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Creative America



A REPORT TO THE PRESIDENT
by the President's Committee on the Arts and the Humanities



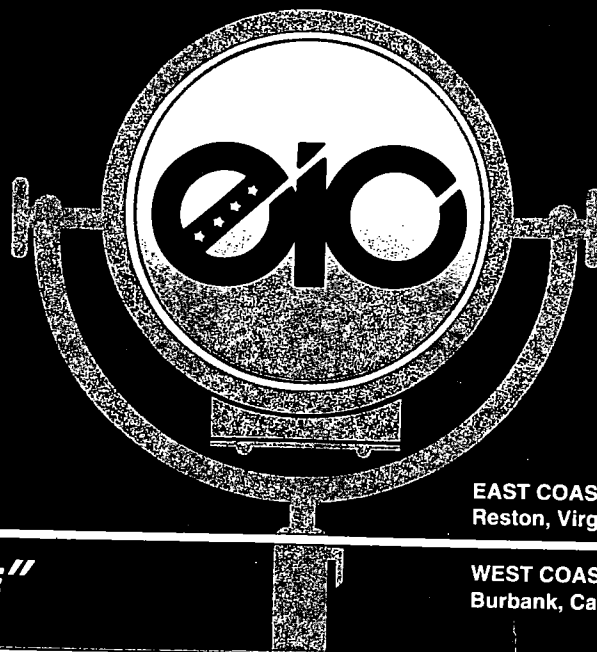


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PROFILE

Infoletter from the Entertainment Industries Council, Inc., September 1996, Vol. 1, No. 7

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DRUGS, VIOLENCE AND YOUTH PROJECT RECOGNITION SUB-COMMITTEE IS FORMED

An EIC Sub-Committee that will focus on recognizing entertainment industry companies and individuals who have contributed to anti-drug or anti-violence efforts has been newly formed and will be chaired by Alan Gerson, Ticketmaster Corporation consultant. Eligible submissions for recognition will include entertainment products in all media which are responsible in their portrayal of drugs and/or violence, as well as community affairs initiatives such as media campaigns, public service campaigns and celebrity speaking tours. The date for the "honors" is still to be set, a keynote speaker will be Dr. Alan Leshner, Director of the National Institute on Drug Abuse.

Others serving on the Recognition Sub-Committee with Gerson are Tribune Entertainment president Dick Askin, Publicists Guild of America president Ed Crane, Fox Broadcasting director of broadcast standards Darlene Lieblich, NBC director of entertainment press and publicity Kim Reed, DIC Entertainment executive director of creative affairs, Janice Sonski, United Artists vice president of development Dura Temple, and Family Channel director of programming Diane Walsh. EIC sr. vice president Larry Deutchman will be the staff liaison to the group.

Recognizing that internal champions will be needed at the major companies to encourage the nomination of appropriate model productions and proactive initiatives, the EIC Publicity Committee, chaired by Disney advertising, publicity and promotions vice president Heidi Trotta, will work alongside the Recognition Sub-Committee. Under Trotta, the Committee will work to promote the intention of recognizing models, encourage the submission of nominees for recognition, and help to recruit cast members and representatives of honored productions and initiatives to attend and support the event. Crane will represent the Publicists Guild of America on the Publicity Committee and Monika Young Moulin and Henri Bollinger will represent the Entertainment Publicists Professional Society.

A review panel will be comprised of experts from the drug abuse field, National Drug Prevention League and National Institute on Drug Abuse.

DRUG EFFORT TO FOCUS ON HEROIN, OTHER DRUGS

Just as the eyes of the world are upon the entertainment industry in response to a number of celebrity drug-related deaths and court cases, our industry has in place a proactive response with the EIC Drugs, Violence and Youth Project.

Among the new Sub-Sections to be added to the EIC resource encyclopedia *Spotlight on Depiction of Health and Social Issues* will be three focusing on inhalant abuse, marijuana, and heroin and other drugs. The latter subject has received increased media attention in recent months in the wake of such high profile heroin-related deaths as those of Jonathan Melvoin of Smashing Pumpkins, Bradley Nowell of Sublime, Dwayne Goettel of Skinny Puppy, Kristen Pfaff of Hole, and Stefanie Sargent of 7 Year Bitch. EIC's efforts are underway with the significant involvement of the National Institute on Drug Abuse.

The media have also chronicled the drug-linked travesties of actors Robert Downey, Jr. and Gary Busey, Scott Weiland of Stone Temple Pilots, David Gahan of Depeche Mode, and Philip Anselmo of Pantera. And at the time of this writing, actor Jan-Michael Vincent had become the latest drug-related tragedy, having been seriously injured in an alcohol-impaired driving crash.

Paralleling these celebrity accounts, heroin use is on the increase among young people. A study conducted by Dr. Lloyd Johnston, Institute for Social Research, The University of Michigan, found that 68 percent of high school seniors perceived that rock musicians, 41 percent think actors and actresses and 23 percent think professional athletes use drugs. Seventeen percent of high school seniors also perceive that rock musicians, 28 percent think actors and actresses and 38 percent think professional athletes strongly disapprove of drug use. This has resulted in new concerns about the message kids are receiving about the allure of drugs from the lifestyles led by celebrities and the behaviors subscribed to in music, movies, television and professional sports.

The materials being developed for the DVY Project will serve as a resource to creators, programmers, distributors and marketers of entertainment products when addressing drug-related topics in entertainment to help them do so without the hazards of mixed messages or incorrect assumptions misleading their attempts to be proactive and socially conscious.

Shelley List-In Memorium

All of us at the Entertainment Industries Council wish to express our sincere condolences to the family of Shelley List. Shelley served as an invaluable member of the EIC Board of Directors. Her warmth, sincerity and commitment touched our lives.

DRUGS, VIOLENCE AND YOUTH (DVY) PROJECT CREATIVE ADVISORY COMMITTEE MEETING

On July 23rd, EIC conducted the first planning meeting of the newly formed Creative Advisory Committee for its Drugs, Violence and Youth (DVY) Project. There were over 20 participants, representing major entertainment industry organizations and companies.

Those in attendance included Dick Askin, Tribune Entertainment; Neal Baer, "E.R.," Leroy Bobbitt, NATPE; Ed Crane, Publicists Guild of America; Alan Gerson, Ticketmaster; Dan Harrison, United-Paramount Network; Andrew Horne, Warner Bros. Television; Maddy Horne, CBS Entertainment (guest); Christopher Keenan, Warner Bros. Television Animation; Darlene Lieblich, Fox Broadcasting Co.; Rick Mater, Warner Bros. Network (guest); Nancy McIsaac, Fox Children's Network; Kim Reed, NBC Entertainment; Bill Schultz, Film Roman; Larry Stewart, EIC Board of Directors; Laurel Sylvanus, Music Video Association; Dura Temple, United Artists; Shelby Tucker, Rysher Entertainment; Diane Walsh, The Family Channel; and Joan Witte, Paramount Pictures.

The meeting began with an overview of the history of the DVY Project, a follow up activity to EIC's "Drugs, Violence and Youth: Tragedies and Truth" Symposium which was co-sponsored by 16 entertainment industry organizations on October 25, 1995. The Symposium resulted in the development of a series of recommendations drafted during the Symposium Breakout Sessions pertaining to Television, Movies and Home Video, and Music and Music Video. The National Institute on Drug Abuse (NIDA) has provided funding to EIC to carry out some of the Recommendations developed at the Symposium.

Committee Members expressed the high level of timeliness to this Project as a result of a number of high profile members of our industry who have been victims of drug abuse in recent months (particularly Heroin)--a fact that throws the industry again into the public spotlight as the perceived cause of the growth in drug use and related violence by young people in this country.

The meeting marked a significant beginning for the DVY Project. If you would like to become involved and serve on one of the Project's Sub-Committees, please contact Larry Deutchman, EIC's West Coast office at 818/887-3495.

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All My Own Decisions (AMOD)

Entertainment Industry Cares, an Orlando-based EIC initiative, was organized as a result of a briefing session provided by EIC to leaders of Florida's entertainment industry following the "Drugs, Violence and Youth: Tragedies and Truth" Symposium in Los Angeles in October of 1995, at which time EIC hosted the drug czar and other Federal officials. Involved in this initiative are: Rick Larson/Universal Studios Florida; Kim Hursh and Brian Beauchamp/Walt Disney Feature Animation Florida; Brian Lawlor/IATSE; Matt Sites/New Media Producers Group; Bob Allen/Disney/MGM Studios; Matt Palmer/Nickelodeon Studios; Michael Finan/Bonafina Films; Mary Anne Ward/Schools At Work/On Location Education; Peg O'Keef/Chapman/Leonard Studio and Production Center; Sigrid Tiedke/Enzian Theatre; Eliot Feldman/United Broadcast Services; and Kathy Ramsberger/Metro Orlando Film and Television Office.

As a part of EIC's larger Creative Professional Network (CPN) of over 220 volunteers, this group recently developed a youth empowerment initiative called **All My Own Decisions (AMOD)** targeted at middle school-age children. To implement this nation-wide school program, EIC is partnering with the National School Boards Association, The National Guard, the Middle School Association, the U.S. Department of Health and Human Services, Valencia College in Orlando and the Orlando Mayor's Youth Council. A classroom video, teachers discussion guide and take-home booklet are in development for distribution during the 1996-97 school year. For more information on AMOD, contact Marie Dyak, Special Projects Director at 800/783-3421.

PRESIDENT CLINTON COMMENDS EIC EFFORTS

In a recent letter to EIC president and CEO Brian Dyak, **President Clinton** thanked Dyak for sharing a copy of a report on the use of tobacco products in entertainment television and movies. Recently, the President launched a series of unprecedented measures to counter the marketing efforts of the tobacco industry to target America's youth as the next generation of smokers.

In the letter, Clinton states, "I appreciate everything that you and so many concerned people are doing to encourage accurate portrayals [of tobacco use]...As we work to ensure a healthy future for our children, I welcome your continued involvement."

TELEVISION TOBACCO USE STUDY PRESS CONFERENCE

EIC's Larry Deutchman participated in a press conference in Los Angeles on September 5th hosted by the **American Lung Association (ALA)** in announcing the teen monitoring results of ALA's "Thumbs Up! Thumbs Down!" television tobacco use study. The story appeared in the *Los Angeles Times* and on several Los Angeles newscasts.

Brian Dyak has also spoken to the media in recent weeks, including a **CBS Evening News "Eye on America"** segment in which he pointed out that entertainment companies no longer accept product placement fees for the exposure of tobacco products or promotional materials on-screen, despite attacks from some anti-tobacco activists to the contrary.

EIC maintains that, while smoking continues to take place in movies and television, the reasons for on-screen tobacco use are unrelated to paid product placement.



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Infoletter from the Entertainment Industries Council, Inc., July 1996, Vol. 1, No. 6

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WE'RE PLEASED TO ANNOUNCE ENTERTAINMENT INDUSTRY UNITED ON DRUGS/VIOLENCE PROJECT

The Entertainment Industries Council, Inc. (EIC) has announced a new project on drugs and violence in association with HI-TECH INTERNATIONAL. HI-TECH provides information technology and training services to government and private industry and technical expertise in the health and human services arena. The project is funded by the **National Institute on Drug Abuse (NIDA)**. The project is the first of many follow up activities to EIC's recently released report on its October "Drugs, Violence and Youth: Tragedies and Truth" industry-wide symposium, partially funded by the Center for Substance Abuse Prevention, Department of Health and Human Services. The report contained recommendations developed during the symposium's breakout sessions on television, movies and home video, and music and music video. The report has been distributed to the White House, Congressional leaders, relevant federal agencies, and members of the entertainment industry.

Dr. Alan I. Leshner, Director of NIDA, was a featured speaker at the symposium and had the opportunity to meet with a number of entertainment industry representatives who support the concept of a proactive role for entertainment in addressing the issues of drugs and violence as they impact on the nation's youth. His recognition of the positive role entertainment can play in sending public health messages to the public resulted in the NIDA/EIC partnership; according to EIC President and CEO, Brian Dyak.

EIC plans to staff a Drugs and Violence Creative Advisory Committee of entertainment professionals to work with NIDA technical experts in developing five new sections of the EIC publication **Spotlight on Depiction of Health and Social Issues**. The sections will include "The Ultimate Conflict: Violence and Drugs," "The Great Disconnect: Drug Addiction and the Brain," "The Silent Epidemic: Inhalant Abuse," and the additional sections on Marijuana and other drugs. In addition, several existing sections related to other areas of drug use will be updated to reflect the most recent scientific information and research. Those sections to be updated are Drug Terminology, Impaired Driving, HIV/AIDS and Drugs, Tobacco, and Women and Addiction.

The notebook, a resource encyclopedia for the creative community, has been in distribution since 1993 to over 2,500 members of the entertainment industry, including producers, directors, writers and creative executives. Other topics addressed in the notebook include, alcohol, mental illness, traffic safety, organ transplantation, the portrayal of older adults, children of alcoholics and other issue areas.

EIC will call upon the sixteen entertainment industry symposium co-sponsors for additional assistance and leadership as well as volunteers within the EIC 200 member Creative Professional Network.

