

THE NORMAN LEAR CENTER | USC ANNEBERG
HOLLYWOOD, HEALTH & SOCIETY
Entertainment Education for Television, Movies & New Media

For Immediate Release

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**Hollywood, Health & Society Announces
Call for Entries for 2017 Sentinel Awards**

*Top Achievements in TV and Movie Storylines That Address
Health, Safety and Security Will Be Honored*

LOS ANGELES, May 11, 2017—Hollywood, Health & Society (HH&S), a program of the USC Annenberg Norman Lear Center, has announced a call for entries for the 2017 Sentinel Awards, which since 1999 have honored TV shows and movies that inform, educate and motivate viewers to make choices for healthier and safer lives.

Entries from broadcast, cable and streaming network shows are eligible. The awards are sponsored by the Centers for Disease Control and Prevention (CDC) and presented by HH&S, a one-stop shop for writers, producers and others in search of accurate information on public health, safety and security topics.

Storylines will be recognized in the following categories: Children’s Programming, Comedy, Serial Drama, Drama, Reality/Talk/Documentary and Spanish Language. The red-carpet ceremony will be held Sept. 27, 2017 at the Taglyan Complex in Hollywood.

“TV writers and producers not only entertain audiences, but they affect them as well,” said Martin Kaplan, director of the Lear Center. “We know this both from our research, and from stories that viewers tell. This award recognizes the responsible and creative use of that power by television writers and producers.”

HH&S Director Kate Folb added that “writers know that accurate and realistic portrayals make for more compelling stories. They also know that strong health or safety topics can serve their audiences with useful information. We want to highlight shows that do just that—entertain *and* inform.”

The 2017 winners will be selected through two rounds of judging. Subject matter experts from the CDC and other partner organizations will review entries for accuracy. Judges from entertainment and public health organizations will review finalists in each category for entertainment value and benefit to the viewing audience to determine the

winners. The deadline for this year's entries is June 9, 2017. Information for applicants can be found at www.usc.edu/hhs.

Among the winners last year, the CBS hit series "Madam Secretary" received first place in the Drama category for its story about suicide and depression, and the effect it has on a family. In the Reality category, "Born This Way" on A&E won for its candid look at the lives of seven young adults born with Down syndrome. In the Serial Drama category, Hulu's original online series "East Los High" won first place for a powerful story about sexual abuse.

Funded by the CDC, among others, HH&S is a free resource that provides consultations and briefings with experts for entertainment industry professionals, along with panel discussions, screenings and custom research trips. For more information, visit www.usc.edu/hhs.

The Norman Lear Center is a multidisciplinary research and public policy center studying and shaping the impact of entertainment and media on society. From its base in the Annenberg School for Communication and Journalism, the Lear Center builds bridges among faculty who study aspects of entertainment, media and culture. Beyond campus, it bridges 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 Annenberg School for Communication and Journalism is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. USC Annenberg offers bachelor's, master's and doctoral degrees in journalism, communication, public diplomacy and public relations. For more information, visit www.annenberg.usc.edu.