



Hollywood, Health & Society and Entertainment Industries Council Join Forces to Focus on Shared Missions

Nonprofit Collaboration for Storytelling That Makes a Difference

For Immediate Release

Contact: Roberta Cruger cruger@usc.edu

LOS ANGELES, August 4, 2025— USC Annenberg Norman Lear Center is pleased to announce an expansion in health and wellness resources for entertainment content creators and journalists through a partnership with the Entertainment Industries Council (EIC). The aligned vision of both organizations supports accurate depictions of health and social issues in film, television, and other media formats.

“The Entertainment Industries Council is honored to continue advancing our mission to provide accurate, evidence-based information on addiction, mental health, and suicide prevention to the creative community. By supporting storytellers with credible resources, we aim to foster narratives that inform, engage, and inspire audiences,” said Gary Benz, CEO GRB Studios and Chairman, EIC Board of Directors. “We are pleased and sincerely grateful for the opportunity to partner with Hollywood, Health & Society at USC Annenberg's Norman Lear Center, in pursuit of our shared commitment to this vital work.”

“I’ve long admired what Brian and Marie Gallo Dyak built and the difference it’s made,” said Lear Center founding director and Annenberg professor Marty Kaplan. “It’s a great match for both of us.”

This expansion will add resources developed by the EIC to the existing HH&S menu of services which include downloadable materials, expert consultations, panel discussions and special events. The inclusion of EIC into the work of HH&S reinforces both organizations’ longtime experience.

HH&S director Kate Folb said, “We are thrilled that this partnership will make the EIC’s mission and materials available through us.”

“On behalf of the EIC Board of Directors I extend our thanks to Hollywood, Health & Society at USC Annenberg’s Norman Lear Center for a strategic engagement with EIC,” said Marie Gallo Dyak, President, EIC CEO. “This is intended to broaden our media outreach with the entertainment industry and to encourage accurate health information in the stories we watch, through the characters with whom we connect.”

“When Brian Dyak, founder, designed the EIC mission and initiated the media outreach engagement, it was successful due to the mutual respect for media and for health-related research. What better way to inform the public about healthcare than in stories told through trusted sources—the characters with whom we already have an affinity” she added. “This approach is a tribute to the creative community who takes the time and pride to create accuracy in storytelling.”

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.

The EIC, founded in 1983, is a nonprofit that has provided guidelines to the entertainment industry, promoting content that makes a positive difference in the world. Its First Draft Program has provided technical assistance to writers, producers, and actors on a variety of topics by connecting them to experts. EIC established the PRISM Awards to recognize content that reflected the values espoused by EIC. The vision of the organization is to bring the power and influence of the entertainment industry and news media to better communicate about health and social issues. www.eiconline.org.

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