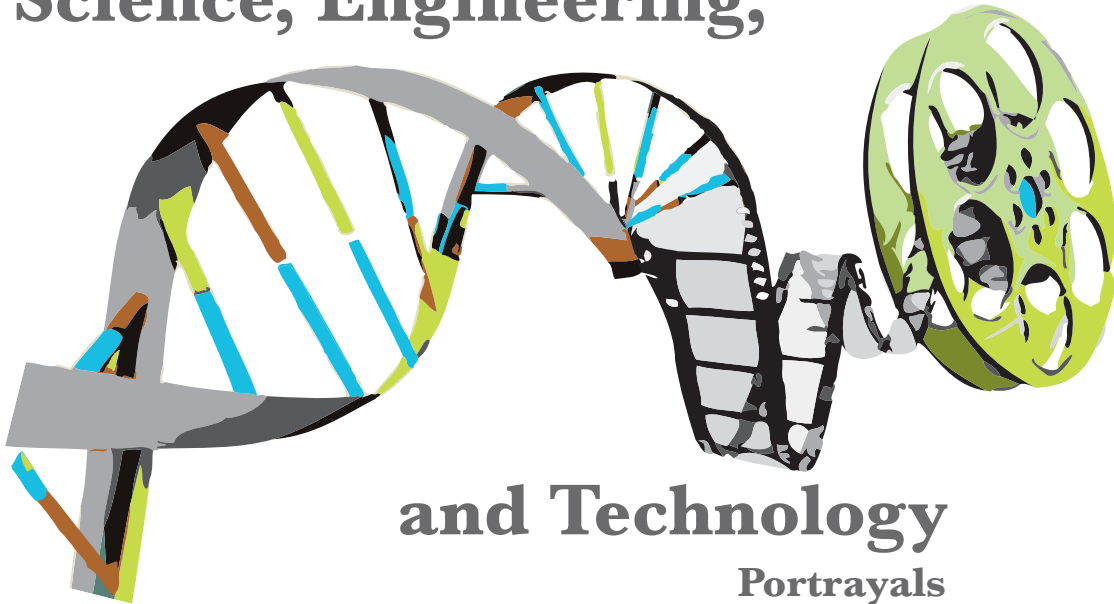


Call For Entries

The S.E.T. Awards

For Excellence in
Science, Engineering,



and Technology
Portrayals

The S.E.T. Awards are presented to movies, TV series, radio and television news programs, print and online journalism for accurate and impactful entertainment portraying and promoting the fields of science, engineering, technology and math.

Produced by the Entertainment Industries Council, Inc.

In collaboration with The Boeing Company

Award Levels:

S.E.T. Awards (trophy)

Will be presented to one submission in each category that scores the highest based on the criteria below.

S.E.T. Commendations (certificates)

Will honor additional submissions in each category for an exemplary job in their depictions based on the S.E.T. Awards criteria.

Categories

Feature Film – Science/Math

Feature Film – Engineering/Technology

To qualify, a production must be:

- Live-action or animated.
- Scripted.
- At least 70 minutes in duration.
- Debuted to paying audiences in at least 2 movie theaters in the City of Los Angeles and a city in another major media market for at least 1 week.

Comedy Series

To qualify, a production must be:

- One or more first-run episodes of a scripted comedy series that contain a relevant storyline conveyed over one or multiple episodes.
- From a series airing daily or weekly.
- Submitted as complete episodes (3 maximum) or in compilation form (if the storyline consists of 4 or more episodes) with all relevant scenes, including complete credits and episode titles, for each episode.
- Live-action or animated.
- At least 20 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least 50 media markets.

