

# Hollywood, Health & Society

*TV Has Power. We Have the Facts.*

4,800 inquiries • 2,600 aired storylines • 1,100 TV series and pilots

## Our Services

### WRITERS, WE GET YOU

Our staff is experienced in TV and film production as well as public health, science, and medicine. We understand your timelines and can get you the information you need. Fast. And free!

### BRIEFINGS & CONSULTATIONS

Our extensive database of experts in science, medicine and other fields can answer questions and offer perspective, either remotely or in the writers room.

### PANELS

Discussions organized by HH&S feature experts, writers, producers, and storytellers with lived experience exploring timely topics for TV and film. Recent panels have covered systemic racism, abortion, end of life care, A.I., and international diplomacy.

### IMPACT BY THE NUMBERS

We have done over 4,800 inquiries, provided information and access to experts for over 2,600 aired storylines across hundreds of shows on over 57 networks, cable, and streaming channels reaching millions of viewers.

### SOCIAL MEDIA

We can help promote important episodes and topics by providing additional information, context, dialogue, and resources through social media.



### SOME TV SHOWS WE'VE WORKED WITH

*black-ish, Bosch, The Blacklist, Brilliant Minds, Chicago Med, Days of Our Lives, Elementary, Empire, Fire Country, The Good Doctor, Grey's Anatomy, Hawaii Five-O, How to Get Away with Murder, Jane the Virgin, Law & Order: SVU, MacGyver, Madam Secretary, Manifest, Mayans, Moon Girl and Devil Dinosaur, NCIS, New Amsterdam, 9-1-1, Only Murders in the Building, Orange Is the New Black, The Penguin, The Pitt, Pose, The Resident, Riverdale, Shameless, Superman & Lois, True Detective*

### HH&S NEWSLETTER

The quarterly newsletter spotlights events, videos, research, and other posts that keep our subscribers up to date on the work being done by HH&S.

### TIP SHEETS

We offer deep-dive infographics on many topics, tailored specifically for writers, that are at once informative, fun, and delightful to look at. [View tip sheets](#)

### FIELD TRIPS

Informative trips, locally and around the world, offer writers on-the-ground experience and the chance to be inspired by stories from local community members and activists working for change. Trips have covered oil and plastic pollution, space travel, gang violence, food inequality and climate change.



### SENTINEL AWARDS

Our Sentinel Awards brings together writers, producers, actors, networks and philanthropy each year to celebrate the power of outstanding TV storytelling that informs and motivates viewers to make choices for healthier and safer lives. HH&S recognizes the profound impact that fact-based entertainment has on audiences, and celebrates writers and their exemplary storytelling at this annual red-carpet gala.

*Pictured: 2023 host Larry Wilmore, photographed by Michael Jones*



You can contact us at [hhs@usc.edu](mailto:hhs@usc.edu), or visit [usc.edu/hhs](http://usc.edu/hhs). Or find us at any number of social media sites by scanning the code.



# Who We Are



USC Annenberg  
School for  
Communication  
and Journalism

The Norman Lear Center



Hollywood,  
Health & Society (HH&S)



Media Impact Project (MIP)



**Marty Kaplan**  
Founding Director of  
The Norman Lear Center

The Norman Lear Center is a multidisciplinary research center that explores the implications of the convergence of entertainment, commerce and society. From its base in the USC Annenberg School for Communication and Journalism, the Lear Center builds bridges between researchers 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. Visit [learcenter.org](http://learcenter.org)



**Kate Folb**  
Program Director of  
Hollywood, Health & Society

Hollywood, Health & Society is the outreach wing of the Lear Center. We provide entertainment industry professionals with free expert information on all aspects of health, safety, and security, through expert consultations and briefings, panel discussions, tip sheets and more. Entirely grant funded, the program recognizes the impact that entertainment has on behavior. Visit [hollywoodhealthandsociety.org](http://hollywoodhealthandsociety.org).



**Erica Rosenthal**  
Director of Research  
at The Norman Lear Center

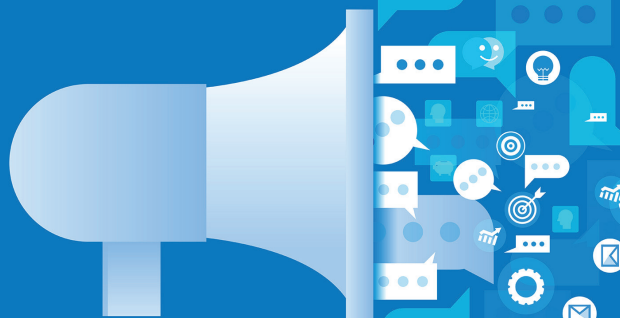
The Media Impact Project is the research and evaluation arm of the Lear Center. We are a hub for collecting, developing and sharing approaches for measuring the impact of media to better understand the role that it plays in changing knowledge, attitudes and behavior. We study stories—in film, TV, documentaries, games, art and news—and their impact on audiences. And we help media makers, cultural change organizations and foundations on how to engage audiences. Visit [mediaimpactproject.org](http://mediaimpactproject.org)

## FUNDERS & PARTNERS

Our past and present funders include the CDC, Project Sleep, the Bill & Melinda Gates Foundation, the Robert Wood Johnson Foundation, California Health Care Foundation, The SCAN Foundation, John Pritzker Family Fund, Caring Across Generations, N Square, Quincy Institute for Responsible Statecraft, Ogilvy, End Well, Truth Initiative, Plastic Pollution Coalition, Southern California Clinical and Translational Science Institute, Future of Life Institute, and Anonymous. In addition, our partners have included the WGA, the Television Academy, Producers Guild of America, ATX TV Festival, and the SAG-AFTRA Foundation.

## TOPICS WE'VE COVERED

Abortion, addiction, aging, AI, cancer, caregiving, climate change, criminal justice, diplomacy, domestic violence, gun violence, HIV/AIDS, immigration, maternal health, mental health, neurology, nuclear proliferation, organ transplants, prison systems, psychology, psychedelics, racism, reproductive health, smoking and many more.



**“When our show decided to take Rebecca and her family on this [Alzheimer’s] journey, we immediately called Hollywood, Health & Society, and their help made all the difference in getting these episodes right. —Mandy Moore, co-star, “This Is Us”**