Co-sponsors of the Drugs, Violence and Youth symposium included the **American Federation of Television & Radio Artists (AFTRA)**; **Association of Local Television Stations (formerly INTV)**; **Caucus for Producers, Writers and Directors**; **Center for Interactive Media Social Responsibility (CIMSIR)**; **Entertainment Publicists Professional Society (EPPS)**; **Music Video Association (MVA)**; **National Association of Television Program Executives (NATPE)**; **National Cable Television Association (NCTA)**; **Producers Guild of America**; **PROMAX International**; **Publicists Guild of America**; **Recording Industry Association of America (RIAA)**; **Screen Actors Guild (SAG)**; **Video Software Dealers Association (VSDA)**; **Women in Film (WIF)**; and **Writers Guild of America west (WGAW)**.

Additional EIC activities funded under the project include special recognition of entertainment productions which responsibly address the issues of drugs or violence, and recognition of entertainment companies that participate in drug and violence awareness projects.

NIDA is the primary federal agency charged with conducting and communicating scientific research related to drug addiction treatment and prevention.

ENTERTAINMENT INDUSTRY TAKES PROACTIVE STANCE AGAINST VIOLENCE AND DRUGS

Breakout session participants at EIC's "Drugs, Violence and Youth: Tragedies and Truth" symposium in October discussed the differences between prescriptive efforts (mandated by outside forces), reactive efforts (in reaction to outside pressures) and proactive efforts (taking prosocial action on a voluntary basis on behalf of our consumer audience).

The central motivation for the symposium and the upcoming Drugs, Violence and Youth project has been to offer the industry an opportunity to be proactive. Your participation in making these efforts a success will directly benefit the consumer audience that supports our industry's products and demonstrates our leadership commitment to a better, safer place to work, live, raise families, enjoy friends and foster healthy communities.

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The Great Disconnect

Dr. Alan I. Leshner, Director of the National Institute on Drug Abuse (NIDA), explained at the Drugs, Violence and Youth: Tragedies and Truth Symposium that drug addiction is fundamentally a brain disease expressed in behavioral ways and in a social context. Drug abuse is as much a health issue as it is a social issue. He stated that advances in science have created a "unique disconnect" between the scientific facts and the public's perception about the true nature of drug abuse and addiction. The entertainment industry is needed to convey an accurate point-of-view.

WILL YOU BE THERE TOMORROW?TM PRODUCTION WINS AWARDS

The Entertainment Industries Council, Inc. has been awarded two CINE Golden Eagles and a New York Emmy for the production of "Will You Be There Tomorrow?TM". The video portrays the possible ramifications of the legalization of drugs in the United States. To order, call 800/783-3421.

The following recommendations for next action steps are based on both the formal results of the symposium and the informal discussions surrounding it. They will be presented by EIC to a working group that will seek to further develop the symposium's findings:

- Each person in the industry must take personal, individual responsibility for his or her role in the process from program conception to airing, including promotion and marketing. All have a potential positive role to play. Efforts must be consistent, ongoing and repetitive to take into account the generational replacement as it relates to the youth audience and within our own creative community. The industry's commitment must be for the long term.

Since 1994, EICOM has coordinated the efforts of an active group of creative artists within the entertainment industry through the Creative Professional Network (CPN); this group had the unique opportunity to give back to the audiences that are becoming consumers of entertainment products.

The new Drugs, Violence, and Youth project poses a number of challenges to existing members of the CPN, as well as new young members are being called upon to participate on the Drugs and Violence Creative Advisory Committee.

The Committee will be divided into smaller Subcommittees that will each focus on a specific topic area such as the issues of alcohol, drugs, and violence, marijuana and alcohol abuse, initiation drug abuse, tobacco, and HIV/AIDS. Each subcommittee will participate in the development and implementation of campaign sections of EICOM's Health and Social Issues, as well as advising EICOM's implementation of the

marketing strategy for encouraging voluntary adoption and use of the materials when addressing these topics in productions.

An additional subcommittee will help in the planning and coordination of an effort to recognize creators and executives involved in entertainment and public service productions relating to drugs and violence at a special event to be held in late fall 1996.

In a simultaneous effort, the CEN subcommittee Committee chaired by Walt Disney Television VP Heidi Truitt will convene in August to strategize and implement the promotional plan for the Drug, Violence and Youth Initiative.

We welcome your participation in this project and encourage new membership in the Creative Professionals Network. Please contact Larry Deitchman at 818/887-3495/ENCAWest to become involved.



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THE HOLLYWOOD REPORTER:
"EIC Forum will Target Television, Film
Violence"

THE HOLLYWOOD REPORTER:
"Brown: Deglamorize Drug Use"

THE JOURNAL: "A Picture Is Worth A Thousand Words"

THE HOLLYWOOD REPORTER:
"Where There's Smoke, There's EIC"

EMMY MAGAZINE: "The Industry"

SANTA MONICA EVENING OUTLOOK:
"Encyclopedia Tries To End Hollywood
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INTERACTIVE AGE:
"Internet Altruism May Help Online
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Volume 5, Number 1 • Summer 1994

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DISTRIBUTES *DEPICTION ENCYCLOPEDIA* TO 2,500 WRITERS AND
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Spotlight On Depiction Of Health and Social Issues is intended by its publisher, EIC, to provide clearcut, accurate information to creators of television and film productions when they deal with certain health or social issues: AIDS, alcohol, children of alcoholics, tobacco in the media, women and addiction, mental illness, hearing impairment, alcohol-impaired driving and safety-belt awareness.

According to EIC President, Brian Dyak, the suggestions included in the book are not intended to set limits on free expression or to provide a set of formally articulated guidelines that should affect the content of all productions. Rather, they are intended to serve as a reference tool that will expand creative opportunities and directions for producing insightful, thought-provoking entertainment.

EIC is a national, non-profit organization formed by the entertainment industry to use its resources in the pro-social marketing of health and human service issues and this publication is the result of ten years of ongoing activity and experience in working with the creative community.

A copy of the notebook is available at the Writers Guild of America West, Inc. offices for use by members as a permanent reference tool.

For more information contact EIC at 1-800-783-3421.

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AIDS docs seek industry help

By **ANDREW HINDES**



The federal Centers for Disease Control & Prevention are enlisting the help of the Entertainment Industries Council to launch a national public service campaign targeted at preventing the spread of AIDS in the workplace.

The centerpiece of the new effort is a PSA narrated by William Hurt highlighting questions managers might face when they learn an employee has AIDS. The spot will air on the four major broad-

cast web and several cable outlets.

In addition, the EIC is encouraging entertainment companies to establish comprehensive AIDS programs including HIV-AIDS policies, management training, prevention education and community volunteer opportunities.

"AIDS is the leading cause of death for Americans between the ages of 25 and 44, a group that represents more than half our nation's work force" said Dr. Helen Gayle of the CDC.

The EIC is an org of leading industry execs, formed to deal with social issues.

65th year

September 15-17, 1996

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September 15-17, 1995

EIC forum will target television, film violence

By Donna Parker

★ The Entertainment Industries Council announced Wednesday it will host a major industrywide symposium Oct. 19 to explore approaches to deglamorize violence and drug use in films and on television.

The symposium, entitled "Drugs, Violence and Youth: Tragedies and Truth," will be co-sponsored by a wide spectrum of entertainment organizations.

Participants include the Screen Actors Guild, Writers Guild of America West, Producers Guild of America, American Federation of Television and Radio Artists, Caucus of Producers, Writers and Directors, the National Association of Television Programming Executives, the Publicists Guild of America and Women in Film.

The focus of the symposium will be on evolving strategies for various sectors of the industry to be proactive in the best interest of the

public.

"The fact is, the industry has always demonstrated an openness and a desire to address these issues internally," said EIC president and CEO Brian Dyak. "Irresponsible attacks by outside special-interest groups only serve to confuse the issues and feed the aspirations of opportunists."

The daylong symposium is designed to reinforce the entertainment industry's long-term commitment to social responsibility and to help build a bridge between the industry and leaders from the research and health communities. For more information: (818) 841-9933. □

News

Brown: Deglamorize drug use*Clinton czar seeks 'self-control' by H'wood, not censorship***By Jonathan Davies**

Clinton administration drug czar Lee Brown visited Hollywood on Thursday to urge entertainment industry leaders to deglamorize the image of drugs in the media.

"Be ever-mindful of the effect that your work has on young minds," he said at a symposium staged in Universal City by the Entertainment Industries Council Inc. "More self-control is in the best interest of all of us."

However, Brown added that he was not following the trend in Washington of painting Hollywood as the root of all ills.

"I did not come here to play the blame game," he said. "President Clinton is aware that you have

been involved in constructive activities for over a decade ... and his administration wants to work with you."

He was also quick to distance himself from calls for government censorship, although he predicted that V-chip technology will inevitably be incorporated into consumer electronics.

He did, however, reiterate his criticism of the pro-marijuana album "Hempilation."

"It's a celebration of pot smoking," he said. "Just a look at the titles on the record are enough to make you sick, titles such as 'Champagne and Reefer,' 'Who's Got the Herb?' and 'I Wanna Get High.'"

Brown's call for greater respon-

sibility in the entertainment business was endorsed by Women in Film president Joan Hyler. She told the audience she is a former abuser of diet pills.

"I agree in the deglamorization of drugs but I don't think there are any happy, successful, glamorous drug users in the media," she said.

Producer Dick Wolf and former Showtime executive Tony Cox were among industry leaders who

See **BROWN** on page 29

Brown

Continued from page 4—

participated in two panel discussions of the issue of violence that were included in the symposium.

Wolf, whose "Law & Order" series has been lauded for sensitive portrayals of violence in society, said the responsibility for what children watch should rest with parents rather than Holly-

wood or government.

Cox argued later that parental responsibility cannot be relied upon when children have television sets in their rooms and are faced with a dazzling array of choices. Instead, he proposed "a 21st-century device" that takes the place of the off switch on the set, but he deliberately avoided the use of the politicized "V-chip" term. □

THE REPORTER

Vol. CCCXXXIX, No. 25

A Picture Is Worth a Thousand Words

by Shelley List

The show regularly showed the two women detectives settling into their squad car preparing to take off after the bad guys. More often than not Lacey would announce in a clear ringing voice, "Buckle up, Christine."

The Entertainment Industries Council (EIC), Inc.'s *Spotlight on Depiction of Health and Social Issues*, provides clear-cut accurate info. to creators of TV and film productions when they deal with certain health or social issues. The notebook is intended to serve as a reference tool that will expand creative opportunities and directions for producing insightful, thought-provoking entertainment

Shelley List and Jonathan Estrin have written and produced series and movies for network TV and cable. Also a journalist and novelist, List is currently at work on her 4th novel, *A Time to Mourn, A Time to Dance*.

In our experience as writer-producers, my partner, Jonathan Estrin and I have tried to be as sensitive to the inordinate subliminal power we have as communicators.

For example, before the Entertainment Industries Council Inc. issued its publication *Spotlight on Depiction of Health and Social Issues*, we were working on *Cagney and Lacey*. We were often lobbied by different groups to make their cause an indigenous part of the dynamics of the show.

In response to queries by EIC and other proponents of seat belt use, the show regularly showed the two women detectives settling into their squad car preparing to take off after the bad guys. More often than not Lacey would announce in a clear ringing voice, "Buckle up, Christine."

That's all. No preaching that seat belts save lives, we all know that, or that it's the law, or that policewomen should be role models. Just, "Buckle up, Christine," every episode or so made the point. Succinctly.

During the final episode of the '86-'87 season, Christine Cagney hit her bottom as an alcoholic. In our script we did not present a pretty picture. The appealing, beautiful, amusing, capable woman audiences had grown to love, and laugh and cry with for five years, had a personality change in front of our eyes. In the middle of a violent binge precipitated by the death of her father from an alcoholic fall, she turns into a shrewish, self-pitying, maudlin, unattractive, stumbling drunk.

It was raw and it was truthful and Sharon Gless won an Emmy for her stunning performance. The episode ended with a close-up on a face of humility, a face of surrender. "My name is Christine," the face said. "I'm an alcoholic."

The National Council on Alcoholism phone number on the screen at the end of the show was deluged. "If Christine Cagney can admit her alcoholism, then maybe I can...or my father can...or my brother..." "You gave me the courage to do something about my drinking, finally. Thank you."

The next season all of us on the writing staff took Cagney into recovery. She met her new boyfriend in AA. We watched her grow and learn about her disease, about

how it masked her feelings. How she drank because she couldn't deal with those feelings that were too overwhelming, too euphoric or too despairing.

To this day people will remark to us how powerful the message was, how, without preaching we were all able to deal with this scourge in human terms.

More recently, we wrote and produced a miniseries set in Europe. Barbara Taylor Bradford's *Remember* starred Donna Mills. Stephen Collins played her very close friend. His character was conceived to be a photo journalist who had seen one war too many, one butchered child too many. He was burned out, cynical, currently spending his days shooting mindless fashion layouts.

The director's conception involved the character smoking or swilling a beer at every implication of anxiety, whether he got up in the middle of the night or sat alone in his room with his thoughts.

As the executive producer I felt very strongly that this stereotype of the macho male with a beer can in his hand and a cigarette in his mouth had no place in this piece. As a matter of fact, I felt it diminished the character and his concerns. The director disagreed.

In the course of our discussions I had my office in L.A. fax me EIC's *Depictions on Alcohol Use to Amsterdam* where we were shooting. I had been convincing (I thought) and passionate about my argument, but giving a copy of the depiction suggestions to the director was further effective ammunition.