Drama Series – Science/Math

Drama Series – Engineering/Technology

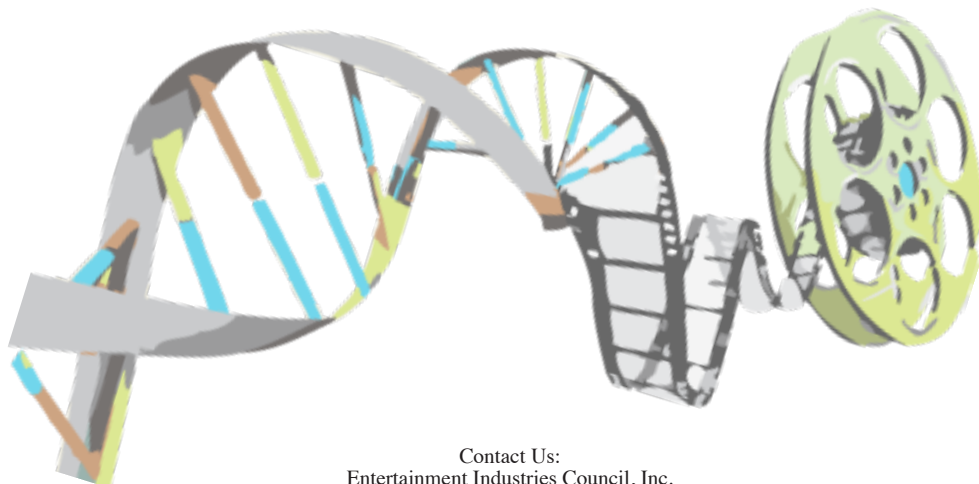
To qualify, a production must be:

- One or more first-run episodes of a scripted drama series that contain a relevant storyline conveyed over one or multiple episodes.
- From a series airing daily or weekly.
- Submitted as complete episodes (3 maximum) or in compilation form (if the storyline consists of 4 or more episodes) with all relevant scenes, including complete credits and episode titles, for each episode.
- Live-action or animated.
- At least 20 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least 50 media markets.

Children's Series or Special

To qualify, a production must be:

- A first-run live action or animated children's or teen program.
- A dramatic, comedic, unscripted or documentary program.
- A series episode or segment, or a special.
- At least 5 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.



Contact Us:

Entertainment Industries Council, Inc.

3000 W. Alameda Ave., Admin. Bldg., Rm. 225, Burbank, CA 91523 • (818) 840-2016 • FAX: (818) 840-2018 • setawards@eiconline.org

TV Movie

To qualify, a production must be:

- A first-run scripted longform or miniseries program.
- Live-action or animated.
- At least 70 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

Documentary Series or Special – Science/Math Documentary Series or Special – Engineering/ Technology

To qualify, a production must be:

- A first-run non-fiction informational program.
- A series episode or a special.
- At least 20 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

National TV News Series or Special

To qualify, a production must be:

- A first-run non-fiction informational program or program segment.
- At least 5 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

Local TV News Series or Special Radio News Series or Special

To qualify, a production must be:

- A first-run non-fiction informational program or program segment.
- At least 5 minutes in duration.
- Debuted to TV or radio audiences via broadcast, basic cable, pay cable or satellite in at least one media market.

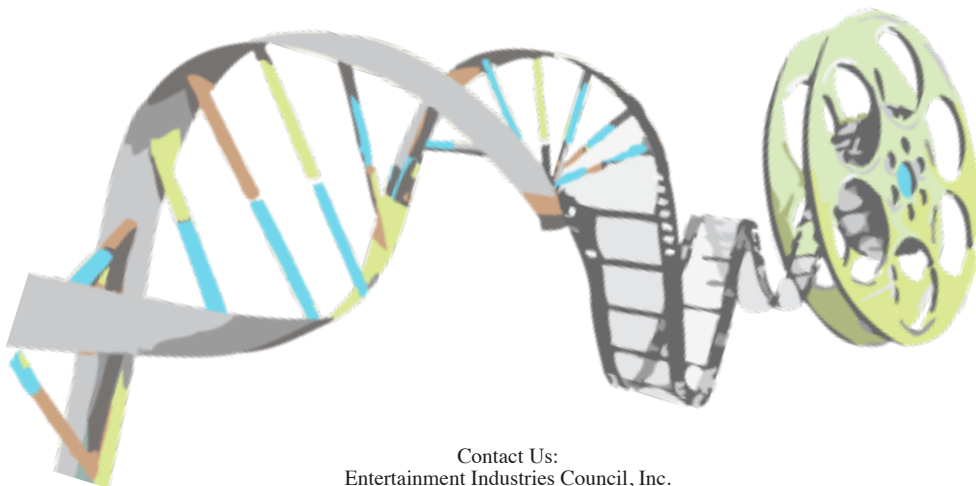
Newspaper or Magazine Story – Science/Math Newspaper or Magazine Story – Engineering/Technology

Internet News Story – Science/Math

Internet News Story – Engineering/Technology

To qualify, a story must be:

- A first-run work of written journalism.
- Debuted to audiences via print periodical publication or web site locally or nationally.



