



Call For Entries

The 14th Annual

PRISM AWARDS

The entertainment industry's annual awards honoring the accurate depiction of drug, alcohol and tobacco use, addiction, treatment, recovery, and mental health/mental illness issues in movies, television, DVDs, music and comic book entertainment.

PRISM AWARDS

Will be presented to one of up to five nominees in each category. The *Award* will be presented to the nominee that best demonstrates accuracy in the depiction of substance use, addiction, recovery, and mental health issues.

PRISM Commendations

PRISM Commendations will honor the remaining Nominees, and some other submissions in each category for an exemplary job in the depiction of substance abuse, addiction, recovery, and mental health issues.

PRISM Performer Awards

Nominations for individual performances by actors will be chosen from *PRISM*-nominated submissions. This award is determined internally — no entries accepted.

PERFORMANCE NOMINEES WILL BE SELECTED FROM THE FOLLOWING CATEGORIES:

- FEATURE FILM
- TV MOVIE OR MINISERIES
- COMEDY SERIES
- DRAMA SERIES EPISODE
- DRAMA SERIES MULTI-EPISODE STORYLINE
- DAYTIME DRAMA SERIES

Produced by the Entertainment Industries Council, Inc.
QUESTIONS?

Contact the Entertainment Industries Council at:
Entertainment Industries Council, Inc.

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

ENTERTAINMENT PRODUCTIONS

Any creative product specifically produced for entertainment purposes and public exhibition.

All submissions must have had initial (or anticipated initial) public exhibition between Jan. 1 – Dec. 31, 2009.

THEATRICAL FEATURE FILM *

To qualify, a production must be:

- Live-action or animated.
- Dramatic or documentary.
- 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 EPISODE OR MULTI-EPISODE STORYLINE*

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 EPISODE*

To qualify, a production must be:

- A first-run episode of a scripted drama series that has aired at least 2 episodes.
- From a series airing daily or weekly in prime time or access time.
- 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 MULTI-EPISODE STORYLINE*

To qualify, a production must be:

- 2 or more first-run episodes of a scripted drama series that contain a continuing relevant story line conveyed over multiple episodes.
- From a series airing daily or weekly in primetime or access time.
- 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.
- Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least 50 media markets.

TV MOVIE OR MINISERIES*

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.

DAYTIME DRAMA SERIES MULTI-EPISODE STORYLINE**

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 (please include the complete storyline).
- From a series airing daily in daytime.
- Submitted either as complete episodes (3 maximum) or in compilation form (if the story line consists of 4 or more episodes) with all relevant scenes, including episode numbers, for each episode.
- Debuted to TV audiences via broadcast, basic cable, pay cable, or satellite in at least 50 media markets.

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TALK SHOW SERIES EPISODE **

To qualify, a production must be:

- A first-run talk show.
- A series episode or segment.
- At least 20 minutes in duration.
- Debuted to TV audiences via broadcast, basic cable, pay cable or satellite in at least 50 media markets.

ORIGINAL DVD**

To qualify, a production must be:

- Live-action or animated.
- Filmed or videotaped.
- Fiction or non-fiction.
- At least 60 minutes in duration.
- Debuted to audiences on DVD via commercial sale or rental to individual consumers.

MUSIC RECORDING OR MUSIC VIDEO**

To qualify, a production must be:

- A music recording by an artist or act signed to a nationally distributed record label.
- A new or cover song released in 2009.
- Audio taped, video taped or filmed.
- At least 2 minutes in duration.
- Debuted to audiences as a nationally distributed audio recording on compact disc via commercial sale to individual consumers, or via paid download or paid access online.

COMIC BOOK STORYLINE**

To qualify, a production must be:

- A first-run published work in comic book format of any length.
- 1 or more issues of an original comic book one-shot, limited series, ongoing series, or cross over story, containing a relevant storyline conveyed over one or more issues of a title or as a crossover between multiple titles.
- Debuted nationally via printed comic book or trade paperback via commercial sale to individual consumers, or via online access or download via paid access or subscription service.

CHILDREN'S OR TEEN PROGRAM**

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.