Especially those listed under "The Alcoholic Image": "Try not to associate drinking with macho pursuits in such a way that heavy drinking is a requirement for proving oneself as a man."

And... "Avoid showing the use of alcohol gratuitously in those cases where another beverage might be easily and fittingly substituted."

And... "Try not to glamorize the drinking or serving of alcohol as a sophisticated or adult pursuit."

I must admit I would have used executive privilege on this one, but the director came around before it was necessary. No words were exchanged.

Small victories. That's what it's all about.

BY JOHN BURMAN

• **Duration of follow-up**—any number of years, months, or days, depending on the study design. For example, a cohort study may follow subjects for 10 years, while a case-control study may follow subjects for 10 days.

[illegible]

The Industry

Sajak Fights Substance Abuse

The Entertainment Industries Council (EIC), a nonprofit organization formed by the entertainment industry, has added another socially conscious notch to its belt by helping to develop a half-hour infomercial designed to help those who live with substance abusers.

Families in Crisis — the SAFE Solution will be hosted by Pat Sajak, better known as master of ceremonies to Vanna White's letter- and head-turner for *Wheel of Fortune*.

"I have frequently been asked to host a direct-marketing program," Sajak says. "But I was not interested in promoting just another gadget or some service of questionable value. The people with the SAFE program have impressed me with their knowledge, expertise, and concern about a major problem facing our country, and they have demonstrated an ability to help those facing that problem."

A package consisting of a seventy-five-minute video, two audiocassettes, and two

program booklets created by leading specialists in chemical dependency will be offered. The show will feature such advocates of a drug-free society as actors William Shatner and Michele Lee and syndicated columnist Jack Anderson.

For its role in helping to develop the program, EIC will receive a portion of proceeds from sales.

—J.K.



Pat Sajak will host a half-hour infomercial aimed at those who live with substance abusers.

Portrayals of Aged Probed

The Entertainment Industries Council (EIC) and UCLA's Multicampus Program of Geriatrics and Gerontology are conducting a yearlong study expected to lead to a series of recommendations on how older persons should be portrayed in movies and on television.

"We've identified a need for scientifically and behaviorally correct information on aging by writers, directors, and others responsible for depicting the lifestyles of older people," says EIC president Brian Dyak. "We're embarking on a lengthy and ambitious effort to research the issue on behalf of the creative community."

In this working partnership, UCLA is conducting scientific and technical research while EIC is adapting the information gathered from that research into a series of suggestions to be presented at meetings with representatives of the TV networks, major studios, and production companies. The suggestions will be further distributed to 2,500 members of the Hollywood community as an additional section of the resource guide "Spotlight on Depiction of Health and Social Issues," which they received from EIC last fall.

The project is being funded by the U.S. Administration on Aging. EIC is a national, nonprofit organization formed by the entertainment industry to promote health and human service issues.

—J.K.



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Encyclopedia tries to end Hollywood's stereotyping of seniors

By Gabriela Soto Laveaga
STAFF WRITER

Next time you see two senior citizens kiss affectionately on television, UCLA may be partly responsible.

Two years ago, UCLA's Multicampus Program of Geriatrics and Gerontology circulated a questionnaire among the entertainment industry's producers, screenwriters and executives and asked them how they viewed older adults on television.

Their findings revealed that not only were shows with older adults hard to sell because advertisers weren't interested in senior citizens as consumers, but many aging stereotypes persisted, said Dr. Annie Rahman, one of the researchers.

Since then, UCLA's continued research on aging caught the attention of the Entertainment Industries Council, Inc., which publishes a three-ring-binder encyclopedia, *Spotlight on Depiction*, of suggested portrayals for health and social issues.

This year, EIC will add research found by UCLA to its encyclopedia, which currently includes information on AIDS, alcohol, tobacco industry and mental illness.

'No golden rule'

"There's no golden rule as how older adults should be portrayed, but it's time to break negative stereotypes such as older adults who aren't interested in sex," Rahman said.

Rahman said senior citizen

stereotypes have endured because of a lack of new research in the area.

"There's a sense that portrayals have improved like on 'Murder, She Wrote.' But she's (Angela Lansbury) not really tackling the older adult issues. How many older women fit that stereotype?" Rahman asked.

As an educational tool to understand how older adults react to their depictions on television, UCLA researchers invite a group of volunteers to view current shows and discuss them.

Sitting around a table, volunteers, who range in age from the late 40s to early 80s, watch taped programs and comment on what they think is accurate or not about today's sitcoms.

Their comments are recorded

and it is their opinions, backed by extensive research, that will be passed onto the entertainment industry's executives.

"We plan to single out a couple of programs, take them to the entertainment officials and watch them with their creative staff. Then we'll point out what they're doing badly and show them why they would want to do it differently," Rahman said.

Of programs that were viewed — "Frasier," "Roseanne," "Traps," "Road Home" and "Diagnosis Murder" — "Road Home" elicited the most positive response because it showed signs of affection between older couples.

One of the volunteers, 81-year-old Cecil Greenwood, said the problems with depictions of

older adults on television is that "younger people who direct the media consider us not viable. In my own case I'm as viable as ever with just more experience."

Important percentage

Brian Dyak, president of EIC, said his goal on this project are to let the public know that people older than 50 are a large and important percentage of the population.

According to a U.S. Senate special committee report, "Aging America: Trends and Projections," by the year 2020 nearly 40 percent of the population will be older than 50.

Dyak said it is precisely because of their large numbers that older adults should be portrayed accurately.

"Many of the usual stereotyp-

ical portrayals of the elderly," said Dyak, "are of cranky and senile individuals who are unable to learn new ways."

He said the encyclopedia will serve not as guidelines but "as food for thought" that will educate the media. "We don't tell you to portray them one way or the other but to think about how we portray them," Dyak said. "It's the industry regulating itself."

The first EIC notebook came out in 1984, prompted by then-first lady Nancy Reagan's goal of deglamorizing substance abuse in the media.

"Every one of these issues (covered in the encyclopedia) isn't going to go away. It will have a subtle effect on what the person is creating," Dyak said.

Interactive Age

Content, Technology and Communications for the Information Highway

Internet altruism may help online business

By John Evan Froom

RESTON, VA. — Companies doing business on the Internet increasingly will be targeted for regulation and had better prepare to fight against it.

So says Entertainment Industries

Council president Brian L. Dyak, who has proposed creation of an Internet database to chart the number of positive social messages digitized on CD-ROM, carried by online services and available to browsers over the Internet.

Specifically, Dyak said the EIC is attempting to raise \$1.5 million to establish and maintain a site on the World Wide Web. Among the planned features will be a bulletin board, information on prosocial events, coverage of new legisla-

tion, a log of media coverage and abstracts for researchers to download.

"It is virtually impossible to regulate consumer activity on the Internet, but Congress can easily regulate those companies making money on the Internet," Dyak said. "In lieu of regulation, we're saying let's take a look at the actions of the companies involved in new media, and let the new media companies be a part of defining the rules."

By actively promoting a prosocial database, companies doing business on the Internet will develop a positive image, or so Dyak says. Any track record established by the fledgling industry will come in handy when federal or state governments try to restrict the activities of companies making money on the Internet.

And Dyak should know: His experience stems back to 1983 when the movie and television industries were threatened by charges from the Reagan administration and Capitol Hill that programming promoted drug use among the young.

As a co-founder of the EIC, based here, Dyak presented a report to Congress outlining the number of public service announcements and other drug awareness materials Hollywood produced in the media. It took some of the punch out of those calling for more stringent regulation of movie and television content.

Charting a new frontier

Dyak foresees a Web site as a "new frontier in the field of prosocial marketing."

In partnership with Hollywood Supports, a nonprofit organization that advocates AIDS and HIV-awareness in the workplace, the EIC has applied for a grant from the Atlanta-based Center for Disease Control to sponsor a three-day online conference on AIDS in the workplace. A decision is expected in March.

Dyak said this type of programming will draw large audiences to the EIC site. In addition, Dyak said he hopes the site will become a frequent pitstop for academics, journalists, students and others with research needs.

Meanwhile, topics on the database would include public service and volunteerism, healthy lifestyles (nutritional and physical fitness, substance abuse, violence), women's issues, youth issues and promotion of responsible sexual behavior, Dyak said.

Dyak said the idea of an Internet clearinghouse for interactive altruism came out of a study at the EIC's Interactive Committee for Social Responsibility. Six months and \$50,000 later, the organization concluded that a database could be useful in arming the converging industries with a key leveraging tool to prevent action on Capitol Hill. ■

DAILY **VARIETY**

.....
TUESDAY

OCTOBER 5, 1993
.....

B'casters, H'wood get behind MADD

The National Assn. of Broadcasters and TBS will both throw their support behind "Hollywood Gets MADD," a half-hour special from Mothers Against Drunk Driving and the Entertainment Industries Council that will be satellite-fed to stations Oct. 22 for airing as a public service through the holiday season.

In addition to NAB, which will partner with MADD in distributing the program, TBS will air the special nationally Nov. 6 and 7.

The project is hosted by critics Gene Siskel and Robert Ebert, with Leeza Gibbons as co-host and James Earl Jones narrating.

The Motion Picture Assn. of America will also lend its support to the effort. It's hoped that stations will continue to air the special throughout the year, and MADD intends to extend its use through additional cable telecasts as well as private screenings.

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Clamping down on lighting up

By Lynn Elber
ASSOCIATED PRESS

LOS ANGELES — Television, which kicked the cigarette advertising habit under duress more than two decades ago, is still blowing smoke at viewers.

But the tobacco-stained series popping up on TV often include the dramatic equivalent of a surgeon general's warning. In episode after episode, characters who puff are chastised, criticized and mocked.

Banish the classic film image of suave Paul Henreid lighting up a pair of cigarettes and bestowing one on Bette Davis in "Now, Voyager"; picture, instead, Marge Simpson's frumpy, chain-smoking sisters.

"In general, television's much better than the movies in not glamorizing tobacco and tobacco addiction," says Joe Cherner, president of Smokefree Educational Services, a nonprofit, New York-based anti-smoking group.

On "Beverly Hills, 90210," Brenda (Shannen Doherty) is unmasked as a closet smoker and has to endure friends' comments about how, like, *yucky*, cigarette breath smells. The peer pressure leads her



Markie Post gave up sloppy smoking habit in "Hearst & Fire."

to quit.

In "Hearst & Fire," Georgie Ann (Markie Post) is a sloth of a smoker who drops ashes in the bathtub. She finally gives up the habit after being derided by her romantic partner (John Ritter).

A scene in the sitcom "Wings" shows an unhappy Helen (Crystal Bernard) with an uncharacteristic cigarette in hand. Confronted by another character about it, she says that she's trying to kill herself.

Chainsmokers on other series kicked the habit, including an attorney on "L.A. Law" and a sportswriter on "Love & War."

Health and social acceptance aside, smoking took shots for other destructive tendencies.

In an episode of "Cheers," Rebecca (Kirstie Alley) burns down the bar after tossing away a lighted cigarette. On "Seinfeld," a careless Kramer (Michael Richards) torches a mountain cabin with a cigar.

Smokers, generally, are subpar role models, such as Marge's low-life siblings in "The Simpsons" or a snide newscaster puffing a ciggie off-camera on the sitcom "Home Free."

There are shows where smoking goes unchallenged. In the comedy "Evening Shade," Burt Reynolds and Elizabeth Ashley have been shown puffing cigars (him) and cigarettes (her) contentedly.

But series executives vow to be more circumspect in the upcoming season.

"We're aware that a show does set an example on many levels, and smoking is one of them," said Victor Fresco, "Evening Shade's" co-executive producer. "We are going to make an effort to curtail smoking."

He said smoking was never scripted, but introduced at the request of the actors themselves.

For tobacco pushers, all this anti-smoking propaganda doesn't create a pretty picture.

In the good old days, before TV was pushed into banning cigarette ads, there was a warm and cozy relationship between the TV and tobacco industries.

Smoking was omnipresent: Cigarette makers sponsored popular shows with such blatant promotions as one host's sign-off recalled by Cherner: "This is Arthur buy-'em-by-the-pack Godfrey."

Series stars such as Steve McQueen, Desi Arnaz and Lucille Ball gave smiling pitches for cigarette brands; even stone-age cartoon character Fred Flintstone hawked a label.

(Godfrey, McQueen and Arnaz all developed lung cancer.)

Television's current anti-smoking fervor may be that of a sinner reformed yet again. After weaning itself from cigarette advertising, TV networks adopted voluntary guidelines that called for smoking only when essential to the character being depicted.

But about a year ago, backsliding series began puffing and wheezing their way through pack after pack — often without an anti-smoking punch line.

The trend was so noticeable that it raised hackles among viewers who complained to John Banzhaf, executive director of Action on Smoking and Health, and a professor at George Washington University Law School.

Banzhaf called the growth in TV smoking illogical, if not suspicious: There's a clear increase in anti-smoking sentiment among the public, and smokers have dropped to about 25 percent of the U.S. population.

Also alert to the issue was the Entertainment Industries Council, a 10-year-old nonprofit group that uses industry resources to deal with just such social and health topics.

About a year ago, the council undertook a Tobacco in Media project to help producers and writers avoid the gratuitous or positive use of tobacco.

The project drew up a series of guidelines, including suggestions that cigarettes be abandoned as mere props for actors and that smoking be depicted as addictive behavior, not a "positive social activity."

So let's call TV a smoke-free zone. Now, about this tendency toward violence...