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To Enter:

There is no limit to the number of entries you can submit. There are no entry fees.

You may duplicate the entry form or download additional forms from www.eiconline.org.

Deadline for submissions is July 31, 2010.

If you have any questions, please call 818-840-2016, or e-mail us at eicwest@eiconline.org.

Complete the entry form and send to Entertainment Industries Council, Inc., at the appropriate address indicated on the entry form.

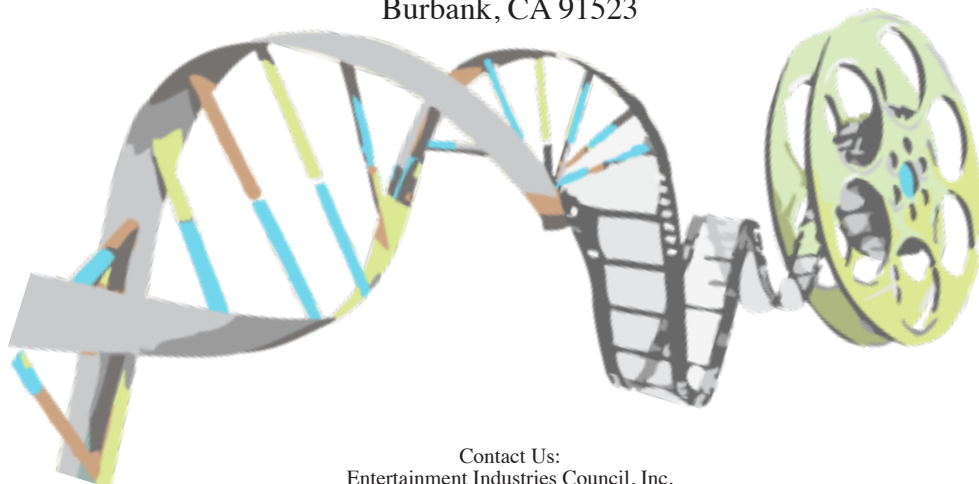
All completed entry forms must be accompanied by:

- Video Entries (TV, Feature Films): 3 DVD copies of the complete production(s) (if applicable), including credits. For TV storylines with 4 or more episodes, provide a compilation of the entire storyline rather than complete episodes but include all episode titles and air dates.
- Radio Entries: 3 CD copies of the complete show or segment.
- Print or Internet Entries: 3 copies in published form.

You will be notified by phone, fax, e-mail or mail if your entry has been selected as an Award or Commendation recipient.

EIC reserves the right to not name any recipients in a category if entries do not sufficiently qualify or merit such recognition.

Send your submissions to:
Entertainment Industries Council, Inc.
3000 W. Alameda Ave.,
Admin. Bldg., Rm. 225,
Burbank, CA 91523



Criteria/Scoring: (On a scale of 1 to 10)

1. Impact:

Has an impact on the public's understanding of some aspect of science, engineering, technology or math. Debunks myths or stereotypes about these fields or their practitioners. Helps show the practical applications of these disciplines to our daily lives. Demonstrates how "if it can be imagined, it can be brought to life" through these disciplines. Shows these fields as being exciting, creative, and interesting—not just technical. Promotes and encourages innovation in these fields.

2. Accuracy:

Demonstrates accuracy in its use of science, engineering, technology or math based on a foundation of facts and theories that have been proven or can be reasonably applied by extrapolation and intuition.

