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HOLLYWOOD, HEALTH & SOCIETY

***USC ANNOUNCES THE 8<sup>th</sup> ANNUAL  
SENTINEL FOR HEALTH AWARDS CALL FOR ENTRIES  
Recognizing five categories of exemplary achievements in health storylines***

LOS ANGELES, April 16, 2007—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, announces a call for entries for the eighth annual Sentinel for Health Awards. The deadline for entries is June 15, 2007.

The Sentinel for Health Awards recognizes exemplary achievements of television storylines that inform, educate and motivate viewers to make choices for healthier and safer lives. Five categories of storylines will be recognized: primetime drama, primetime comedy, primetime minor storyline, daytime drama, and Spanish-language *telenovela*.

The 2007 winners will be selected through two rounds of judging. Health topic experts from CDC, NCI and other partner organizations will review entries for accuracy. Judges from entertainment and public health venues will review finalists in each category to determine the winners to be recognized at the awards ceremony in September 2007 in Los Angeles.

"Through their portrayals of characters' lives, writers, producers and actors have a unique opportunity to touch viewers' lives," comments **Martin Kaplan**, associate dean of the USC Annenberg School for Communication and director of the Norman Lear Center. "A compelling storyline that demonstrates risky behavior and consequences, or shows how to avoid risk, can benefit millions of viewers."

**Vicki Beck**, director of Hollywood, Health & Society, reports that there has been steady growth in requests from writers over the last six years, with more than 200 requests last year. "Writers want their storylines to be realistic, and they know that means they must be accurate too," said Beck. "We help by putting them on the phone with top experts and by taking experts to meet with them. Our services are free and our staff is knowledgeable and responsive. That means we can find the right expert quickly, allowing the writer to talk to a highly credible source and to save his or her time for writing."

Last year, CBS's **Numb3rs** received first place in the primetime drama category with a storyline on the critical issue of organ supply for transplantation; CBS's **As the World Turns**

took first place in daytime drama with a breast cancer storyline; NBC's **ER** was recognized for a minor storyline on BRCA, a genetic marker for breast and ovarian cancer risks; ABC's **George Lopez** received first place in primetime comedy with a storyline about preventing kidney disease; and Telemundo's **Amarte Así** took home first place in the **telenovela** category with a diabetes storyline.

Funded by the CDC and NCI, Hollywood, Health & Society provides entertainment industry professionals with accurate and timely information for health storylines, including online materials, and consultations and briefings with experts. Hollywood, Health & Society 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](http://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](http://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, visit [www.annenberg.usc.edu](http://www.annenberg.usc.edu).

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