ENTERTAINMENT INDUSTRIES COUNCIL, INC.

In 1983, leaders in the entertainment industry recognized a responsibility to serve the public by creating and developing partnerships between the entertainment community and government, health, education, safety organizations and private entities.

The Entertainment Industries Council Inc. (EIC) was created to fill this need.

The EIC:

- promotes and provides an understanding and awareness of major public health and social issues among the entertainment industry and its members;
- serves as a bridge between the entertainment industry and public policy makers on public health and social issues.
- builds public and private partnerships with the entertainment industry that focus on public health and social issues.
- promotes and recognizes the pro-social marketing contributions of the entertainment industry in addressing public health and social problems.

MEETING THE CHALLENGE

With top entertainment industry executives representing major studios, broadcast and cable networks, production and distribution companies, record labels, and talent agencies among its Board of Directors and Trustees, EIC has successfully influenced the industries' representation and involvement in growing areas of social concern such as alcohol and other drug use prevention, drunk driving, traffic safety, AIDS awareness, and healthy lifestyle issues.

Innovative alliances with groups outside the entertainment industry, complemented by creative forces mobilized within television, motion picture, radio, home video, and recording industries, enable EIC to reach millions of people, especially the young and their parents, with programs and awareness messages encouraging healthy behavior and positive lifestyles.

Noting changing trends, EIC has adopted a strategic plan to meet the challenges of the 1990s. To facilitate its awareness and prevention initiatives, EIC is taking a dual approach. This approach combines comprehensive educational outreach programs in concert with partners from entertainment companies; major corporations; radio and television stations; non-profit human service groups; national, state, and local government agencies; plus individuals and other organizations to both influence entertainment industry issue-related output and encourage public attitude and behavior towards a healthy society.

EIC operates a creative and marketing office in Woodland Hills, California and a public policy and government relations office in the Washington, D.C. metro area in Reston, Virginia.

Historically, EIC has functioned both as a prime source of public awareness information about social issues and as a unique national "public affairs arm" for the entertainment industry. Even more telling has been the synergism created between public and private funding sources that EIC has fostered over the years. These partnerships have made possible EIC's creation of unique television and radio public service campaigns and depiction suggestions that highlight our industry's sensitivity to health and social issues.

EIC funds have supported local community campaigns and special communications targeting hard-to-reach populations. EIC ensures that each dollar spent yields an impact many times greater than the dollars that would normally allow. To date EIC has directed over eight million dollars toward projects focusing on children, adolescents, parents, and others. Entertainment companies and individuals have contributed over forty million dollars of in-kind services to these efforts. Our public service products and depiction initiatives have virtually reached tens of millions.

EIC's depiction initiatives, highlighted in the publishing of *Spotlight on Depiction of Health and Social Issues*, have been among our most effective programs whereby writers, directors, and producers are provided topical, updated information about key social issues to consider in the process of creating and producing entertainment. Such cooperative campaigns as *Stop The Madness*; *Facts for Life*; *Buckle-Up*; *None for the Road*; *Get High, Get Stupid*, *Get AIDS*; and *Smoking in Media: Let's Clear the Air*; all show our industry at its best -- as a positive contributor to social good.

Our projects are, therefore, designed to position our industry as a partner in helping to solve social and public health problems. EIC has advanced the pro-social causes of the entertainment industry by working within the industry through workplace programs and outside the industry through developing liaison relationships with federal agencies, state governments, Congress, and the White House. EIC has worked with President and Mrs. Reagan, Rosalynn Carter, President Bush, the Clinton administration, and other government leaders on both sides of the political aisle.

You will frequently find EIC working behind the scenes to inspire and encourage industry-oriented or industry-based public health communications campaigns on important social issue or supporting them through adjunct activities. Our primary mission is to help get the job done in the best interest of children, youth, and others ardently concerned about health and social issues.

EIC has the ability to help shape attitudes and behaviors and the desire to do so towards reaching a health productive society.

 ntertainment media are powerful tools for communicating vital, life-saving information to the public and a powerful resource for the corporate community, government, and non-profit organizations to utilize in their commitment to public service.

In 1983, Entertainment Industries Council, Inc. (EIC), a non-profit organization, was founded by leaders in the entertainment industry to serve the public and the industry. EIC was organized to represent the industry through its associations with health and safety organizations, government, and the business community on such vital issues as alcohol and other drug abuse, alcohol-impaired driving, AIDS education, and safety belt awareness.

 reative alliances with groups from outside the entertainment industry, complemented by the creative forces within the television, motion picture, home video, and recording industries enables EIC to reach virtually millions of people with programs and messages encouraging healthy behaviors and positive lifestyles.

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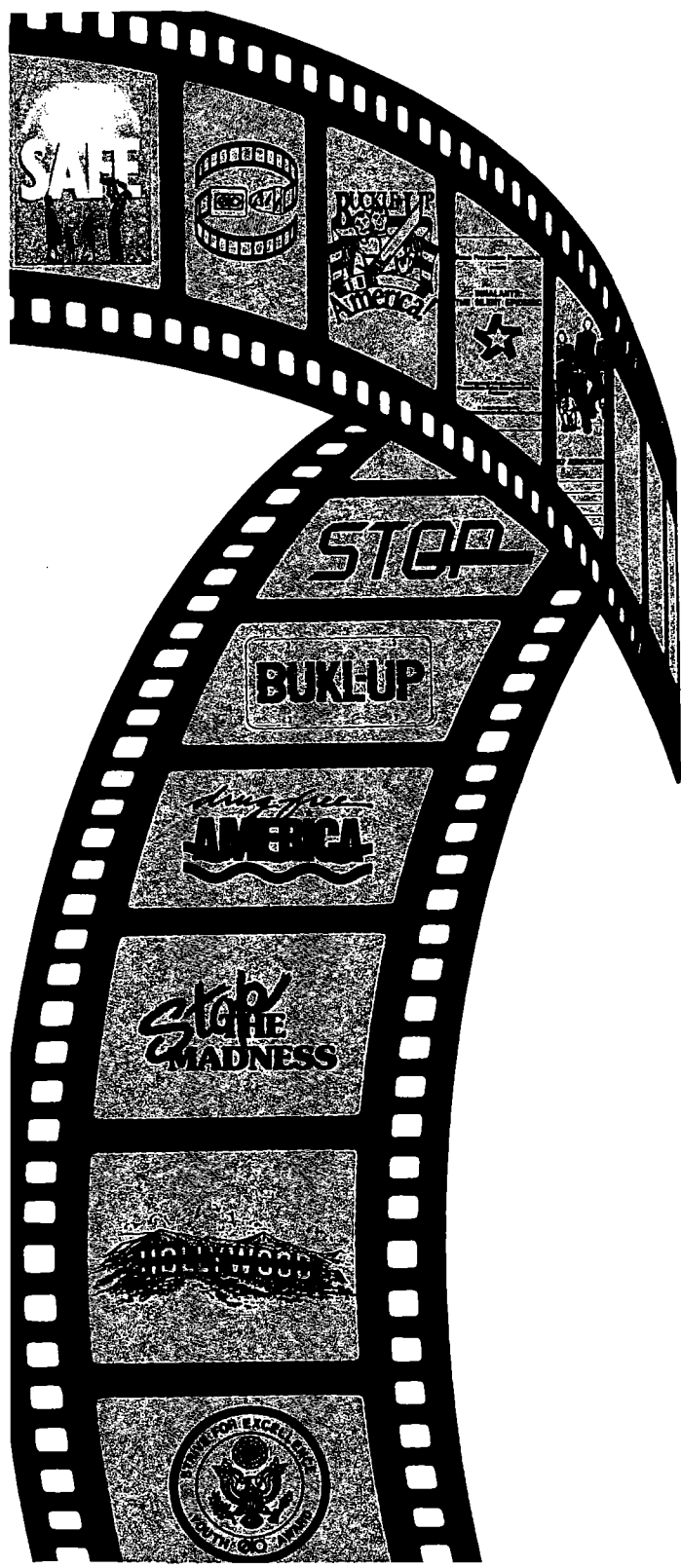
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"MEETING THE CHALLENGE"



ENTERTAINMENT INDUSTRIES COUNCIL, INC.



 IC is meeting challenges posed by the complex societal dilemmas of drug and alcohol abuse, unsafe health practices, and failure to use safety belts. These issues are being addressed through a variety of comprehensive education and outreach projects created by the EIC such as:

MEDIA CAMPAIGNS

Drawing on creative talent and production resources from the entertainment industry to complement its own in-house development and distribution capabilities, EIC has been responsible for a wide variety of award-winning videos, public service commercials, and media campaigns such as: ***Buckle Up, Facts For Life, Get It Straight, Stop The Madness, That's A Wrap***, and the Texas Prevention Partnership's: ***Inhalant Abuse Campaign, Tune In To Your Potential***, and ***Baby's First Gift*** prenatal initiative.

EIC's mass media campaigns rely on significant use of audio, visual and print materials. Promotions are designed to maximize the use of radio, television, outdoor advertising and videos.

WORK WITHIN THE INDUSTRY

Our "Creative Professional Network" encourages industry leaders, the creative community, and the industry workforce to become involved in social marketing through development and distribution of depiction suggestions, personal appearances, public service announcements, and video productions.

Periodic workshops are held with representatives of the entertainment community to examine the depiction of EIC issues in media and their impact on the industry's workforce. In addition, EIC produces an annual Report to Congress that examines the industry's contributions in the awareness and depiction of alcohol and other drug abuse.

COMMUNITY OUTREACH

EIC has engaged the support of hundreds of organizations in orchestrated efforts to implement cooperative community development and social action programs. Often, this is accomplished through partnerships with other national organizations and through Community Service Agreements with radio and television stations.

MULTI-CULTURAL PROGRAMS

Recognizing that behavioral and social change occur within local communities, EIC tailors many of its projects to the unique needs of each respective community. Most recently, EIC is in the forefront of state and national programs increasing the awareness of inhalant abuse and substance abuse during pregnancy through campaigns sensitive to diverse populations. EIC has developed programs specific to Hispanic, African-American, and Native American populations.

SOCIAL MARKETING

EIC develops and implements licensing strategies for merchandising and premium promotions such as, ***Vince and Larry: The Crash Dummies***. Other cause-oriented licensed properties include educational videos and informational records and cassettes developed with other co-venture partners. Some of EIC's co-ventured products are: ***Keep Your Family Drug Free, Buckle Up, Drugs Don't Make It, SAFE, Inhalants: The Silent Epidemic***, and ***Stop Shooting Up AIDS***.

Special Events

EIC events, both short and long term, have made lasting impressions and, hopefully, saved some lives. The Entertainment Industries Council is proud of the caliber and depth of celebrity and industry support its events continue to inspire.

COMMENDATION CEREMONY

An annual event initiated in 1990 to recognize entertainment industry entities and individuals for their productions that have responsibly presented health-related issues.

AWARD TRIBUTES

Tributes to well-known individuals who have contributed significantly to human service efforts.

Honorees have included:

- Former First Lady Nancy Reagan
- Former NBC Chairman Grant Tinker
- Former CBS Entertainment President Bud Grant
- Chrysler Chairman and CEO Lee Iacocca.

THINK FAST

A 1989-90 series of celebrity auto races against drunk driving with Chrysler, National Academy of Recording Arts and Sciences (NARAS), Mothers Against Drunk

Driving (MADD), and the National Highway Traffic Safety Administration (NHTSA).

DRUG-FREE HOLLYWOOD

A 1988 Red Ribbon Campaign celebration with the Screen Actors Guild and the Hollywood Chamber of Commerce.

BUCKLE UP, HOLLYWOOD!

A 1988 partnership with NHTSA and the American Coalition for Traffic Safety to "Buckle Up" the Hollywood sign with the world's largest safety belt.



THE ENTERTAINMENT INDUSTRIES COUNCIL, INC.



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Work Within the Industry

EIC keeps government and industry leaders abreast of critical issues and creative ideas in a variety of ways.

CREATIVE PROFESSIONAL NETWORK

EIC's Creative Professional Network is comprised of individuals in the creative community that support EIC projects. These individuals encourage industry leaders, the creative community, and the industry workforce to become involved in social marketing through development and distribution of depiction suggestions, personal appearances, workshops and symposiums, public service announcements, and video productions.

REPORT TO CONGRESS

An annual vehicle to identify and recognize substance abuse prevention and other issue-oriented efforts by the entertainment industry

through a publication issued to Congress and the White House.

PUBLIC RELATIONS COMMITTEE

EIC maintains working associations with the entertainment community through its Public Relations Committee, a representative group of promotion and public affairs executives from the networks, studios, and major production companies.

BRIEFING SESSIONS

Periodic meetings are held with representatives of the entertainment communities in New York, Los Angeles, and Las Vegas to examine the depiction of EIC issues in media and their relationship to the industry's workforce.

ADVOCACY

Position papers on substance abuse, health, and safety issues are regularly written and distributed by

EIC to 2,500 executives, producers, writers, and directors within the industry. EIC also encourages multimedia community outreach projects by local broadcasters regarding various EIC issues.

AIDS CLEARINGHOUSE

Established by the Entertainment Industry Referral and Assistance Center's (EIRAC) Workplace AIDS Committee with partial funding from EIC's contract with the National Institute on Drug Abuse (NIDA).

