



The Media Project

A Program of Advocates for Youth

2003 SHINE Awards

Summarized Transcript

House of Blues

Saturday, October 18, 2003

VTR CLIP #1

LORNA LUFT PERFORMANCE

ROBIN SMALLEY: Hi. My name is Robin Smalley and I'm the Director of The Media Project, a program of Advocates for Youth. I'm also a mom of a teenage daughter ... seated over there and I'm sure mortified that I'm once again about to speak out in public about sex! But as a parent, the lyrics we just heard are especially meaningful because if you look at the statistics, health and survival for today's young people is no longer a given. Youth account for more than half of all new HIV infections, we still have over 800,000 teen pregnancies every year, and kids continue to get STDs in record number.

But, no one can say the Hollywood community isn't doing its part to change all that. You are all amazing and I have been positively blown away by the submissions we have received from you this year ... not only by the record number, but the quality and creativity of the entries was truly extraordinary! If anyone ever gives you a hard time for working in television ... and I know how uppity those film people can be ... You just tell them that you can have a positive impact on the next generation that simply can't be matched. When you normalize condom use, you affect teen pregnancy. When you show the risks of unprotected sex, you prevent a promising life from turning into a tragedy. And when you portray a gay or transgender youth with sensitivity and understanding, you have prevented a hate crime or teen suicide. Today's kids need to learn so much more than they're getting at school ... they need to figure out how to treat one another and about relationships ... whether to approach the opposite sex with respect or with violence. They need to learn how to stay healthy, how to react to others' differences, how to love, and hard as it can be to admit, about sex. Families shape much of this, as do friends.

But increasingly our kids' most influential tool is the box ... or if they're really lucky, the flat screen, in their home. Now some people think that's a bad thing. But it isn't ... not always. Because there's you ... the writers, producers and executives who care, who produce programs that are responsible, that are sensitive, that enlighten, and yes, even that educate. I can hear you think ... educate? Yuck, that's not my job ... and you're right. Your job is to entertain and the fact that your work is being recognized here today means you've managed to do both ... and beautifully. Through your words you've captured our imaginations and our interest ... and even left us with a bit of knowledge that we never had before. Whether it's about HIV/AIDS, teen pregnancy, contraception or modeling a healthy way for us to talk to our kids, you've given something more valuable than even you can imagine. And after you've seen all of the VTR clips today, I'll bet that you're going to be as proud of yourselves as I am of you.

So, to get us started, I'd like to introduce Stand-Up New York's "Funniest Gay Male." The man of whom the *New York Times* raved, "Some performers hope for good notices from critics. Mr. Rudetsky has no such need." Please welcome three-time, Emmy-nominated, comedy writer and star of the Off-Broadway smash hit one man show, *Rhapsody in Seth*, Seth Rudetsky.

SETH RUDETSKY: Thank you!! Welcome to the SHINE Awards! I can't believe I'm hosting! I was so surprised when I was to do this because I'm from the world of Broadway and usually Broadway and Hollywood don't mix. Except ... a few years ago, one of the shows I did on Broadway was GREASE and what the producers did was have a parade of Hollywood stars from the late 70's and early 80's come in every few months to boost ticket sales. I did it with Mackenzie Phillips, Joe Piscopo, Maureen McCormick and Linda Blair. That one was weird because usually SUMMER NIGHTS goes ...

(At piano) tell me more, tell me more but you don't gotta brag Tell me more tell me more and Rizzo goes 'cause he sound like a drag but when Linda did it it was: tell me more, tell me more but you don't gotta brag Tell me more tell me more you're mother #&!?\$ #&!?\$ in #&!?\$!

and it was awkward...too many eight notes...then she lifted up her dress and peed during the prom... I must admit, I was a little confused when I got the call to host the SHINE Awards. I was thinking, "Shine"? How many schizophrenic pianists could there be out there? I mean there's Geoffrey Rush ... not much competition. But I thought, what the hell, It'll be a short show. Then I found out it was celebrating healthy sexuality on TV and I thought... phew, it is gonna be a short show. But, after looking at the list of nominees, I realized I was missing out on something by watching The Howard Stern Show 24/7. Turns out, there are a lot of shows that explore healthy sexuality. As opposed to when I was a kid, ... I gotta go back to GREASE ... I remember when that movie came out and I learned the valuable lesson, in order to get your man, you've to act AND dress like a whore. Do you know how hard it was in 6th grade to find an Olivia Newton-John leather pants suit in a boy's husky? Of course, I wound up becoming obsessed with Olivia and her oeuvre ... especially I HONESTLY LOVE YOU. It wasn't until I took a few psychology courses in college that I realized ... Olivia is phenomenally passive/aggressive.

