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School for Communication
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Norman Lear Center
Hollywood, Health and Society

Hollywood, Health & Society Announces Call for Entries for the 2025 Sentinel Awards

Celebrating 25 years of honoring TV Entertainment that makes a difference

For Immediate Release

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LOS ANGELES, May 29, 2025— **Hollywood, Health & Society**, a program of the USC Annenberg Norman Lear Center, is excited to announce the call for entries to the 2025 Sentinel Awards opens on June 2 through June 27, 2025. The Sentinel Awards celebrate some of the best and most challenging TV entertainment of the past year on critical topics that made a difference in viewers' lives.

Entries from broadcast, cable and streaming network shows are eligible, and represent a range of topics on health, safety and security. The eligibility period is from June 1, 2024 to May 31, 2025.

Celebrating its 25th anniversary, Hollywood, Health & Society has presented the awards to recognize outstanding television storylines that inform, educate and motivate viewers to make healthier and safer choices. Honorees, who will be announced this fall, will be

selected based on accuracy, entertainment value and benefit to audiences. To learn more about the awards, and to submit an entry, visit the [HH&S awards web page](#).

Last year's awards ceremony, hosted by Laraine Newman, comedian, writer and SNL-veteran, took place on October 24, 2024, at the Writers Guild Theater in Beverly Hills, CA. It honored ABC's medical drama *Grey's Anatomy* with the "Culture of Health Award" for its entire body of work over 20 Seasons. In addition, 11 other shows were celebrated, including *The Morning Show*, *The Simpsons*, *Hacks*, *Expats*, *Dark Winds*, *Abbott Elementary*, *Feud: Capote vs. The Swans*, and *The Big Cigar*. Their storylines covered such topics as mental health, caregiving, abortion, addiction, economic disparities, climate change, and racism—mirroring a stormy year in American life.

"Television has the power to affect audiences' perceptions and influence how they view and engage with the world. While entertainment is vital, it should never compromise accuracy, especially when addressing important topics—a hallmark of Norman Lear's legacy," said Kate Folb, program director for Hollywood, Health & Society. "Thoughtful and responsible storytelling can educate, inspire and drive meaningful conversations, something critical to the evolution of our society."

Hollywood, Health & Society provides entertainment industry professionals with accurate and timely information for storylines dealing with health, safety and security through consultations with experts. Based at the Lear Center, HH&S is a free resource for writers, producers and others in search of credible information. Support for HH&S comes from funders that include the California Health Care Foundation, Caring Across Generations, Southern California Clinical and Translational Science Institute, and the Robert Wood Johnson Foundation. For more information, go to www.HollywoodHealthandSociety.org

Founded 25 years ago, 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.

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