FOCUS PROJECT

An effort to provide the industry's employers and organizations with technical guidance on AIDS policies and programs for the workplace. This project is implemented by the Human Interaction Research Institute (HIRI) through EIC funding from NIDA.



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EIC develops and implements licensing strategies for merchandising, premium promotions, and entertainment productions using cause-oriented licensed properties. Leisure Concepts serves as the licensing representative.

DRUGS DON'T MAKE IT

A motivational tape produced by Health Education Learning Programs and distributed by AIMS Media, with testimonials from former abusers and celebrity role models. Also featured are choreographed dance interpretations of the degradation stemming from drug abuse.

SAFE

The Substance Abuse Family Education program, co-hosted by celebrities Michele Lee and William Shatner and Pulitzer Prize-winning journalist Jack Anderson, is a kit that includes supportive audio tapes and a discussion guide. This program, developed by Richard MacKenzie, M.D., chief of Adolescent Medicine at the Children's Hospital of Los Angeles, with Addiction Specialists Claudia Black,

Ph.D., and Peter Bell, teaches skills in alcohol and drug abuse prevention and how to deal with such problems. SAFE supports prevention/intervention strategies. It is available through More Direct Health Products (1-800-950-3030) and was produced with Integrate Communications International and the Canadian Film Board.

STOP SHOOTING UP AIDS

This initiative featuring four HIV-positive people is directed at educators and students and designed to promote discussions regarding intravenous drug use and HIV/AIDS. A tape/record is accompanied by a teacher's discussion guide and workbook.

VINCE AND LARRY

A line of crash dummy toys and products have been developed as a result of EIC efforts with the National Highway Traffic Safety Administration (NHTSA) using likenesses of their seat belt "spokesdummies."

WHAT SMART KIDS KNOW

A cause-oriented activity book series designed to teach children about various health and environmental

issues on the social agenda. Designed by Prodigy Productions and partially distributed by EIC.

CLASS ROOM PROGRAMS:

AIMS MEDIA & EIC

This EIC education project involves an AIDS and drug prevention production partnership with AIMS Media, one of the world's largest informational film companies. Videos are sold to education institutions around the country for classroom use.

KEEP YOUR FAMILY DRUG FREE

Narrated by Ben Vereen and produced by Experience Education, this is a video test for families concerned about the use of alcohol and other drugs by their children.

BUCKLE UP

A video and curriculum book designed to create a desirable image of seat belt safety. Included is a music video featuring The Fifth Dimension and dozens of celebrities.



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Media Campaigns

Drawing on creative talent and production resources from the entertainment industry to complement its own in-house development and distribution capabilities, EIC has been responsible for a wide variety of award-winning media campaigns.

BUCKLE UP

An award-winning 1988 music video featuring The Fifth Dimension and more than 70 celebrity cameos accompanied by a Public Service Announcement (PSA) series for radio and TV produced in conjunction with General Motors Corporation.

CELEBRITY DRUG PREVENTION CAMPAIGN

More than a dozen radio PSAs regarding crack, inhalants, and self-esteem were targeted for various listening formats, funded in 1989 by the Office for Substance Abuse Prevention (OSAP).

CHILDREN OF ALCOHOLICS

CBS and ABC supported this 1990-91 celebrity PSA initiative for the National Coalition for Children of Alcoholics Education, funded by OSAP to raise awareness regarding the risks of familial alcoholism.

FACTS FOR LIFE

An ongoing prime-time series of hundreds of AIDS and IV drug-use PSAs with celebrities produced in cooperation with CBS and the National Institute on Drug Abuse (NIDA).

GET IT STRAIGHT

A 1984 series of celebrity radio substance abuse prevention messages with McDonald's Corporation that earned the President's Private Sector Initiatives Award.

MUSICARES

A massive 1990 billboard campaign featuring a referral hotline (1-800-767-0117) and messages from top music artists. EIC partnered with OSAP, the National Academy of Recording Arts and Sciences (NARAS), and the Outdoor Advertising Association.

NATIONAL RED RIBBON CAMPAIGN

A television and radio PSA series produced for the Alcohol, Drug Abuse and Mental Health Administration and the National Federation of Parents for Drug Free Youth as part of National Red Ribbon Week.

STOP THE MADNESS

An award-winning drug

awareness music video released in 1985 via MCA Records that serves as the theme for an ongoing series of CBS prime-time drug awareness spots and a 1989 trilogy of hard-hitting PSAs for the Texas Commission on Alcohol and Drug Abuse (TCADA).

THAT'S A WRAP

A 1986 award-winning series of celebrity safety belt messages funded by the California Office of Traffic Safety (OTS) through the Beverly Hills Police Department.

TEXAS PREVENTION PARTNERSHIP

A statewide coalition of the Texas Commission on Alcohol and Drug Abuse (TCADA), EIC, and other designated community organizations to establish a media-driven substance abuse prevention campaign involving radio and television awareness messages, posters, and school curriculum materials.

TUNE IN TO YOUR POTENTIAL

For the Texas Prevention Partnership (TPP), EIC is establishing relationships with radio and (over)



THE ENTERTAINMENT INDUSTRIES COUNCIL, INC.

continued...

television stations throughout the state to positively influence "children and youth of value" through a series of "Tune In To Your Potential" CSAs. The stations conduct community projects such as remote broadcasts, class-room-station partnerships, and on-air contests to create local "human potential" campaigns that target substance abuse prevention specific to markets using TPP promotional materials.

WHAT A CRACK UP

A 1988 anti-crack PSA spot with radio-TV personality Shadoe Stevens designed to promote NIDA's information service number, 1-800-662-4357. This spot is still in distribution.



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Audio-Visual & Print Materials

In addition to an extensive field of production experts, EIC engages the public service efforts of major advertising agencies and production entities in the creation and execution of educational audio-visual and print materials. EIC has also served as the distributor for acquired productions.

AUDIO:

EIC produces and distributes innovative audio news releases and PSAs in both English and Spanish for public awareness campaigns targeting many distinct markets. These PSAs have been aired over a network of more than 500 general market radio stations, and more than 250 Spanish-language radio stations across the country. EIC uses the combined talents of in-house producers and market-specific producers, voices, and actors to craft informational audio programs.

NIDA "800" NUMBERS

EIC produced a series of six Spanish-language audio news releases highlighting NIDA's work and purpose. These also included an 800 number for drug information and referrals.

VIDEO:

ENTERTAINMENT INDUSTRIES COUNCIL, INC.

An orientation video explaining the various goals, objectives,

and projects of the Entertainment Industries Council, Inc. (Available on loan basis.)

INHALANTS: THE SILENT EPIDEMIC

This 20-minute video, produced by EIC and Sheridan Elson Peters Communications, Inc. (SEPCI) in association with the Texas Commission on Alcohol and Drug Abuse (TCADA), examines the impact of inhalant abuse on family life. The video is distributed nationally to educational markets, and to local cable, TV, and home video outlets.

THE DOOR TO RECOVERY

A real-life documentary produced by the National Institute on Drug Abuse (NIDA) showing the benefits of community drug treatment facilities and the people such programs can serve. This video, partially distributed by EIC, was designed to give voice to the issues, fears, and myths surrounding drug treatment facilities. It addresses the not-in-my-back-yard syndrome (NIMBY) affecting the placement of treatment facilities.

KEEP YOUR FAMILY DRUG FREE

A video survey for parents concerned about keeping their children drug free, featuring noted psychologists and authors. Narrated by Ben Vereen, founder of Celebrities for a Drug Free America,

produced by Experience Education, and distributed in association with EIC.

BUCKLE UP

A CINE Golden Eagle award-winning video sponsored by General Motors Corporation, the California Office of Traffic Safety (OTS), the Beverly Hills Police Department, and featuring more than 100 celebrities to address the important facts about why people should buckle up, as well as set the tone for curriculum lessons dealing with role models and the effects of media on behavior. The tape is appropriate for students and adults, and available nationally through Blockbuster Video outlets.

B.E.L.T. (Buckling Up Extends a Lifetime)

A teacher's guide and resource worksheet for high school use with artwork provided by a multitude of King Features cartoonists and a poster featuring more than 35 celebrities.

TEXAS PREVENTION PARTNERSHIP (TPP)

An orientation video highlighting the mission, projects, and structure of TPP.

Also available in Print:

TPP has produced one of the first inhalant abuse programs in the country. A colorful series of curriculum materials (over)



THE ENTERTAINMENT INDUSTRIES COUNCIL, INC.

continued...

and posters have been designed to raise awareness and educate children and parents regarding dangers of misusing household products.

**PRINT:
BROADCASTERS AND THEIR
COMMUNITIES**

This annual publication, in association with NIDA, highlights successful AIDS and substance abuse awareness campaigns of radio and television broadcasters around the country. The booklet shares creative approaches and strategies in order to inspire similar programs.

MR. STINKY

A bilingual inhalant awareness campaign and school curriculum including posters, suggested classroom lessons for teachers, a brochure regarding inhalants, and the Mr. Stinky product logo. The campaign and curriculum, produced in association with Knape&Knape of Dallas, Texas, are available in English and Spanish.

NEWSLETTERS

Spotlight

A quarterly update of EIC's efforts in conjunction with the entertainment industry and various organizations.

Viewpoint

A quarterly review of events and programs associated with the Texas Prevention Partnership.

DEPICTION SUGGESTIONS

Periodically issued suggestions for TV and movie depictions of EIC issues, frequently produced in partnership with other organizations, and issued to 2,500 members of the Hollywood creative community. Depiction topics include:

- Let's Have None for the Road
- The Female Addict: A Different Storyline
- The Latest in Drug Prevention Terminology
- Portraying Children of Alcoholics in the Media
- Portraying AIDS in the Media
- Safety Belt Awareness



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Multi-Cultural Programs

While EIC has traditionally focused on substance abuse prevention, traffic safety, and AIDS awareness, it has tailored its projects specifically to the unique needs of each respective community. EIC is in the forefront of state and national programs increasing the awareness of inhalant abuse and substance abuse during pregnancy through campaigns sensitive to diverse populations.

HISPANIC:

In 1988, EIC, in association with the National Institute on Drug Abuse (NIDA), laid the framework for its multi-cultural programs by bringing together the first Hispanic Public Service Media Forum. Since then, it has developed the first bilingual Community Service Agreements (CSA) with Hispanic radio stations throughout the country. EIC continues to produce and air both radio and television PSAs on all major Spanish-language media networks in the U.S. In addition, EIC prepares educational and promotional products specifically for Hispanic markets. Materials targeting parents and young children include the "Conserve a Su Familia" video and "Lo Que Ninos Inteligentes Saben" activity

books on vital issues, produced by Experience Education and Prodigy Productions, respectively.

AFRICAN-AMERICAN:

By engaging the cooperation and support of community organization leaders, business and education professionals, and media personnel, EIC is influencing fundamental attitudes in rural, suburban, and urban African-American markets through multi-faceted awareness campaigns. EIC uses focus groups to test its self-esteem approaches and answer the unique needs of African-American communities served. Then, with tailored events, promotions, and sponsorships, EIC develops positive images through role models depicting personal potential, and options offering healthy alternatives to substance abuse. Armed with this vision, and backed by its unique CSA partnerships with local radio stations, EIC supports the efforts of local stations to take leadership roles in African-American communities.

NATIVE AMERICAN:

Together with the Indigenous Communications Alliance (ICA), EIC is transmitting a series of public service prevention messages via a network of Native American radio stations. After extensive

tribal, broadcast, and partner meetings, the ICA-EIC partnership has produced an innovative vehicle for messages that effectively reach these unique communities. With the guidance and approval of various tribal elders, the ICA stations and EIC consultants continue to develop and air a series of tribal-sensitive, oral tradition-based stories with positive cultural values.

ASIAN-AMERICAN:

In 1990, EIC began relations with Asian-American media. Throughout the U.S., Asian-American populations, facing many social challenges, are developing influence in their unique markets through broadcast media. EIC has been tracking and nurturing this development and looks forward to cooperative public service efforts.

EDUCATIONAL CELEBRITY TOURS

Within schools, prominent Hispanic celebrities work to combine the power of the media with personal messages stressing drug-free lifestyles and education. The tours feature presentations on the importance of education, family, and prevention. Students participate in instructive exercises along with their favorite stars. Celebrities also provide local TV, radio, and print media (over)



THE ENTERTAINMENT INDUSTRIES COUNCIL, INC.

continued...

interviews before and after school visits.

SING OUT AGAINST AIDS

This Hispanic youth promotion, in conjunction with NIDA, garnered the support of industry leaders like Gloria Estefan, Los Lobos, Edward James Olmos, Vikki Carr, Maria Conchita Alonso, and the late Rene Enriquez to encourage and recognize the composition of AIDS-related songs in five Southwestern states. Winners received scholarship prizes.

STOP SHOOTING UP AIDS

This series of Hispanic and African-American targeted public service spots for radio was produced in 1988 with NIDA and Warner Communications, Inc. An album of these spots was also released; and a corresponding discussion guide was packaged in 1991. This campaign promoted NIDA's hot lines: in Spanish, 1-800-66-AYUDA, and in English, 1-800-662-HELP.

SPECIAL AUDIENCES:

The Entertainment Industries Council places importance in reaching all people with cause-oriented messages and is sensitive to the unique role that the industry can play to communicate life-saving information to special audiences.

DISABLED

Addressing issues and problems that place people with disabilities at high-risk for substance abuse, EIC works to increase awareness of these challenges. EIC is represented on the board of directors for The Congress on Chemical Dependency and the Disabled.

