



EMBARGOED UNTIL APRIL 19, 2012, 9:00PM PST

GLEE, SOUTHLAND, CASTLE, PARENTHOOD, SHAMELESS, DAYS OF OUR LIVES, SUNSET LIMITED, DR. DREW'S LIFECHANGERS, TAKE SHELTER AND WARRIOR RECEIVE TOP HONORS AT THE 16TH ANNUAL PRISM AWARDS

Craig T. Nelson, Jon Huertas, Stana Katic, Jennifer Morrison, Emily Osment and Russell Brand Awarded for Performances

LOS ANGELES, CA (April 19, 2012) – *Parenthood, Glee, Castle, Southland, Shameless* and the feature films *Warrior* and *Take Shelter* are among the television shows and films honored at the **16th Annual PRISM Awards** ceremony held this evening at The Beverly Hills Hotel.

The **PRISM Awards**, which is produced by the Entertainment Industries Council, Inc. (EIC) in collaboration with FX, honors the accurate depiction of drug, alcohol and tobacco use and addiction, as well as mental health issues in movies, television, music, DVD, and comic book entertainment.

"This year's *PRISM Awards* honorees made the most of their rights to free creative expression, while at the same time showing the reality of these health issues," said President and CEO of EIC Brian Dyak. "Such authenticity leads to engaging and entertaining productions and performances."

The **16th Annual PRISM Awards** featured a special tribute to our nation's veterans, complete with Roll Call and special presentation by the Golden Knights parachute team. Those in attendance at the *PRISM Awards* included **William H. Macy**, *Shameless*; **Craig T. Nelson**, *Parenthood*; **Stana Katic**, *Castle*; **Jon Huertas**, *Castle*; **Caterina Scorsone**, *Private Practice*; **KaDee Strickland**, *Private Practice*; **Matthew Ashford**, *Days of Our Lives*; **Nadia Bjorlin**, *Days of Our Lives*; **Dee Wallace**, *The Story of Bonnie and Clyde*; **Sam Jaeger**, *Parenthood*; **Mark Valley**, *Harry's Law*; **Sharon Lawrence**, *Drop Dead Diva*; **Christopher McDonald**, *Harry's Law*; **Kevin Sorbo**, *Soul Surfer*; **Carly Steel**, *TV Guide Network*; **Tim Kang**, *The Mentalist*; **Kate Linder**, *The Young and the Restless*; **Leigh Ann Tuohy**, *Extreme Makeover: Home Edition*; **Mike Catherwood**, *Loveline*; **Aimee Garcia**, *County*; **Seamus Dever**, *Castle*; **Mackenzie Phillips**, *Hercules Saves Christmas*; **Mariette Hartley**, *Law & Order: SVU*; **Hector Elizondo**, *Last Man Standing*; **Emily Osment**, *Cyberbully*; **Michael Cudlitz**, *Southland*; **Mark Valley**, *Harry's Law*; **Tony Denison**, *The Closer*; **Noah Munck**, *iCarly*; **Joshua Malina**, *Scandal*; **Peter Krause**, *Parenthood*; **Jennifer Morrison**, *Bringing Ashley Home*; **Wayne Knight**, **Frank Stallone**, **Elliott Gould**...and more! Brian Dyak, President & CEO of the Entertainment Industries Council, R. Gil Kerlikowske, Director of the Office of National Drug Control Policy and Rick Stephens, Senior Vice President, Human Resources & Administration, The Boeing Company also participated as guest speakers.

In the film categories, *Warrior* (Lionsgate Films) received the award for Feature Film - Substance Use, while *Take Shelter* (Sony Pictures Classics) took the award for Feature Film - Mental Health.

In the TV comedy categories, William H. Macy was honored for Performance in a Comedy Series for Showtime's *Shameless*. *Shameless*' Season 1 also won the Comedy Series – Substance Use award. The Comedy Series nod for Mental Health went to the "Born This Way" episode of Fox's *Glee*.

In Drama Series Episode - Substance Use, the award went to NBC's *Parenthood*'s "Damage Control" episode. Performance in a Drama Episode was earned by ABC's *Castle*'s Jon Huertas and Stana Katic. *Castle* also took the award for the "Kill Shot" episode in the Drama Series Episode – Mental Health category. The winner for Drama Series Multi-Episode Storyline – Substance Use was TNT's *Southland* which followed John Cooper's drug addiction, while Drama Series Multi-Episode Storyline – Mental Health was awarded to *Parenthood* for its Asperger's storyline about Max Braverman. *Parenthood*'s Craig T. Nelson walked away with an award for Male Performance in a Drama Series Multi-Episode Storyline. Female Performance in a Drama Series Multi-Episode Storyline went to *Private Practice*'s Caterina Scorsone (ABC).

For TV Movie or Miniseries, the winner was HBO's *The Sunset Limited*. Performance in a TV Movie or Miniseries honors were shared by *Bringing Ashley Home*'s Jennifer Morrison (Lifetime) and *Cyberbully*'s Emily Osment (ABC). The *PRISM Award* winner for Daytime Drama Series Storyline was NBC's *Days of Our Lives*. For Teen or Children's Program, the honors went to PBS's *In The Mix* – "Youth Against Meth... Not Even Once."

Dr. Drew's Lifechangers – "Pill Popping" (CW) was the award winner for Talk Show Episode, while Unscripted Non-Fiction Program was a tie between Season 1 of *Bad Sex* (Logo) and Season 5 of *Celebrity Rehab with Dr. Drew* (VH1). In the category of Documentary, News Magazine or Biographical Program – Substance Use, *Vanguard* – "Sex, Lies and Cigarettes" was honored,

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along with *E:60* – “Scott Hall: The Wrestler” for best portrayal Documentary, News Magazine or Biographical Program – Mental Health.

The *PRISM Award* for Public Service Campaign went to MTVU’s *Half of Us*, and the *PRISM* for Music went to *X-Factor* finalist Chris Rene for his original song, “Young Homie.” In Comic Book honors, the limited series *Iron Man: Iron Age* won for the Substance Use category and a Captain America story in the limited series *I Am an Avenger* won for the Mental Health category.

Winners for the *PRISM Awards* are selected by an 80-person committee of entertainment industry professionals and technical experts from the fields of medicine, mental health, and addiction.

Exclusive interviews and ceremony clips for broadcast and/or web streaming may be found on our homepages at www.eiconline.org or www.prismawards.com beginning at 9am PST, Friday, April 20, 2012.

The **16th Annual PRISM Awards Showcase** is set to be nationally televised on September 16, 2012 through flagship airing partner FX Network, as well as other cable networks, broadcast stations, video on demand, and online.

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About the *PRISM Awards*

The Entertainment Industries Council, Inc. (EIC) annually presents, in collaboration with the FX Network, the *PRISM Awards*™, a nationally televised awards show recognizing the accurate depiction of drug, alcohol and tobacco use and addiction, as well as mental health issues in film, television, interactive, music, DVD, and comic book entertainment.

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. The *PRISM Awards* web site is www.prismawards.com.

About FX Network

FX is the flagship general entertainment basic cable network from Fox. Launched in June of 1994, FX is carried in more than 94 million homes. The diverse schedule includes an award-winning roster of distinctive original series, an established film library with box-office hits from 20th Century Fox and other major studios and an impressive roster of acquired hit series.

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