BIOGRAPHICAL PROGRAM**

To qualify, a production must be:

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

DOCUMENTARY PROGRAM**

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.

NEWS MAGAZINE SEGMENT**

To qualify, a production must be:

- A first-run non-fiction informational 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.

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UNSCRIPTED NON-FICTION ("REALITY") PROGRAM**

To qualify, a production must be:

- A first-run non-fiction entertainment program that depicts people or events in dramatic circumstances.
- 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.

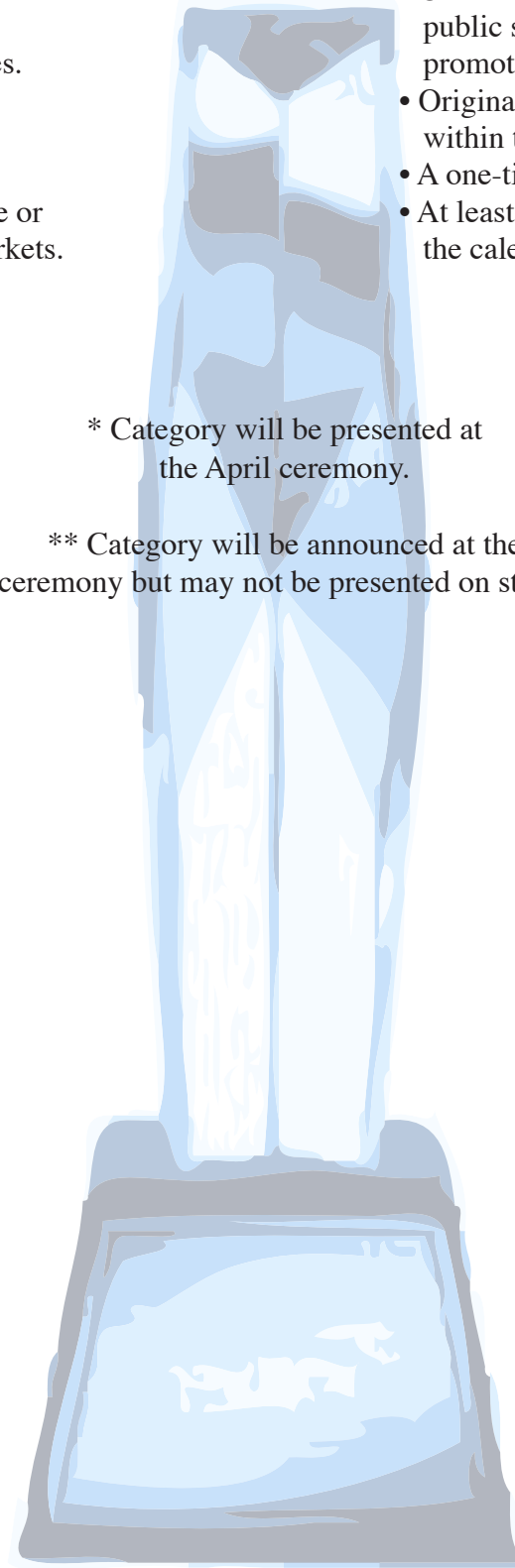
OUTSTANDING PUBLIC SERVICE PROJECT**

To qualify, a production must be:

- One or more PSAs created specifically for public service rather than advertising, promotional or entertainment purposes.
- Originated from a company or organization within the entertainment industry.
- A one-time or continuing project.
- At least a portion debuted in the calendar year 2009.

* Category will be presented at the April ceremony.

** Category will be announced at the ceremony but may not be presented on stage.



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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 OR
WWW.PRISMAWARDS.COM.

**DEADLINE FOR SUBMISSIONS IS
NOVEMBER 30, 2009.**

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, DVD, PSAs): 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.
- Music Entries: 3 CD copies and lyric sheets.
- Comic Book Entries: 3 copies of all issues in published form.

If your submission is chosen as an Award nominee, you will be asked to provide an appropriate title art treatment in JPEG format on CD or via e-mail attachment file; a cast photo, host head shot or production still (as applicable) in JPEG format on CD or via e-mail attachment file; a Beta SP copy with invisible address track time code, and a copy of your script (scripted programming only).