HEARING IMPAIRED

EIC has played a role in promoting closed captioned programming and decoder use. Many EIC video productions are also closed captioned for the hearing impaired.



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Meeting the Challenge

In 1983, leaders in the entertainment industry recognized the need and potential to serve the public by creating and developing partnerships between the entertainment community and government, health, education, and safety organizations, and private groups. The Entertainment Industries Council, Inc. (EIC) was created to fill this need.

With top entertainment executives representing major studios, broadcast and cable networks, production and distribution companies, record labels, and talent agencies among its board of directors and board of trustees, EIC has prompted the industries' representation and involvement in growing social concerns such as alcohol and drug abuse prevention, drunk driving, traffic safety, and AIDS awareness.

The mission of the Entertainment Industries Council, Inc. is to bring the entertainment industry to the forefront of national efforts to affect fundamental changes in human behavior through substance abuse prevention and toward a healthy quality of life, especially among future generations.

EIC is prepared and committed to fulfill its mission by leveraging the talents and resources of the entertainment community for innovative awareness campaigns.

To facilitate its awareness and prevention initiatives and meet the challenges of the 1990s, EIC is taking a dual approach. Innovative alliances with groups outside the entertainment industry, complemented by creative forces mobilized within television, motion picture, radio, home video,

and recording industries, enable EIC to reach millions of people, especially the young and their parents, with programs and messages encouraging healthy behavior and positive lifestyles. This plan combines comprehensive educational outreach programs with partners from entertainment companies, major corporations, non-profit human service groups, government agencies, and individuals. Voluntarism is integral to all EIC projects.

EIC's campaigns and projects have received recognition and numerous awards for creative excellence.

These include: *The International Broadcasting Awards*, *Mobius Broadcasting Awards*, *Markie Awards*, *Buccaneer Awards*, *The CINE Golden Eagle Award*, (over)

EIC INFLUENCES...

the entertainment industry by:

- Educating key members of the industries workforce and acting as a resource for entertainment industry workers on health-related issues.
- Encouraging the creation and production of accurate, responsible depiction of human service and other life-saving issues in television and movie storylines.
- Publishing position papers, reference brochures, quarterly newsletters, and depiction suggestions.
- Rallying industry resources for innovative cause-oriented public awareness efforts.

the public by:

- Creating, producing, packaging, and distributing public service messages.
- Developing and maintaining partnerships among community, public, and private organizations for multi-dimensional public awareness and education campaigns.
- Providing issue-specific:
 - Health and prevention education
 - Event coordination and promotion
 - Media representation and seminars
 - Advocacy
 - Public policy briefings



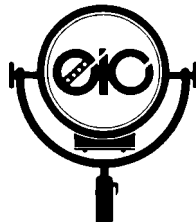
THE ENTERTAINMENT INDUSTRIES COUNCIL, INC.

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U.S. Industrial Film and Video Festival Award, International TV and Video Festival of New York Award, Houston International Film Festival Award, and the President's Private Sector Initiative Award.

EIC's administrative, government and international relations office is located in the Washington, D.C., metropolitan area in Reston, Virginia. The creative development and

programming office for entertainment industry coordination and production is based in Burbank, California. The Texas Prevention Partnership, an EIC project in association with the Texas Commission on Alcohol and Drug Abuse, is headquartered in Austin, Texas. EIC has associates in Atlanta, Georgia; New York City, New York; Omaha, Nebraska; Orlando, Florida; Seattle, Washington; and Montreal, Canada.



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**ENTERTAINMENT
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CORPORATE CAPABILITIES

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ENTERTAINMENT INDUSTRIES COUNCIL, INC.

In 1983, leaders in the entertainment industry recognized a responsibility to serve the public by creating and developing partnerships between the entertainment community and government, health, education, safety organizations and private entities.

The **Entertainment Industries Council, Inc. (EIC)** was created to fill this need. The EIC:

- Promotes and provides an understanding and awareness of major public health and social issues among the entertainment industry and its members.
- Serves as a bridge between the entertainment industry and public policy makers on public health and social issues.
- Builds public and private partnerships with the entertainment industry that focus on public health and social issues.
- Promotes and recognizes the pro-social marketing contributions of the entertainment industry in addressing public health and social problems.

MEETING THE CHALLENGE

With top entertainment industry executives representing major studios, broadcast and cable networks, production and distribution companies, record labels, and talent agencies among its Board of Directors, Board of Trustees, and Creative Professional Network, EIC has successfully influenced the industries' representation and involvement in growing areas of social concern such as alcohol and other drug use prevention, drunk driving, traffic safety, AIDS awareness, and other healthy lifestyle and social issues.

Innovative alliances with groups outside the entertainment industry, complemented by creative forces mobilized within the television, motion picture, radio, home video, and recording industries, enable EIC to reach millions of people, especially children and their parents, with programs and awareness messages encouraging healthy behavior and positive lifestyles.

Noting changing trends, EIC has adopted a strategic plan to meet the challenges of the 1990s. To facilitate its awareness and prevention initiatives, EIC is taking a dual approach. This approach combines comprehensive educational outreach programs in concert with partners from

entertainment companies; major corporations; radio and television stations; non-profit human service groups; national, state, and local government agencies; plus individuals and other organizations to both influence entertainment industry issue-related output and encourage public attitude and behavior towards a healthy society.

EIC's administrative, government and international relations office in the Washington, D.C. metropolitan area is in Reston, Virginia. The creative development office for entertainment industry coordination is based in Woodland Hills, California. EIC has associates in New York City, Orlando, Florida; and other entertainment industry hubs.

CAPABILITIES

1. WORK WITHIN THE INDUSTRY

- Publications.
- Seminars and Briefings.
- Workplace Programs.
- Issue-Oriented Depiction Initiatives.
- Special Recognition Events.

2. MEDIA CAMPAIGNS

- Research & Development.
- Management & Administration.
- Production.
- Marketing, Public Relations, Promotions and Media Relations.
- Audience Targeting.
- Specialized Market Planning.
- Assessment and Reporting.
- Media Event and Special Promotions.

3. AUDIO, VIDEO, FILM, PRINT MATERIALS

- Audience Targeting.
- Celebrity Recruitment.
- Research and Scripting.
- Production.
- Distribution.
- Marketing/Promotion.

4. COMMUNITY OUTREACH

- Strategic Planning and Research.
- Materials Development and Production.
- Partnerships and Alliance Mobilization.
- Marketing and Promotion.

5. PROGRAM REVIEW AND EVALUATION

STRATEGIC PARTNERS

(Representative list -- references available.)

1. FEDERAL GOVERNMENT:

- Office of Civil Rights (OCR)
- The White House
 - Office of National Drug Control Policy (ONDCP)
- U.S. Administration on Aging (AOA)
- U.S. Department of Health and Human Services (DHHS)
 - Alcohol, Drug Abuse & Mental Health Administration (ADAMHA)
 - Center for Substance Abuse Prevention (CSAP)
 - Centers for Disease Control and Prevention (CDC)
 - National Institute on Drug Abuse (NIDA)
 - National Institutes of Health (NIH)
- U.S. Department of Transportation (DOT)
 - National Highway Traffic Safety Administration (NHTSA)

2. STATE GOVERNMENT:

- Georgia Department of Human Resources
 - Div. of Mental Health, Mental Retardation & Substance Abuse
- State of California
 - California Office of Traffic Safety (OTS)
 - Department of Health Services, Tobacco Control Section (TCS)
- Texas Commission on Alcohol and Drug Abuse (TCADA)

3. LOCAL GOVERNMENT:

- Beverly Hills Police Department (BHPD)
- Los Angeles County Office of Alcohol Programs

4. PUBLIC SERVICE ORGANIZATIONS:

- American Cancer Society (ACS)
- American Coalition for Traffic Safety (ACTS)
- American Lung Association (ALA)
- Campfire, Inc.
- Coalition for Children of Alcoholics Education
- Cub Scouts
- Entertainment Industry Referral and Assistance Center (EIRAC)
- Health Education Learning Programs (HELP)
- Hollywood Supports
- Human Interaction Research Institute (HIRI)
- Mothers Against Drunk Driving (MADD)
- National Federated Parents for Drug Free Youth

- National School Boards Association (NSBA)
- New World Foundation
- Orlando Mayor's Youth Commission
- The Carter Center, Emory University
- The Century Council
- University of California Los Angeles (UCLA)
 - Multicampus Program on Gerontology and Geriatrics
- UNOS (United Network for Organ Sharing)
- Volunteers of America

5. CORPORATE SECTOR:

- Chrysler Corporation of America
- General Motors Corporation (GM)
- McDonald's Corporation
- More Direct Response Health Products (MDR)
- Tyco Industries, Inc.

6. ENTERTAINMENT ORGANIZATIONS:

- American Federation of Television and Radio Artists (AFTRA)
- Association of Local Television Stations (formerly INTV)
- Caucus for Producers, Writers and Directors
- Celebrity Connection
- Entertainment Publicists Professional Society (EPPS)
- Hollywood Chamber of Commerce (HCC)
- Indigenous Communications Alliance (ICA)
- International Alliance of Theatrical and Stage Employees (IATSE)
- Music Video Association (MVA)
- National Academy of Recording Arts and Sciences (NARAS)
- National Association of Broadcasters (NAB)
- National Association of Television Program Executives (NATPE)
- National Cable Television Association (NCTA)
- Outdoor Advertising Association
- Producers Guild of America (PGA)
- PROMAX International
- Publicists Guild of America
- Record Industry Association of America (RIAA)
- Screen Actors Guild (SAG)
- Women in Film (WIF)
- Writers Guild of America west, Inc. (WGAw)

7. ENTERTAINMENT COMPANIES:

- ABC, Inc.
- AIMS Media
- Blockbuster Video
- Brentwood Home Video

- Capitol Records
- Carlson-Pullin Productions
- CBS, Inc.
- CEMA Distribution
- Cineplex Odeon
- Columbia TriStar Home Video (CTHV)
- Concrete Marketing
- Coronet/MTI Film and Video
- Dynamic Communications International, Inc. (DCI)
- Erols Video
- Interlok Audio Post Studios
- King Features Syndicate
- Learning Corporation of America (LCA)
- Leisure Concepts, Inc. (LCI)
- Motown Records
- MTM Television
- National Broadcasting Company (NBC)
- New Horizons Home Video
- New Line Cinema
- Nickelodeon Studios
- October Films
- Republic Pictures Home Video
- SunWest Studios
- Swank Motion Pictures
- The Samuel Goldwyn Company
- Tower Records
- Turner Broadcasting System, Inc.
- Universal Studios Florida
- Universal Studios Hollywood
- Video Software Dealers Association (VSDA)
- Walt Disney Feature Animation Florida
- Warner Bros., Inc.
- Warner/Elektra/Atlantic Distribution (WEA)

GOALS

The Entertainment Industries Council, Inc.:

- Educates key members of the industry workforce about social concerns and trends.
- Provides creative resource information for accurate, responsible issue representation.
- Creates, develops, and encourages production of innovative public service messages, awareness campaigns, curricula, videos, television and movie storylines and other educational presentations.
- Publishes issue papers, newsletters, and depiction suggestions.

- Represents responsible pro-social efforts of the industry to federal agencies, Congress and others.
- Crafts, packages and distributes public service messages.
- Develops and nurtures community, public and private partnerships for multi-dimensional public education awareness campaigns.
- Provides issue-specific:
 - Health & prevention education.
 - Event coordination/promotion.
 - Media representation.
 - Seminars, advocacy, and public policy briefings.

WORK WITHIN THE INDUSTRY

1. PUBLICATIONS:

EIC serves as a bridge to the entertainment industry through several publications.

- "SPOTLIGHT ON DEPICTION OF HEALTH AND SOCIAL ISSUES"
A publication, updated regularly, that serves as a resource encyclopedia for the creative community. This depiction notebook has been distributed to and is maintained by over 2,500 writers, producers, directors, and creative executives. It offers accurate information, referrals, and human interest stories about such topics as Tobacco in Media, Women and Addiction, Alcohol-Impaired Driving, Mental Illness, Alcohol and Other Drug Prevention, HIV/AIDS, Older Adults in Media, Traffic Safety and Organ Transplantation.
- "PROGRAM TALK"
A newsletter published on an ongoing basis. Each edition focuses on various aspects of a particular issue area. Past editions have featured tobacco, organ donation, and drug use.
- "PROFILE"
A newsletter published on an ongoing basis to provide updates on EIC projects and activities for Board Directors, Trustees, Creative Professional Network members and others who work with EIC as volunteers.

2. SEMINARS AND BRIEFING SESSIONS:

Periodic meetings are held with representatives of the media and entertainment communities in New York City, Orlando and Los Angeles to

examine the depiction of EIC issues in entertainment, and their impact on the industry's workforce.