OLIVIA SEGMENT AT PIANO

Now there are so many shows with positive role models. There's *Queer Eye for the Straight Guy*. Actually, soon there's gonna be a spin off. Sandy Duncan's hosting "The Glass Eye for the Straight Guy." Our theme today is Respect Yourself, Protect Yourself. As opposed to my daily one, Inspect Yourself/Depress Yourself. I don't get it.. I've been doing the Atkins High Fat thing, mixed with the food pyramid high carb thing and my mother "exercise is bad for you" thing. The point is...

Our theme today is Respect Yourself, Protect Yourself. Whether you are gay or straight, black or white, young or old, whether you're a man who identifies as a man or a man trapped in woman's body or whether you're a bisexual woman who identifies as a man living happily in a woman's body or whether you're a Vulcan living with Panard's disease and it's nobody's business that you didn't get it from indulging in the forbidden pleasures of mind melds. The message of the shows we're honoring is that we all have to be honest with ourselves about who we are, what we do, what our status is. Sex can be great, but it can also be dangerous. And I don't just mean when it results in the movie, GIGLI ... which, by the way, is a modern day version of that duet with Barbra Streisand and Don Johnson.

Anybody? I have the 8 track. By showing healthy behaviors on your programs you have helped millions of young people protect their health and save their lives. But enough of this serious talk, let's bring on the celebs! OK, not only is GROUNDED FOR LIFE hilarious, but these stars are amazing. To present the first award, Best Youth Program, please welcome the stars of *Grounded for Life*, Lynsey Bartilson, and Megyn Price.

LYNSEY BARTILSON: Hey, Megyn.

MEGYN PRICE: Hey, Lynsey.

LYNSEY BARTILSON: What has thumbs and *loves* sex?

MEGYN PRICE: What?

LYNSEY BARTILSON: (pointing thumbs to chest) ME!

MEGYN PRICE: Lynsey!

LYNSEY BARTILSON: Relax, Megyn. It's just a joke.

MEGYN PRICE: It's not appropriate and you're too young for that joke. You don't know what sex is. You don't have thumbs. Go to your room!

LYNSEY BARTILSON: You can't send me to my room, you're not my real mother.

MEGYN PRICE: I might not be your mother, but I play her on TV. As you can see, we all have different ideas of what's appropriate for teenagers.

LYNSEY BARTILSON: More to the point, we think about having sex all the time and you just want us to go outside and play.

MEGYN PRICE: All three nominees for Best Youth Program reflect this adolescent focus on sex. One explores what it's like to be thinking about sex all the time for guys compared with what it's like for girls.

LYNSEY BARTILSON: Another looks at what it's like to be thinking about sex all the time when a guy wants to be having sex with other guys.

MEGYN PRICE: The third shows how having sex and becoming a teen parent doesn't leave any time for having sex at all.

LYNSEY BARTILSON: The nominees are:

- *A Walk in Your Shoes*—Noggin/The N;
- *DeGrassi: The Next Generation*—Noggin/The N; and
- *Busting the Double Standard: The Guys and the Girls*—MTV.

VTR CLIP #2—YOUTH PROGRAM NOMINEES

MEGYN PRICE: And the SHINE Award for Best Youth Program goes to *A Walk in Your Shoes* “Teen Parent.” Accepting is Brian Graden, President of Entertainment, MTV and VH1.

VTR CLIP #3—MUSIC/LOGO

SETH RUDETSKY: Wow, those shows are realistic! When I was a kid, the raunchiest thing we had on TV was Pinky Tuscadero...and I don't think she and the Fonz ever even did it. Although he did once ask her to sit on it. Speaking of *Happy Days*, our next two presenters have made millions of people very happy on their respective series. Please welcome the fabulous stars of *Less Than Perfect* and *One on One*, Sara Rue and Flex Alexander.

SARA RUE: Hi, everybody.

FLEX ALEXANDER: How y'all doing today?

SARA RUE: Enjoying your gift bags? Yeah? Terrific! We couldn't help but notice that they are not all created equally.

