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HOLLYWOOD, HEALTH & SOCIETY

**Teen Sex, Breast Cancer and Depression Storylines Take Top Primetime Honors
in USC Sentinel for Health Awards;
HIV and Safe Sex Lead Daytime Drama and Telenovela Categories**

Los Angeles, September 26, 2007 – The NBC drama *Friday Night Lights* received first place in the primetime drama category of the USC Annenberg Norman Lear Center's Sentinel for Health Awards for a storyline about emotional parent-child interactions when a mother learns her teen daughter plans to have sex for the first time. The ABC drama *Grey's Anatomy* took first place for a primetime minor storyline on breast cancer in a nursing mother, and NBC's *Scrubs* took first place in primetime comedy for a storyline about postpartum depression. The ABC soap opera *General Hospital* took first place in daytime drama for a storyline about HIV exposure from a needle stick in a major character. TeleFutura took home its first Sentinel Award, in the Spanish-language *telenovela* category, for "Con Dominio Total." The storyline from *Así es la Vida* discussed issues of safe sex in a variety of characters.

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, recognized the five first place winners from a field of 16 storylines at the eighth annual Sentinel for Health Awards on Sept. 19 at the Academy of Television Arts & Sciences in North Hollywood. Veterans' health, dementia, diabetes, lung cancer and organ donation-transplantation were some of the topics tackled in other storylines that were recognized.

"Television writers and producers are in a unique position both to entertain and to inform viewers," said Martin Kaplan, the Norman Lear Chair at the USC Annenberg School for Communication and director of the Lear Center. "The Sentinel for Health Awards are a chance to shine a spotlight on master storytellers who use their power not only to make hits, but also to educate audiences about crucial issues."

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. Twenty expert panels participated in this activity at the CDC, NCI and partner organizations. The 16 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 were established in 2000 to recognize daytime dramas that addressed health topics in their storylines. In 2004, primetime drama and comedy categories were added for the first time (primetime drama, primetime minor storyline and primetime comedy), and in 2005 a Spanish-language *telenovela* category was added.

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.

2007 Sentinel for Health Awards

Daytime Drama

1st Place: "Patrick's HIV Scare," *General Hospital* (ABC)

Topic: HIV

2nd place: "Alexis' Lung Cancer," *General Hospital* (ABC)

Topic: Lung cancer

3rd place: "Taylor's Alcohol Addiction," *The Bold and the Beautiful* (CBS)

Topic: Alcohol addiction

Spanish-Language Telenovela

1st Place: "Con Dominio Total," *Así es la Vida* (TeleFutura)

Topic: Safe sex

Primetime Comedy

1st Place: "My Friend With Money," *Scrubs* (NBC)

Topic: Postpartum depression

2nd Place: "HMO/Insurance Storyline," *Ugly Betty* (ABC)

Topic: Health insurance

Primetime Minor Storyline

1st Place: "Oh, the Guilt," *Grey's Anatomy* (ABC)

Topic: Breast cancer

2nd Place: "Paired Organ Exchange," *ER* (NBC)

Topic: Organ donation and transplantation

3rd Place: "My Favorite Mistake," *Grey's Anatomy* (ABC)

Topic: Diabetes

Primetime Drama

1st Place: "I Think We Should Have Sex," *Friday Night Lights* (NBC)

Topic: Teenage sex

2nd Place: "Over Here," *Law & Order* (NBC)

Topic: Veterans' mental health

3rd Place: "Stella HIV Story," *CSI: NY* (CBS)

Topic: HIV

Finalist: "Waste Not," *Numb3rs* (CBS)

Topic: Environmental health

Finalist: "Resignation," *House* (FOX)

Topic: Depression

Finalist: "Northern Exposure," *Brothers and Sisters* (ABC)

Topic: Infertility

Finalist: "Uncle," *Law & Order: SVU* (NBC)

Topic: Depression

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