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Contact:
Mandy Berkowitz
323-782-3322
mandy.berkowitz@usc.edu



HOLLYWOOD, HEALTH & SOCIETY

Writers and Producers Honored for Addressing Medical and Ethical Issues in Television Storylines

Los Angeles, September 28, 2006 – Hollywood, Health & Society, a partnership of the Centers for Disease Control and Prevention (CDC), the National Cancer Institute (NCI), and the USC Annenberg School’s Norman Lear Center today announced the winners of the seventh annual Sentinel for Health Awards. The storylines tackled prominent medical and ethical health issues, such as cancer and genetics, availability of organs for transplantation, and the difficulty of managing diabetes. The awards were presented at an evening ceremony held at the Writers Guild of America, west, Wednesday night in Los Angeles.

“The Sentinel for Health Awards allow us to applaud the creative works of daytime and primetime writers and producers who make the extra effort to help inform their viewers by telling accurate stories,” said Martin Kaplan, associate dean of the USC Annenberg School for Communication and director of the Norman Lear Center. “This is a chance to recognize the crucial role they play in educating and entertaining television audiences.”

The CBS primetime drama *Numb3rs* received first place in the primetime drama category for “Harvest,” a storyline about the critical issue of organ supply for transplantation; ABC’s *Grey’s Anatomy* took home second and third place honors in the same category for storylines about organ transplantation, and the decisions patients face with genetic testing for cancer risk.

The CBS soap opera *As the World Turns* took first place in daytime drama for a storyline about breast cancer diagnosis and treatment in a major character. The NBC drama *ER* took first place for primetime minor storyline with “BRCA – Breast Cancer Risks,” and ABC’s *George Lopez* took first place in primetime comedy for a storyline about preventing kidney disease, “The Kidney Stays in the Picture.”

Telemundo took home its second Sentinel Award, in the Spanish-language *telenovela* category, for “Don Pedro’s Diabetes.” The storyline from *Amarte Así* illustrated a major character’s struggle to manage his diet, weight and medication to control his diabetes.

The Sentinel for Health Awards recognize exemplary achievements of television storylines that inform, educate and motivate viewers to make choices for healthier and safer lives. First-round judging was conducted by more than 100 topic experts who evaluated accuracy of health depictions. Eleven expert panels participated in this activity at the CDC and NCI. The thirteen finalists were then evaluated at USC by an expert panel representing entertainment, academic

and public health organizations. Second-round judges scored finalists on entertainment value and potential benefit to the viewing audience.

The Sentinel for Health Awards was established in 2000 and previously recognized six daytime drama storylines as winners: "Viki's Breast Cancer," *One Life to Live* (ABC, 2000); "Raul's Diabetes," *The Young and The Restless* (CBS, 2001); "Tony's HIV," *The Bold and The Beautiful* (CBS, 2002); "Neil's Alcoholism," *The Young and The Restless* (CBS, 2003); "Lily and Kevin: The Danger Within," *The Young & The Restless* (CBS, 2004) and "Autism Spectrum Disorder Storyline," *All My Children* (ABC, 2005). The 2004 awards also acknowledged achievement in primetime drama and comedy categories. Winners included "Choice," *Law & Order: Special Victims Unit* (NBC); "Heartbeats and Deadbeats," *Strong Medicine* (Lifetime) and "No More Wire Hangers," *One on One* (UPN). In 2005, the primetime drama and comedy storylines that were recognized, included "Volcano," *Without A Trace* (CBS); "Leaps of Faith," *7th Heaven* (WB) and "Prescription for Trouble," *George Lopez* (ABC). The 2005 awards also introduced a new Spanish-language *telenovela* category, recognizing "Graciela Refuses to Have Cancer," *Anita, no te rajes* (Telemundo).

Funded by the CDC and NCI, Hollywood, Health & Society provides entertainment industry professionals with accurate and timely information for health storylines, including free consultations and briefings with CDC and NCI experts. The program is based at the USC Annenberg School's Norman Lear Center as a one-stop shop for writers, producers and others in search of credible information on a wide range of public health topics. For more information about resources for writers, go to the Hollywood, Health & Society Web site at www.usc.edu/hhs.

The Norman Lear Center is a multidisciplinary research and public policy center exploring implications of the convergence of entertainment, commerce and society. Based at the USC Annenberg School for Communication, the Lear Center works to bridge the gap between the entertainment industry and academia, and between them and the public. For more information, visit www.learcenter.org.

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,900 graduate and undergraduate students, USC Annenberg offers Bachelor's, Master's and doctoral degrees in journalism, communication, public diplomacy and public relations. For more information, please visit www.annenberg.usc.edu.

2006 Sentinel for Health Awards

DAYTIME DRAMA

1st Place: "Lucinda's Breast Cancer," *As the World Turns* (CBS)

Topic: Breast cancer

2nd place: "Surviving and Learning to Live as an Amputee," *Days of Our Lives* (NBC)

Topic: Veterans' health

3rd place: "Billy Takes a Drink," *Guiding Light* (CBS)

Topic: Alcohol abuse

SPANISH-LANGUAGE TELENOVELA

1st Place: "Don Pedro's Diabetes," *Amarte Así* (Telemundo)

Topic: Diabetes

PRIMETIME COMEDY

1st Place: "The Kidney Stays in the Picture," *George Lopez* (ABC)

Topic: Kidney disease

2nd Place: "George Helps Ernie See the Cellu-Light," *George Lopez* (ABC)

Topic: Obesity

3rd place: "My Chopped Liver," *Scrubs* (NBC)

Topic: Organ donation

PRIMETIME MINOR STORYLINE

1st Place: "BRCA - Breast Cancer Risks," *ER* (NBC)

Topic: Breast and ovarian cancer

2nd Place: "So...What Brings You to Armageddon?" *Huff* (Showtime)

Topic: Drug abuse

PRIMETIME DRAMA

1st Place: "Harvest," *Numb3rs* (CBS)

Topic: Organ transplantation

2nd Place: "Waiting for a Heart Transplant," *Grey's Anatomy* (ABC)

Topic: Organ transplantation

3rd Place: "Let It Be," *Grey's Anatomy* (ABC)

Topic: Breast and ovarian cancer

Finalist: "Expectations," *Without A Trace* (CBS)

Topic: HIV and pregnancy

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