

THE 2014 SENTINEL AWARDS HOLLYWOOD FOR HEALTH & SOCIETY

FACT SHEET

Awards ceremony: Oct. 9, 2014 | Taglyan Complex | Los Angeles, CA

The Sentinel Awards **recognize exemplary achievements of TV shows and movies** that inform, educate and motivate viewers to make choices for healthier and safer lives. For many loyal viewers, TV provides both entertainment and factual information about disease, injury and disability. Through their portrayals of characters' lives, writers and producers have a unique opportunity to touch viewers' lives. The way a popular character deals with a personal health decision can prompt audience members to think about their own choices. A compelling storyline that demonstrates risky behavior and consequences, or shows how to avoid risk, portrays social determinants of health or examines global health issues, can benefit millions of viewers around the world. **Deadlines for entries is May 30, 2014. Please use our [online form](#) for submissions.**

Finalists and winners will be announced in October 2014.

The awards program is administered by Hollywood, Health & Society (HH&S), a program of the USC Annenberg Norman Lear Center, and is funded by the Centers for Disease Control and Prevention (CDC).

[JUDGING]

Screening: Each entry is screened by HH&S for eligibility.

First-Round Judging: Each storyline entry is reviewed by subject matter experts for accuracy of depictions. The review panel considers how the storyline addresses the following:

- How the problem can be prevented.
- How a character's choices affect his/her health or safety.
- What causes the problem and how it affects the lives and relationships of characters.
- Characters at greatest risk.
- Professional standards and practices demonstrated.

Second-Round Judging: Finalists from the first-round judging are reviewed by a panel of experts from public health, scientific, academic, advocacy and entertainment organizations. Entries are evaluated for entertainment value and potential benefit to the viewing audience.

[ELIGIBILITY]

TV shows and movies that address public health or climate change topics and air in the United States are eligible to enter the awards competition. **The storyline entry must have an original air date between July 1, 2013 and June 30, 2014.** If a storyline continues past June 30, 2014, it may be entered either this year or next, but not both years. The storyline may air in one or more episodes during the period of eligibility. Network and cable shows are eligible.

- Drama
- Comedy
- Serial Drama
[daytime drama, telenovela]
- Spanish-language
- Children's Programming
- Climate Change
- Reality/Talk/Documentary

[APPLICATION CHECKLIST]

Please include the following with your entry submission:

- **Entry Form:** Complete all information requested using our [online form](#)
- **File Format:** File must be submitted in .mov format with a composite of the storyline arc (maximum length 30 minutes) or the entire episode if applicable.
- **Deadline for all entries is May 30, 2014**

(See Page 2 for rules and conditions)

2014 Sentinel Awards

[RULES & PROCEDURES]

- A single TV show may submit up to three different storylines with three different health or climate change topics for award consideration. For a list of possible topics please visit cdc.gov/az/a.html.
- Entries must include an application form; a composite of the storyline arc for daytime drama and telenovela submissions; the entire episode or a composite of the applicable storyline for all other categories.
- Files must be submitted electronically in **.mov format**.
- If the storyline aired with an 800 number or other PSA, you may include the PSA at the end of your video entry.
- A letter confirming eligibility will be sent to the contact person named on the application within 30 days of receipt of application.

[CONDITIONS]

By submitting your entry, you agree to the following:

1. The **Sentinel Awards** reserves the right to copy and distribute all materials, including video submitted by a show, for the purposes of judging, promotion, education and research. Videos will be private, unlisted and not accessible by anyone but the judges. The **Sentinel Awards** program, including **CDC** and their partner organizations, occasionally exhibit for educational or other public health purposes and not for profit, by means other than broadcast or telecast, programs and materials from this awards competition. The **Sentinel Awards** may utilize submitted video and related materials in its publicity, outreach and entertainment-education activities, including press releases, show production, video news conferences, lectures, panels, professional and health education programs, research and touring exhibitions. Appropriate credit will be included.
2. The **Sentinel Awards** does not claim to endorse or support the work or business practices of producers, networks or affiliated organizations. Recognition is for material submitted and does not imply recognition for anything other than the material reviewed.
3. Any publicity (written or otherwise) describing the awards must include the full title of the awards program, the **Sentinel Awards**, and must refer to the storyline recognized.



◆ 2013 Sentinel for Health Awards

4. The **Sentinel Awards** and judges have complete discretionary control over eligibility, recategorizing entries as deemed appropriate, determining whether an award will be given and whether second- or third-place winners will be recognized.
5. The video submitted for judging must be representative of the entire story arc. Any attempt to misrepresent the essence of the story arc will result in disqualification.
6. The **Sentinel Awards** has the right to request additional supporting material, including scripts and/or additional video, before an award is determined.
7. Responsibilities of the **Sentinel Awards** are subject to the availability of funds and resources. This awards program is not intended to, and does not, and may not be relied upon to create a right or benefit, substantive or procedural, enforceable at law by a party and against the **Sentinel Awards**, **CDC**, or the University of Southern California or the United States.

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