FLEX ALEXANDER: For example, some of you have a Twisted Sister CD while some of you have *Singin' In The Rain*.

SARA RUE: You might want to take this opportunity to just open up your little blue Kenneth Cole bags, there you go, just open up and see what's inside. Great. Now, you might also notice that everybody has a male condom and a female condom.

FLEX ALEXANDER: Now, for some of you, that might be great, but some of you might not have any need for a male condom, you might prefer two female condoms. Ain't nothing wrong with that.

SARA RUE: Then there are some of you who might not have any need for a female condom. You might prefer *Singin' in the Rain*. Okay, just pass around your tables, make sure everybody has what's right for them.

FLEX ALEXANDER: The important thing is that you use those condoms. Your life depends on it.

SARA RUE: Although there have been great strides in helping HIV positive people extend their lives with medicine, there is no cure. It's a travesty that so many people, young and old, don't have the information they need to keep themselves from getting sick or have the information, but aren't fully aware of how important it is to their lives.

FLEX ALEXANDER: One of the nominees for Best Informational/Documentary demonstrates how easy it is to get an HIV test and explains how important HIV testing is to saving and/prolonging your life.

SARA RUE: The other two nominees trek across the world exploring the AIDS epidemic's decimation of entire communities and devastation of individual lives. These programs boggle the mind with a vision of the enormity of this crisis, particularly in Africa where more than 25 million people are dying from AIDS.

FLEX ALEXANDER: The nominees for Best Informational/Documentary are:

- *B.E.T. Open Mic: HIV Testing Day*, B.E.T.;
- *Diary Of Bono And Chris Tucker: Aiding Africa*, MTV; and
- *Pandemic: Facing AIDS*, HBO.

VTR CLIP #4—INFORMATIONAL/DOCUMENTARY NOMINEES

SARA RUE: And the award for Best Informational/Documentary goes to HBO's *Pandemic: Facing AIDS*. Accepting are Editors Kate Amend and Alesia Boyer.

VTR CLIP #5—MUSIC/LOGO

SETH RUDETSKY: What's the difference between a gay man and a black woman? One watches Whitney Houston movies and ends sentences with "o-kay" and the other's African American woman. Okay? It's funny because it's true. To present the next award, please welcome the star of *Dr. Quinn Medicine Woman*, out gay actor Chad Allen and, from *Becker*, the multitalented Hattie Winston.

HATTIE WINSTON: Thank you, Seth.

CHAD ALLEN: I forget, is he gay?

HATTIE WINSTON: Child, turn on your gay-dar.

CHAD ALLEN: Oh, I think I'm getting a "yes," but I think I heard him talking about doing some girl.

HATTIE WINSTON: Doing some girl's hair, maybe. Honey, even my gay-dar's beeping, but being gay is not like being black. You can't really tell if someone is gay just by looking at them.

CHAD ALLEN: You've got to go deeper. What kind of music do they listen to? What kind of shoes are they wearing? Okay?

HATTIE WINSTON: Okay.

CHAD ALLEN: This anonymity does not prove true for the transgendered.

HATTIE WINSTON: Even within the gay community there has traditionally been a great deal of discrimination against transvestites and transsexuals. And, being so conspicuous has helped to make transgendered folks an easy target for hate crimes.

CHAD ALLEN: All three made for TV movies in the Entertainment Special category are about transgendered people and they all help to raise awareness and sensitivity about this issue.

HATTIE WINSTON: The nominees for Best Entertainment Special are:

- *Normal*, HBO;
- *Soldier's Girl*, Showtime; and
- *The Badge*, Starz.

VTR CLIP #6—ENTERTAINMENT SPECIAL NOMINEES

HATTIE WINSTON: And the winner for Best Entertainment Special is HBO's *Normal*. Accepting is Writer and Director Jane Anderson.

VTR CLIP #7—MUSIC/LOGO

SETH RUDETSKY: The SHINE Award for Special Individual Achievement will be presented to Neal Baer, the former Executive Producer of *ER* and current helmer of *Law & Order: SVU*. Here to introduce our tribute are two of the brilliant stars of *ER*, Alex Kingston and Ming-Na.

MING-NA: With *West Wing*'s Rob Lowe running Arnold Schwarzenegger's gubernatorial campaign, one can't help but wonder, "what's next?" George Clooney doing triple bypasses at Cedars Sinai? As an actor who plays a doctor on TV, I have felt incredibly grounded by the fact that the guy in charge was a real doctor.