- **"BUSINESS AND LABOR RESPOND TO AIDS" BRIEFINGS**
A series of briefings conducted in February 1996 with the Centers for Disease Control and Prevention (CDC) to provide entertainment industry employers with resources to be used in conducting HIV/AIDS prevention programs in the workplace.
- **"DRUGS, VIOLENCE AND YOUTH: TRAGEDIES AND TRUTH"**
A day-long symposium conducted in October of 1995 and partially funded by the Center for Substance Abuse Prevention (CSAP) that brought together members of the entertainment industry and representatives from the research, health and communications communities to develop recommendations for ways the industry can impact on drugs and violence. Co-sponsors included Screen Actors Guild (SAG), American Federation of Television and Radio Artists (AFTRA), Writers Guild of America west (WGAW), National Association of Television Program Executives (NATPE), National Cable Television Association (NCTA), Producers Guild of America (PGA), Record Industry Association of America (RIAA), PROMAX International, Video Software Dealers Association (VSDA), Women in Film (WIF), Entertainment Publicists Professional Society (EPPS), Association of Local Television Stations, Music Video Association (MVA), Publicists Guild of America and the Caucus for Producers, Writers and Directors.
- **"DRUGS AND VIOLENCE IN MEDIA" BRIEFINGS**
Briefing sessions conducted in 1994 - 95 in New York, Los Angeles and Orlando to proactively address the issues of media, violence and drug prevention. Leaders from the federal government, including CSAP, were featured speakers.
- **"LET'S CLEAR THE AIR: TOBACCO IN MEDIA"**
A day-long symposium conducted in September of 1994 and funded by CDC and the American Cancer Society that brought together members of the entertainment industry and representatives from the research, health and communications communities to develop an action plan for addressing tobacco use in media.
- **ADDITIONAL BRIEFINGS**
Other briefings conducted to address EIC topics as depicted by the entertainment media have focused on safety belt use, HIV/AIDS, Women in Addiction, Organ Donation, and the Portrayal of Older Adults. As a result, there is almost universal use of safety belts by vehicle occupants on television and in many movies. There have been reductions in the glamorization of alcohol, tobacco and other drugs in television and in movies. There has been more frequent discussion by entertainment characters about the importance of safe sex, the use of a designated driver, and the dangers of IV needle sharing.

3. WORKPLACE PROGRAMS:

Projects designed to promote awareness within the entertainment industry's vast workforce.

- **"BUSINESS AND LABOR RESPOND TO AIDS" INITIATIVE**
CDC has funded this ongoing initiative, launched in September of 1995 to promote workplace education and awareness efforts on HIV/AIDS in entertainment industry workplaces. Industry employers are encouraged to conduct comprehensive employee programs based on the 5 program components: workplace policies, supervisory training, employee education, family education, and community volunteerism. The program is in collaboration with Hollywood Supports and Celebrity Connection, and includes distribution of CDC's manager and labor leader kits as a resource to employers.
- **AIDS CLEARINGHOUSE**
Established by the Entertainment Industry Referral and Assistance Center's (EIRAC) Workplace AIDS Committee with partial funding support from EIC and the National Institute on Drug Abuse (NIDA).
- **"FOCUS" PROJECT**
A 1986 - 1990 effort to provide the industry's employers and organizations with technical guidance on AIDS policies and programs for the workplace. The project was implemented by the Human Interaction Research Institute (HIRI) on behalf of EIC, with funding provided by NIDA. The program included a resource manual developed in collaboration with EIRAC's Workplace AIDS Committee.
- **SMOKE FREE WORKPLACE PROJECT**
Technical guidance was provided in 1993 to entertainment companies in developing smoke free workplace programs for their employees. The program included a Manager's Guide manual made available to employers. Smoke Free Environment workplace reminder wall placards were also provided to industry companies.
- **"BUCKLE UP" PROJECT**
In 1988, twenty-six entertainment industry companies began posting nearly 150 safety belt reminder signs at the exits of their parking facilities. The signs utilized the slogan: "Buckle Up. That's a Wrap." They were provided free with funding from the California Office of Traffic Safety (OTS), along with bumper stickers and key chains containing the reminder message.

4. SPECIAL EVENTS:

Over the years, EIC has been responsible for a number of significant recognition events.

- **NANCY REAGAN TRIBUTE**
The family of entertainment industries honored former First Lady Nancy Reagan at a Dinner Gala in September of 1985, held at the Sheraton Premiere Hotel, in Universal City, California. The Dinner chairman was former MCA CEO Lew Wasserman, with entertainment provided by EIC Trustees Frank Sinatra and Burt Reynolds, along with Elizabeth Taylor and Donna Summers.
- **GRANT TINKER TRIBUTE**
Grant Tinker accepted the 2nd Annual Entertainment Industries Council, Inc. Drug Prevention Award in October of 1986 at a gala dinner at the Sheraton Premiere Hotel for his contribution to the fight against drug use through NBC campaigns that included hundreds of entertainment programs and public-service spots tackling the issue. Dinner chairs were General Electric chairman John Welch and entertainment attorney Paul Ziffren.
- **B. DONALD GRANT TRIBUTE**
B. Donald "Bud" Grant, President, Bud Grant Productions, received the 3rd Annual Drug Prevention Award, at a special industry-supported gala at the Beverly Wilshire Hotel in November of 1987. Grant, a thirty-one year veteran of the broadcasting industry, was recognized for his leadership in steering CBS into what may be the longest running drug awareness PSA campaign in the history of television, "Stop the Madness" (STM), a partnership between CBS and EIC. Dinner chairs included Trustees Robert Daly (chairman of Warner Bros.) and Laurence Tisch (then chairman of CBS) as well as business investor Martin Davis and Disney COO Michael Ovitz.
- **LEE IACocca TRIBUTE**
Lee A. Iacocca, then chairman & CEO of Chrysler Corp., was honored with the 4th Annual Drug Prevention Award in April of 1989 at the Century Plaza Hotel in Los Angeles, in recognition of the "Think: Don't Drive and Drink" campaign sponsored by Chrysler Corp. under Iacocca's leadership. Dinner chairs included Bob Hope, Trustees Sherry Lansing (chairman of Paramount Pictures) and Herbert Siegel (chairman of Chris-Craft), along with Petersen Publishing chairman Robert Petersen, Gulfstream Aerospace chairman Allen Paulson, and business management entrepreneur Philip Crosby. Doc Severinson and the Tonight Show orchestra and comic legend Henny Youngman headlined an entertainment program that feature one of the last performances of the late Jim Henson as Kermit the Frog.
- **SPECIAL DRUG COMMENDATION AWARDS**
Certificates of commendation were presented in December of 1991 in Studio City, California to some 400 actors, writers, producers and production executives for their efforts in the fight against alcohol and drug abuse. EIC Trustee Gerald McRaney, actor/producer/director Edward James Olmos, EIC Chairman Herman Rush, and EIC President Brian Dyak made the presentations at a breakfast recognition ceremony.

5. INDUSTRY MOBILIZATION:

EIC works to mobilize various facets of the entertainment industries to assist in both ongoing and project-specific activities such as:

- **DEPICTION INITIATIVES**
Major efforts to work with the creative community on how specific issue areas are portrayed in entertainment productions. Past initiatives have included alcohol-impaired driving, HIV/AIDS, safety belt awareness, women and addiction, tobacco, older adults in media, organ donation and transplantation, and mental illness. Recently, a new initiative on drugs and violence was launched in conjunction with NIDA.
- **INDUSTRY REPRESENTATION**
The entertainment industry is regularly involved, on both an industry-wide and individualized basis, in numerous proactive and prosocial public service efforts. The EIC represents the good works of the industry in its ongoing interactions and partnerships with the public interest sector. At the same time, the industry is kept informed of public interest concerns in which the industry might play a proactive role when appropriate.
- **CENTER FOR INTERACTIVE MEDIA SOCIAL RESPONSIBILITY**
The Center for Interactive Media Social Responsibility (CIMSR) facilitates, supports, and encourages commitments to public service promotion and cause-oriented marketing within the newly emerging arenas of cyberspace and interactive media. In addition CIMSR works with interactive companies on how public health and social issues are portrayed in interactive media. Future plans for CIMSR call for the establishment of a home page on the World Wide Web that would feature creative resource materials on public service issues, a database of prosocial entertainment industry initiatives, and resources for entertainment employer healthy workplace programs.

MEDIA CAMPAIGNS

EIC media campaigns have run the broad spectrum of media from television to radio, outdoor to print.

1. ALCOHOL, TOBACCO AND OTHER DRUGS:

- **"STOP THE MADNESS" MUSIC VIDEO AND PSA CAMPAIGN**
An award-winning drug awareness music video of 1985, also released via MCA Records, that served as the theme for a trilogy of hard-hitting PSA's for the Texas Commission on Alcohol and Drug Abuse (TCADA) and an ongoing series of CBS primetime spots that began in 1986.

Over 600 spots have aired to date at a donated advertising value of \$35 million dollars. CBS's primetime broadcast commitment was the first of its kind and shattered the barrier which had for so many years held public service announcement airings at bay until late night fringe hours.

- **CHILDREN OF ALCOHOLICS PSA CAMPAIGN**
CBS and ABC rallied support on this 1990 celebrity PSA initiative for the Coalition for Children of Alcoholics Education and funded by CSAP.
- **"MUSICARES" BILLBOARD CAMPAIGN**
A massive 1990 music industry billboard campaign partnered with CSAP, the National Academy of Recording Arts and Sciences (NARAS), and the Outdoor Advertising Association, featuring an 800 number referral hotline and messages from top recording artists such as David Crosby, Gloria Estefan, Paula Abdul, and Young MC.
- **CELEBRITY DRUG PREVENTION RADIO CAMPAIGN**
Over a dozen radio messages targeted for various listening formats, funded in 1989 by CSAP.
- **"WHAT A CRACK UP" PSA**
A 1988 anti-crack spot created by and starring radio/TV personality Shadoe Stevens to promote NIDA's 800 number toll-free telephone drug referral and information hotline.
- **"NATIONAL RED RIBBON WEEK" TV/RADIO PSA CAMPAIGN**
A TV and radio PSA series produced for the Alcohol, Drug Abuse and Mental Health Administration (ADAMHA) and the National Federation of Parents for Drug Free Youth as part of National Red Ribbon Week in 1989.
- **"GET IT STRAIGHT" RADIO PSA CAMPAIGN**
A 1984 series of celebrity radio drug prevention messages produced with McDonalds Corporation which earned the President's Private Sector Initiatives Award.
- **ABC/CBS CELEBRITY RADIO/TV PSA CAMPAIGN**
The ABC and CBS television networks, in a major precedent-setting commitment, enlisted 16 of their series stars to tape alcohol and other drug use public service announcements (PSAs). The PSAs were created under different themes: inhalant abuse, fetal alcohol syndrome, the family as a support system for preventing and treating drug use, and living up to our "human potential."
- **NATIVE AMERICAN RADIO INITIATIVE**
With the guidance of tribal elders, the Indigenous Communications Alliance (ICA) and EIC set out to develop and air tribal-sensitive, oral tradition-based stories with positive cultural values and critical substance abuse prevention messages on 15 of the Native American

Indian-owned-and-operated radio stations. This initiative was sponsored in part by NIDA and the Office for Civil Rights (OCR).

- **"DRUG FREE HOLLYWOOD" MEDIA EVENT**
A 1989 special media event as part of the "Red Ribbon Campaign" celebration with SAG and the Hollywood Chamber of Commerce in which students from Hollywood High School tied red ribbons around the lamp posts on Sunset Boulevard from the front steps of SAG Headquarters to the corner of the famous corner of Sunset and Vine Street.
- 2. **HIV/AIDS:**
 - **"FACTS FOR LIFE" PSA CAMPAIGN**
An ongoing primetime series of hundreds of HIV/AIDS and IV drug use celebrity PSA's produced with CBS and the NIDA. To date, donated ad value is estimated at \$17 million dollars.
 - **"STOP SHOOTING UP AIDS" RADIO CAMPAIGN**
A 1988 series of Hispanic and African-American targeted radio spots produced with NIDA and Warner/Elektra/Atlantic Distribution. A classroom discussion guide is also available for using the messages in schools.
- 3. **TRAFFIC SAFETY:**
 - **"BUCKLE UP" MUSIC VIDEO AND PSA CAMPAIGN**
An award-winning 1988 music video featuring the Fifth Dimension and over 70 celebrity cameos accompanied by a PSA series for radio and TV produced in conjunction with General Motors Corporation.
 - **"THAT'S A WRAP" PSA CAMPAIGN**
A 1986 award-winning series of celebrity safety belt messages funded by OTS through the Beverly Hills Police Department (BHPD).
 - **"BUCKLE UP, HOLLYWOOD!" MEDIA EVENT**
In May of 1988, the world's largest safety belt was buckled up around the famous Hollywood Sign as the U.S. auto industry and Hollywood joined forces to kick off national "Buckle Up America! Week." Participants in the national media event included the American Coalition for Traffic Safety (ACTS), the National Highway Traffic Safety Administration (NHTSA), over two dozen celebrities.
 - **"THINK FAST" CELEBRITY AUTO RACE SERIES**
A series of celebrity auto races against drunk driving with Chrysler Corporation, NARAS, Mothers Against Drunk Driving (MADD) and NHTSA.

4. STATE-SPECIFIC CAMPAIGNS:

- **TEXAS PREVENTION PARTNERSHIP STATEWIDE INITIATIVE**
A statewide media-driven substance abuse prevention campaign involving radio and television awareness messages, media relations/public affairs efforts, posters, and school curriculum materials, funded by TCADA.
- **"THEY DO AS YOU DO" PSA CAMPAIGN**
A series of TV spots, posters, transit ads and billboards on parenting as prevention developed with Turner Broadcasting System in 1990 for the Georgia Department of Human Resources, Division of Mental Health, Mental Retardation and Substance Abuse.