You will be notified by phone, fax, e-mail or mail by February 15, 2010, if your entry has been selected as a nominee for the *PRISM Award* or will be acknowledged with a commendation, however the actual Award recipients will not be announced until the *PRISM* ceremony in April 2010. An Award or Nomination for an entry entitles all entertainment-based people or entities involved with that entry to acquire duplicate copies of the corresponding trophy or plaque. Only one copy will be provided without charge.

An order form for duplicates will be available upon request.

EIC reserves the right to not name any nominees or to present no Award in a category if entries do not sufficiently qualify or merit such recognition.

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Send your submissions to:
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ENTRY FORM

Category (check one):

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Feature Film | <input type="checkbox"/> Comedy Episode | <input type="checkbox"/> Comedy Storyline | <input type="checkbox"/> Drama Episode |
| <input type="checkbox"/> Drama Storyline | <input type="checkbox"/> Daytime Drama | <input type="checkbox"/> TV Movie/Miniseries | <input type="checkbox"/> Children's/Teen Program |
| <input type="checkbox"/> Biographical | <input type="checkbox"/> Documentary | <input type="checkbox"/> News Magazine | <input type="checkbox"/> Unscripted Non-Fiction |
| <input type="checkbox"/> Talk Show Episode | <input type="checkbox"/> Original DVD | <input type="checkbox"/> Music | <input type="checkbox"/> Comic Book |
| <input type="checkbox"/> Public Service Campaign | | | |

Name of Production or Campaign: _____

Episode Title or Issue Number (if applicable): _____

Network: _____

Studio: _____

Production Co.'s/Labels/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: _____

- | | |
|---|--|
| <input type="checkbox"/> Alcohol (incl. Drunk Driving, DUI) | <input type="checkbox"/> Nicotine/Tobacco |
| <input type="checkbox"/> Stimulants/Uppers (i.e., Cocaine, Crack, Methamphetamine, Amphetamines, etc.) | |
| <input type="checkbox"/> Depressants/Downers (i.e., Barbiturates, Benzodizepines, etc.) | |
| <input type="checkbox"/> Marijuana/Hashish | <input type="checkbox"/> Hallucinogens (i.e., LSD, PCP, Mushrooms, etc.) |
| <input type="checkbox"/> Opiates (i.e., Heroin, Codeine, Opium, Morphine, etc.) | |
| <input type="checkbox"/> Club Drugs (i.e., Ecstasy, MDMA, GHB, Ketamine, Rohypnol, etc.) | |
| <input type="checkbox"/> Prescription/Over-the-Counter Drugs | <input type="checkbox"/> HIV/AIDS (related to Drug/Alcohol Use) |
| <input type="checkbox"/> Inhalants (i.e., Correction Fluid, Glue, Paint, Gas, Solvents, Nitrous Oxide, Aerosols, Cleaning Fluids, etc.) | <input type="checkbox"/> Treatment/Recovery/Rehabilitation |
| <input type="checkbox"/> Steroids | <input type="checkbox"/> Depression |
| <input type="checkbox"/> Bipolar Disorder | <input type="checkbox"/> Post Traumatic Stress Disorder |
| <input type="checkbox"/> Schizophrenia | <input type="checkbox"/> Other Mental Illness: _____ |
| <input type="checkbox"/> Suicide | |

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 the live presentation and/or subsequent telecast or webcast of the *PRISM Awards*, including but not limited to the promotional or educational activities or materials related to any of the foregoing.

Name of Person Submitting Form: _____

Title: _____

Affiliation/Company: _____

E-Mail: _____

Address: _____

Phone: _____ Fax: _____

Signature: _____

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) _____

Associate Producer(s) _____

Consulting Producer(s) _____

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

Network Executive(s) in Charge _____

Recording Artist(s) (music categories only) _____

Song Composer(s) (music categories only) _____

Production Company Executive(s) in Charge (music categories only) _____

Label Executive(s) in Charge (music categories only) _____

Illustrator(s) (comic book category only) _____

Editor(s) (comic book category only) _____

Publisher(s) (comic book category only) _____

Publishing Company Executive(s) (comic book category only) _____

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

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