3. Accessibility:

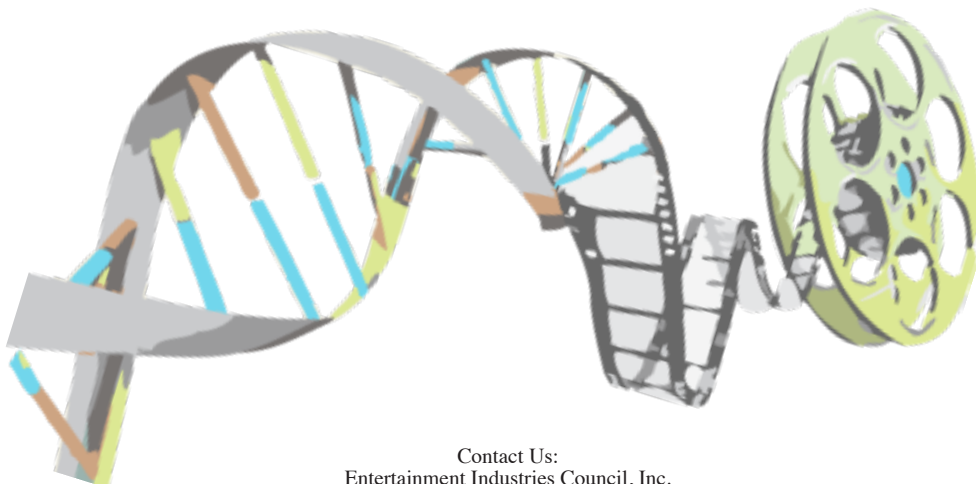
Presents science, engineering, technology or math in a clear, understandable and appropriate way that is not contradictory, given the intended target audience.

4. Entertainment Value:

Is interesting, engaging and/or entertaining in its presentation of science, engineering, technology or math despite its accuracy, accessibility and impact.

Total possible points: 40

Scores among all judges for each submission will be tabulated and averaged by the number of judges scoring each. Highest average score in each category receives the award.



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ENTRY FORM

Category (check one):

- Feature Film Comedy Series Drama Series TV Movie/Miniseries Children's/Teen Program
 Documentary National TV News Program Radio News Program Local TV News Program
 Newspaper/Magazine Story Internet Story

Name of Production, Publication or Site: _____

Episode or Story Title (if applicable): _____

Network: _____

Studio: _____

Production Co.'s/ Publishing Co.'s (as applicable): _____

Distributor/Syndicator: _____

Approximate Length of Production (if applicable): _____

Media Markets (national or local): _____

Original Air/Release Date: _____

Number of Viewers (if available): _____

Subject: _____

- Math Science Engineering Technology

Nature of Message:

- Major Plot Minor Plot Continuing Story Arc

Briefly describe the message or how the production addresses substance use, addiction, or mental health (attach additional pages as needed): _____

Each nominee agrees that any film, video, audio, disc, software, graphic, photograph, script, or publication that is furnished in connection with an entry may be retained by the Entertainment Industries Council, Inc. (EIC), for file, reference and archival purposes, and may be viewed partially or in its entirety for judging purposes. Clips and images from any such material may be used for or in connection with any live presentation and/or subsequent telecast or webcast of the SET Awards, including but not limited to the promotional or educational activities or materials related to any of the foregoing.

Signature: _____

Name of person submitting form: _____

Title: _____

Affiliation/Company: _____

E-Mail: _____

Address: _____

Phone: _____ Fax: _____

On separate sheet(s) of paper, please list the following personnel, including names and titles (as they appear in credits), address, phone numbers, fax numbers, and e-mail addresses:

Cast/Talent _____

Director _____

Writer(s) _____

Executive Producer(s) _____

Co-Executive Producer(s) _____

Supervising Producer(s) _____

Producer(s) _____

Co-Producer(s) _____

Consulting Producer(s) _____

Studio Executive(s) in Charge (other than producing staff) _____

Network Executive(s) in Charge _____

Editor(s) (print/internet categories only) _____

Publisher(s) (print category only) _____

Please duplicate form as needed and return with your submission materials.

**Send your submissions to:
Entertainment Industries Council, Inc.
3000 W. Alameda Ave.,
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