TARGETED MARKETING EFFORTS

1. ALCOHOL, TOBACCO AND OTHER DRUGS:

- **"MUSIC'S HOT! SMOKING'S NOT" SONG CONTEST**
A statewide song contest to encourage teenagers to compose anti-tobacco use songs, funded by the California Department of Health Services Tobacco Control Section (TCS), featuring prizes from Universal Studios Hollywood, Cineplex Odeon, MCA Records, MCA/Universal Home Video, Tower Records, Interlok Audio Post Studios, and other entertainment companies, and judges from the music industry.
- **"DOOR TO RECOVERY" VIDEO MARKETING**
NIDA, in association with EIC, distributed this drug abuse treatment video. The 25-minute production, which helps to answer questions about how communities can benefit from drug treatment centers, is available nationwide for free rental in 863 Blockbuster Video stores, and 190 Erols Video stores.
- **"DRUGS DON'T MAKE IT" VIDEO**
A motivational tape produced by Health Education Learning Programs and distributed through EIC by AIMS Media.
- **"SYMPTOMS OF DRUG DEPENDENCY" VIDEO**
A drug addiction educational video narrated by Mariette Hartley and distributed through AIMS Media.

2. HIV/AIDS:

- **"SING OUT AGAINST AIDS" SONG CONTEST**
A Hispanic youth radio promotion with NIDA featuring poster and print materials to encourage and recognize the composition of AIDS-related songs in five Southwestern states. Prizes were provided by

Universal Studios Hollywood, Columbia Pictures, and NARAS, and judges were recruited from the music industry.

- **"GET HIGH. GET STUPID. GET AIDS" MEDIA CAMPAIGN**
EIC assessed the college radio market and developed a college radio station database in conjunction with the New World Foundation for the purposes of distributing PSAs and campaign materials provided by NIDA to 1,200 college radio stations around the country. Elements of the campaign and its predecessor, "AIDS. Another Way Drugs Can Kill," were placed on home video releases, in theaters, on pay-per-view channels and specialized cable networks, on music video sampler reels, on record packaging, in trade publications and industry newsletters, in syndicated programming, and on 16mm college rental prints of feature films.
- **"AIDS: EVERYTHING YOU SHOULD KNOW" VIDEO**
A 1987 AIDS prevention video hosted by Whoopie Goldberg and distributed by AIMS Media.

3. TRAFFIC SAFETY:

- **"YOU LOSE IT" PSA CAMPAIGN**
EIC marketed the Century Council's drunk driving spots featuring rock, rap and country music artists to non-traditional public service media such as music stores, dance clubs, movie theaters, home video and non-theatrical distributors.
- **"LEARNING THE HARD WAY" TELEVISION SPECIAL**
A drunk driving documentary syndicated by EIC to television stations nationally through MTM Television.

AUDIO, VISUAL & PRINT MATERIALS

1. ALCOHOL, TOBACCO AND OTHER DRUGS:

- **"WILL YOU BE THERE TOMORROW?" VIDEO**
A 5-minute Emmy Award-winning video produced by EIC which premiered at the "American Cities Against Drugs" International Mayors Conference in Atlanta in May of 1995. Also winner of a CINE Golden Eagle.
- **"MR. STINKY"® CURRICULUM**
A 1991 anti-inhalant initiative with a school curriculum, including posters with suggested classroom lessons for teachers, a brochure regarding inhalants, and the Mr. Stinky product label, available in English and Spanish for identifying household products that are poisonous when inhaled.

- **"S.A.F.E." (SUBSTANCE ABUSE FAMILY EDUCATION) KIT**
A 1990 direct mail video available through More Direct Response Health Products featuring William Shatner, Michele Lee and Jack Anderson, and produced with Integrate Communications, Producers Group International, and the Canadian Film Board. The kit also includes several audio cassettes and a discussion guide.
- **"INHALANTS: THE SILENT EPIDEMIC" VIDEO**
A 1991 dramatic film for TCADA about two Texas families impacted by teenage inhalant use, produced in association with Learning Corporation of America and distributed through Coronet/MTI Film and Video. The film features teen television stars Kellie Martin and Chad Allen. A discussion guide accompanied the film.
- **"INHALANTS: AN ADULT PRIMER" VIDEO**
An informative 1992 documentary video about inhalant use for adult viewers funded by TCADA through the Texas Prevention Partnership's inhalant abuse initiative.
- **"ENTERTAINMENT INDUSTRY CARES" PROJECT**
The "Entertainment Industry Cares" Project is designed to present a message of a drug-free lifestyle that is grounded in good decision-making skills, healthy lifestyle choices, and concern for oneself and others in one's community, using the slogan "All My Own Decisions" (AMOD). As an ongoing project, the first phase was the recent development of an icon that embodies the qualities of AMOD and symbolizes to the target audience the purpose of the project. Through the support of IATSE member animators at Walt Disney Feature Animation Florida, that icon has been designed. EIC has mobilized key leadership in the Federal government, including The White House, NIDA, CSAP, CDC and affiliated drug abuse and addiction research components, along with top national leaders in community drug abuse prevention programs. Future phases of the project include development of an animated video with print supplement that addresses topics such as peer influence, healthy lifestyles, community service, and decision-making skills to be distributed to middle school students through the National School Boards Association (NSBA). Young people from the Orlando Mayor's Youth Commission, facilitated by Nickelodeon Studios and the Enzian Theatre Summer Institution Workshop will provide input through focus groups.

2. **TRAFFIC SAFETY:**

- **"BUCKLE UP" VIDEO**
A 1988 CINE Golden Eagle award-winning video sponsored by General Motors and OTS with cooperation from the entire Hollywood community, including scenes from numerous movies and TV shows.

- **"B.E.L.T." (BUCKLING UP EXTENDS A LIFETIME) CURRICULUM**
A 1988 teachers guide and resource worksheets for high school use featuring artwork provided by a multitude of King Features cartoonists and a poster featuring over 35 celebrities.
- **"HOLLYWOOD GETS M.A.D.D." TELEVISION SPECIAL**
Nationally syndicated television special on drunk driving hosted by Leeza Gibbons and Siskel & Ebert as a special edition of the syndicated "Siskel & Ebert" movie review series, produced for MADD with Carlson-Pullin Productions. The show was sponsored by General Motors in cooperation with the NAB and Motion Picture Association of America.
- **"THE INCREDIBLE CRASH DUMMIES" LICENSING PROGRAM**
EIC, in partnership with Dynamic Communications International, Leisure Concepts, and Tyco Toys, developed an entire line of over 50 safety belt awareness-oriented toys and products, including action figures, vehicles, play sets, and video games.

COMMUNITY OUTREACH

- **TEXAS PREVENTION PARTNERSHIP**
A comprehensive campaign to mobilize all organized facets of communities throughout the State of Texas, including the development of a model that involves civic groups, law enforcement, educators, public health officials, media, and corporations to accentuate a "drug free" human potential for all Texans. This initiative was conducted from 1989 - 1992 in conjunction with TCADA.
- **PARENTING AS PREVENTION PROJECT**
A 1991 media outreach campaign for the Georgia Department of Human Resources Division of Mental Health, Mental Retardation and Substance Abuse encouraging parents to take an active role in drug prevention.
- **"STRIVE FOR EXCELLENCE" YOUTH AWARDS**
An ongoing self-esteem Youth Awards Program adopted by the Cub Scouts and Campfire, Inc. The program provides youth with the opportunity to learn and commit to important principles leading to a healthy lifestyle.
- **"IMMEDIA" RADIO NETWORK**
An EIC radio division composed of geographically diverse commercial and non-commercial stations with a variety of listener formats. A heavy focus is placed on Spanish language stations. Each station serves as a public service catalyst in their communities. "IMMEDIA" has carried out a number of specialized radio efforts including AIDS and anti-tobacco song contests; model community relations radio initiatives throughout Texas and in certain key media markets such as

Las Vegas, Seattle, Chattanooga, Dover, Dayton, El Paso, and Lincoln, Nebraska; and culturally sensitive programs with Spanish language, urban contemporary and Native American-owned stations. A booklet entitled "Broadcasters and Their Communities" was designed to highlight local stations to encourage similar efforts in other communities.

- **"BABY'S FIRST GIFT" CAMPAIGN**
A 1992 program designed to encourage women who are pregnant-- or who think they might be-- to seek prenatal care so their pregnancy and any signs of substance abuse can be closely monitored. "Baby's First Gift" was a free canvas bag filled with coupons, samples, and informational brochures that women could pick up at their local health clinic. The project was promoted through bilingual radio PSAs, brochures and posters distributed throughout communities in Texas.
- **OTHER COMMUNITY RELATIONS PROJECTS**
Additional community-based efforts have included the development of community activity kits for use with safety belt awareness and anti-tobacco advocacy projects at the grass roots level.

AWARDS & MEMBERSHIPS

EIC's campaigns and projects have received recognition and numerous awards for creative excellence including:

- Emmy Awards
- International Broadcasting Award
- Mobius Broadcasting Award
- Markie Awards
- Buccaneer Awards
- CINE Golden Eagle Awards
- U.S. Industrial Film and Video Festival Award
- International TV and Video Festival of New York Award
- Houston International Film Festival Award
- Telly Award
- Buckle Up America! Award
- CSAP Prevention Partners Award

EIC holds memberships in good standing in the:

- Public Interest Radio and Television Educational Society
- American Public Health Association
- Southern California Broadcasters Association
- CDC Business Responds to AIDS Board of Advisors

CONSTITUENCIES

1. BOARD OF DIRECTORS:

Brian L. Dyak
President/CEO
Entertainment Industries Council,
Inc.

David Goldsmith, Co-Chair, Finance
Producer
The Goldsmith Company

William N. Utz, Co-Chair, Public Policy
Attorney
Steele and Utz

Nancy Dockry, Vice Treasurer
President
Dockry Productions

Ralph Andrews, Founding Chair
Producer

Herman Rush, Immediate Past Chair
President/CEO
Katz/Rush Entertainment

Michele Lee
Actor/Producer/Director
Michele Lee Productions

Larry Stewart
Writer/Producer/Director

2. BOARD OF TRUSTEES:

Merv Adelson
Chairman
East/West Capital

John Agolia
President
NBC Enterprises

Jack Anderson
Columnist
Jack Anderson Enterprises

Wallis Annenberg
Journalist

Jeffrey Barbakow
Chairman/CEO
National Medical Enterprises

Arthur Barron
Entertainment Executive

Frank Biondi, Jr.
Chairman/CEO
MCA, Inc.

Mel Blumenthal
President
MelPaul, Ltd.

Norman Brokaw
Chairman/CEO
William Morris Agency

Tim Conway
Actor

Barbara Corday
Producer

Alan Courtney
Producer

John Daly
Producer

Robert A. Daly
Chairman/Co-CEO
Warner Bros., Inc.

Nicole David
Sr. VP Motion Pictures
William Morris Agency

Gordon Davidson
Artistic Director/Producer
Mark Taper Forum

Suzanne de Passe
CEO
de Passe Entertainment

Barry Diller
Chairman/CEO
Silver King Communications

Doug Duitsman
Publicity Executive

Lewis H. Erlicht
Television Executive

Charles W. Fries
Chairman
Chuck Fries Productions

Edward O. Fritts
President/CEO
National Association of
Broadcasters

Michael Fuchs
Entertainment Executive

David Geffen
Principal
DreamWorks SKG

Gary Goddard
Co-Chairman
Landmark Entertainment Group

Bud Grant
President
Bud Grant Productions

J. William Grimes
Chairman of the Board
Netcast Communications

Jules Haimovitz
President/CEO
ITC Entertainment Group

Ted Harbert
Chairman
ABC Entertainment

Andy Heyward
President
DIC Entertainment, LP

Donna Hilley
President/CEO
Sony Tree

Robert E. Holmes
Executive VP, Music Group
Sony Pictures Entertainment

Alan F. Horn
Chairman/CEO
Castle Rock Entertainment

Gene Jankowski
Managing Director
Veronis, Suhler & Associates

Robert L. Johnson
President
Black Entertainment Television

Tichi Wilkerson Kassel
President
The Wilkerson Foundation

Victor Kaufman
Chairman/CEO
Savoy Pictures Entertainment

Alan Ladd, Jr.
President
The Ladd Company

Sherry Lansing
Chairman
Paramount Pictures

Stan Lee
Chairman
Marvel Entertainment Group

Kim LeMasters
President
Stephen J. Cannell Productions

Michael Levine
President
Michael Levine Public Relations

Gary Lieberthal
Television Executive

Margaret Loesch
President
Fox Children's Network

Frank G. Mancuso
Chairman/CEO
Metro-Goldwyn-Mayer, Inc.

Bettye McCartt
Talent & Literary Agent
The Artists Agency

Guy McElwaine
Principal
The McElwaine-Hayes Co.

Gerald McRaney
Actor/Producer
Spanish Trail Productions

Mike Medavoy
Chairman/CEO
Phoenix Pictures

Leslie Moonves
President
CBS Entertainment

Jerry Moss
Chairman
Rondor Music

Norm Nixon
President
Nixon/Katz Associates

I. Martin Pompadur
CEO
RP Companies

Harold Prince
Producer/Director

Burt Reynolds
Actor/Producer
BR Productions

Lee Rich
Principal
Eagle Point Productions

Jay Rodriguez
President
Herbert Hafif Foundation

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