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## The Sentinel for Health Award for Daytime Drama

**T**he Sentinel for Health Award for Daytime Drama recognizes exemplary achievements of daytime dramas that inform, educate and motivate viewers to make choices for healthier and safer lives. For many loyal viewers, daytime dramas provide both entertainment and incidental 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 and its impact can influence audience members to think about their own choices. A compelling storyline that demonstrates risky behavior and consequences, or shows how to avoid risk, can benefit millions of viewers and their loved ones.

### Criteria and Judging

**Screening:** Each entry will be screened by the Centers for Disease Control and Prevention for eligibility and accuracy of depictions.

**Judging:** Entries are evaluated in two rounds of judging. The first round will narrow the field of entries for award consideration in the second round of judging.

**First Round:** The first round of judging is conducted by CDC experts in communications, behavioral science, health education and relevant health topics. The entry must meet one or more of the following criteria:

- ★ Conveys a unique and compelling storyline about a priority health topic
- ★ Communicates how to prevent disease, injury or disability through action or dialogue
- ★ Shows the consequences of risky behavior or the benefits of healthy behavior
- ★ Examines the causes and impact of disease, injury or disability
- ★ Dispels common misconceptions and myths about disease, injury or disability

**Second Round:** The second round of judging is conducted by invited experts from public health, academic, advocacy and entertainment organizations. In this round, judges evaluate finalists from the first round of judging based on the following criteria:

- ★ Potential benefit to viewing audiences
- ★ Entertainment value

The organizing committee and judges have complete discretionary control over eligibility, determining whether an award will be given, and whether second- or third-place winners will be recognized. Accountants from the CDC Foundation tally final scores for award designation.

### Eligibility

**A**ny TV daytime drama that originates and airs in the United States and that addresses public health issues is eligible to enter the award competition. The submitted storyline must air between June 1, 1999 and May 31, 2000. (If a storyline continues past May 31, 2000, it may be entered either this year or next, but not both years.)

### Application Rules and Procedures

- ★ A daytime drama show may submit up to three different storylines/health topics for award consideration.
- ★ The nominated storyline should be submitted as a VHS-format videotape composite of the storyline arc (maximum length 30 minutes).
- ★ Additional optional supporting materials may be included for consideration at the judges' discretion, e.g. a tie-breaker:
  - 800-number or other PSA that aired with the storyline (include on the videotape)
  - News release, print article or broadcast coverage on the storyline and health topic
  - Letters from viewers showing support for the storyline and health topic
- ★ The application form should be completed and mailed to the address listed on the back of the application.
- ★ A letter of receipt will be mailed within 30 days to the contact person named on the application, to confirm eligibility of the entry.

### The CDC Foundation

Support and printed materials for the Sentinel for Health Award for Daytime Drama are provided by the CDC Foundation. An independent, nonprofit organization, the CDC Foundation responds to health threats by connecting people to the scientists of the CDC and by building partnerships to champion CDC initiatives.

*The Sentinel for Health Award for Daytime Drama name and design are trademarks owned by the CDC.*

### Application Instructions

Please complete the application form and return with a VHS format videotape (maximum length 30 minutes) to:

Vicki Beck  
CDC Office of Communication  
1600 Clifton Road, MS D-42  
Atlanta, Georgia 30333

You may duplicate this form or contact the CDC Office of Communication for additional entry forms (404) 639-7180. A letter confirming eligibility will be sent within 30 days of receipt of the application. The winner(s) will be announced in October in Los Angeles at a Soap Summit V event sponsored by Population Communications International.

**VIDEO:** Include a VHS-format videotape composite of the storyline arc (maximum length 30 minutes).

**Outside Label:** The storyline, show, network and contact name.

**Slate the Reel:** The storyline, show, network, broadcast air dates, contact name and names of the creative team members as they appear in the credits.

**OPTIONAL SUPPORTING MATERIALS:** You may include additional optional materials for consideration at the judges discretion, e.g. for a tie-breaker (800-number/PSA; media coverage; or letters from viewers): \_\_\_\_\_

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**Deadline for Entries: June 15, 2000**

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### APPLICATION

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Show \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Title of Storyline \_\_\_\_\_

Title of Show \_\_\_\_\_

Network \_\_\_\_\_

Production Company \_\_\_\_\_

Producers/Writers Credited for the Storyline Episodes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The storyline started on (date) \_\_\_/\_\_\_/\_\_\_ and ran until (date) \_\_\_/\_\_\_/\_\_\_

The approximate length of the entire storyline (all scenes):

\_\_\_\_ hours \_\_\_\_ minutes

In one paragraph, describe the entire story arc:

(Continue on the back if more space is needed.)

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## Sentinel for Health Award for Daytime Drama

### CONDITIONS

**By submitting your videotape entry, you agree to the following:**

1. The SENTINEL FOR HEALTH AWARD FOR DAYTIME DRAMA reserves the right to copy and distribute all materials, including video submitted by a show, for the purposes of judging, promotion and education. In the judging process, preview copies are occasionally made. The SENTINEL FOR HEALTH AWARD FOR DAYTIME DRAMA program occasionally exhibits, for educational or other public health purposes and not for profit, by means other than broadcast or telecast, programs and materials from this award competition. The SENTINEL FOR HEALTH AWARD FOR DAYTIME DRAMA 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 educational programs, research, and touring exhibitions. Appropriate credit is included with an entry exhibited.
2. The SENTINEL FOR HEALTH AWARD FOR DAYTIME DRAMA 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 award must include the full title of the award – the SENTINEL FOR HEALTH AWARD FOR DAYTIME DRAMA, and must refer solely to the storyline recognized.
4. The SENTINEL FOR HEALTH AWARD FOR DAYTIME DRAMA reserves the right not to grant an award, if the judges determine no entries merit recognition.
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 FOR HEALTH AWARD FOR DAYTIME DRAMA has the right to request additional supporting material, including scripts and/or additional video, before an award is determined.
7. Responsibilities of the SENTINEL FOR HEALTH AWARD FOR DAYTIME DRAMA are subject to the availability of funds and resources. This award 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 FOR HEALTH AWARD FOR DAYTIME DRAMA, CDC, or the United States.

The Centers for Disease Control and Prevention



The Sentinel  
for Health Award  
for Daytime Drama

Recognizing

Exemplary

Portrayals of

Health

Issues in

Daytime Dramas

**CDC**  
CENTERS FOR DISEASE CONTROL  
AND PREVENTION