For that, we have to thank the show’s presenters, The Entertainment Industries Council, Inc., The Robert Wood Johnson Foundation and The National Institute on Drug Abuse (NIH). Thank you also to TV, a network known for its willingness to take up public health formats for the sake of promoting quality substance abuse, addiction and treatment.

That’s what the 8th Annual PRISM Awards have done. The PRISM Awards has always stood on its own merit. This year the show went a step further to stand out, yielding more time to the winners, who spoke about their influences and motivations for creating gripping, groundbreaking characters that reflect the struggle of people who struggle with addiction.

The 8th Annual PRISM Awards also introduced a list of 10 best movies highlighting the effects of drug, alcohol and tobacco use on relationships.

For more information on the PRISM Awards, including a complete list of winners, log onto www.prismawards.com.
"There was just something very charming about the character [I played]. It was like a life of not fulfilled potential, and he knew it. That's what's interesting. A lot of times people don't know it. It's one of the main driving focuses that fuels the character into becoming the alcoholic that he is. Especially in our industry that kind of behavior is secretly applauded, you come out of prison after doing time for possession and you're on the cover of a magazine the next day after. It's hard to imagine you're doing something unhealthy."

—Anthony LaPaglia, commenting on his PRISM Award-winning role in Happy Hour

“I’m very honored and proud to receive the PRISM Award. Beneath the prevalent addiction and drug use in our country are some pretty significant problems that we need to take a closer look at. If my performance in ‘Six Feet Under’ has done anything towards people looking more closely at their lives, that’s very meaningful to me.”

—Peter Krause

"I think it’s very important to put out the right message about substance abuse and addiction to the media, because I think we do have an impact on people’s lives. To show things irresponsibly doesn’t do anyone a service. To reward those who do things responsibly, I think, is great. It’s very important. And it encourages people within the media, within the film and television community, and the music industry as well to get the proper message out there and let people know how dangerous these drugs are."

—Scott Lowell

"We try and reward what we consider the positive use (in your medium) in order to get good messages across about drug abuse, alcohol abuse and tobacco addiction. I don’t think you can underestimate the influence that the media has on people’s lives." —Gerald McRaney

"It’s important to put out the right message about substance abuse and addiction to the media, because I think we do have an impact on people’s lives. To show things irresponsibly doesn’t do anyone a service. To reward those who do things responsibly, I think, is great. It’s very important. And it encourages people within the media, within the film and television community, and the music industry as well to get the proper message out there and let people know how dangerous these drugs are..."

—Scott Lowell

"I’m very honored and proud to receive the PRISM Award. Although the prevalent addiction and drug use in our country are some pretty significant problems that need to be confronted, ‘Six Feet Under’ is about something that people find more relatable at their core, that’s very appealing to them."

—Anthony LaPaglia
“There was just something very charming about the character [I played]. It was like a life of not fulfilled potential, and he knew it. That’s what’s interesting. It’s one of the most driving forces that holds the character fascinating the most. Especially in our industry that kind of behavior is secretly applauded, you come out of prison after doing time for possession and you’re on the cover of a magazine the next day after. It’s hard to imagine you’re doing something unhealthy.”

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Addiction expert and television & radio personality, Dr. Drew Pinsky received the Larry Stewart Leadership & Inspiration Award for his role as E! Networks President.

Lori Petty was nominated for her guest starring role on NYPD Blue, in which she played a drug addicted mother whose baby died of neglect.

Dr. Dwayne Proctor, Senior Communications Officer, from The Robert Wood Johnson Foundation pictured with Persia White (Girlfriends).

PRISM Awards Executive Producer Brian Dyak with Columbia Battle and Dr. Nora Volkow, NIDA Director.

U.S. Representative Diane Watson from California spoke about the valuable role of the entertainment industry.
“There was just something very charming about the character. I played a life of unfulfilled potential, and he knew it. It’s a real challenge discovering the conflict of character. Especially in our industry that kind of behavior is secretly applauded, you come out of prison after doing time for possession and you’re on the cover of a magazine the next day. It’s hard to imagine you’re doing something unhealthy.” —Anthony LaPaglia, commenting on his PRISM Award-winning role in Happy Hour

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“The try and succeed are one and the same. In your medium in order to get good messages across about drug abuse, alcohol abuse and substance use you’ve got to show that the noble has not people’s lives.” —Anthony LaPaglia

“PREMIS Awards Producer Hank Sowers with Thora Birch. Thora won a PRISM trophy for her harrowing role in “Homeless to Harvard: The Liz Murray Story.” Hank was surprised with a PRISM trophy of his own, given for his commitment to the accurate portrayal of drug abuse on screen.”

“NIDA’s Deputy Director, and Director of the Office of Science Policy and Communications, Dr. Terry F. Corder with Scott Lowell (nominated for his role on Showtime’s Queer As Folk).”

“It’s important to put out the right message about substance abuse and addiction in the medium, because I think we do an amazing job on people’s lives out there to show things responsibly doesn’t take anything away. I think those who do things very responsibly, and those who do things irresponsibly just to get the proper message out there and let people know better drugs are...loved loved.”

“The try and succeed are one and the same.”

“PREMIS Awards Executive Producer Brian Dyak with Columbia Book and Dr. Nora Volkow, NIDA Director. U.S. Senator Jon Corzine of New Jersey, founding PRISM Awards Capitol Hill Premiere Congressional Honorary Co-Chair.

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“NOMINATIONS ALCIA LEE WILLIS (GENERAL HOSPITAL) WITH PATRIKA DARBO (DAYS OF OUR LIVES) AMERICAN DREAMS’ WILL ESTES”

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The 8th Annual PRISM Awards also introduced a list of 10 Best movies highlighting the effects of drug, alcohol and substance abuse on American families. In addition to recognizing the outstanding achievements of the industry, this year’s show included a list of nominees and award winners, which is available online at www.prismawards.com.

For more information on the PRISM Awards, including a complete list of winners, log onto www.prismawards.com.

This year’s event featured a panel discussion led by John Badham, chairman of the PRISM Awards committee, and moderated by Jimmy Kimmel, host of ABC’s "Jimmy Kimmel Live!". The panel included Pat Mitchell, president and CEO of the Paley Center for Media; John Landgraf, president and CEO of FX Networks; and Jeff Probst, host of "Survivor" and "Jeopardy!". The panel discussed the role of entertainment in shaping public opinion and raising awareness about substance abuse and addiction.

The PRISM Awards recognizes those in the entertainment industry who use their talents, influence and creativity to accurately depict substance abuse, addiction and treatment. Congratulations to all of this year’s winners and nominees! Thank you for being a part of the PRISM Awards! (PRISM Awards)
President & CEO, Tribune Entertainment Co.
President, MGM Television Entertainment
President, Creative Media Management
Sr. VP & General Manager, SoapNet
Actor/Producer, Conway Enterprises
Director/Producer, The Badham Co.
President & CEO, Lifetime Television
Annual PRISM Awards with Executive Producer, at the 8th
DEBORAH BLACK
The Entertainment Distribution Co.
SANDY GRUSHOW
Practices, MTV Networks
President, MCA Records
JOHN BADHAM
CAROLE BLACK
HANK COHEN
TIM CONWAY
DICK ASKIN

The 8th Annual PRISM Awards also introduced a list of 15 new shows highlighting the efforts of drug, alcohol and tobacco use on relationships.

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