ALEX KINGSTON: A Harvard educated physician, Neal Baer has successfully merged the two worlds of medicine and entertainment. On both *ER* and *Law & Order: SVU*, Neal has consistently tackled controversial topics with integrity and fearlessness, educating people about topics from sexually transmitted diseases to rape while entertaining them with great characters and beautifully written storylines.

MING-NA: Here is just a small sampling of Neal Baer's inspired work.

VTR CLIP #8—NEAL BAER REEL

MING-NA: Joining us to tell us more about Neal, please welcome the star of *Law & Order: SVU*, Mariska Hargitay.

MARISKA HARGITAY: I am thrilled to be here to honor my friend, Neal Baer. I've done two shows with Neal, *ER* and *SVU*, and he's always been my guardian angel. He is responsible for writing some of my favorite scenes, including the one where I do body shots with Anthony Edwards—thank you, Neal. He is every actor's champion, and I couldn't ask for a better boss.

Neal has been so successful in so many different fields, but all of his careers are connected by a common thread—his love for education. Neal really has the soul of a teacher. His goal is to use the medium of television not only to entertain and tell a good story, but shed light on complex issues.

Neal's commitment to education was evident very early on—in 1994 he received the Jerry L. Pettis Memorial Scholarship from the American Medical Association, as the outstanding medical student who contributed to promoting a better understanding of medicine in the media. He was selected as a Mass Media Fellow by the American Association for the Advancement of Science and worked as a television science producer. With his interest in adolescent health, Neal has written extensively for *Scholastic Magazine*, covering such topics as teen pregnancy, AIDS and drug and alcohol abuse. He has continued to cover these topics and many more issues vital to our society as a writer on such shows as *China Beach*, *Outreach*, *ER*, and *Law & Order: SVU*. Long story short—he's a superhero.

So what's the day in the life of a superhero? I asked Chris Mendoza, Neal's assistant, to help me out with this one. Now, I don't know if this is inappropriate Neal, but Chris let me steal a page from your Filofax from your office. Also I borrowed some money. Are you mad? Because it was Chris's idea.

Here's Neal's typical day:

5:00 to 6:00	Wake up and go for a run.
6:00 to 7:00	Read a dozen newspapers and magazines looking for story ideas.
7:00	Kiss Gerrie and Caleb goodbye.
8:00 to 9:00	Breakfast with The Media Project—talk about date rape drugs and proper condom use—be prepared to perform Heimlich on anybody who might need it.
10:00	Give Chris Mendoza affirmations to make sure he knows he's a good assistant.
Lunch	Read the next four scripts.
2:00 to 3:00	Write the hundredth episode of <i>SVU</i>
3:00 to 4:00	Tell Mariska she's pretty—that's so nice.

4:00	Cut Mariska out of scenes. Interesting.
5:00 to 6:00	Learn everything there is to know about stem cell research
6:00 to 7:00	Write acceptance speech for Physicians for Social Responsibility award. Which is true. He's actually winning that award.
7:00 to 8:00	Write lecture for USC class.
8:00 to 10:00	Attend meeting for the Writers Guild Pension and Health Fund.
10:00	Tell Mariska yes, she's still pretty
Midnight	Make a list of new actresses to play Detective Benson. Wait, WHAT?

But I'm not here to talk about me, or how many scenes I have, or how pretty I am ... I'm here to talk about Neal. Because I know what you're all thinking—what exactly is this guy trying to prove? I mean, it's a little much to be such a smarty-pants, isn't it? Neal, seriously, what are you trying to prove?

The truth is, he's not trying to prove anything. He's just extremely intelligent, and has an unceasing energy and desire to learn about everything he can. And I liked him from the moment I met him. Of course he hired me, but that had nothing to do with it. Maybe a little, but anyway ...

Neal's incredible talent and intellect aside, what I most love about him is the compassion and caring that are just innate to his personality—I'm sure that makes him a wonderful teacher or physician—it also makes him a loyal and true friend. No matter how busy he is, how much he's got on his plate, he's the only producer in Hollywood I can always get on the phone, and he makes me feel like I'm the center of the universe. I think that's true for everyone lucky enough to have Neal in their lives.

Neal, if you never wrote me another scene, never hired me again, I would still be honored to call you my friend. I love your mind, but even if you were a stupid, lazy #&!?\$, I would love you for your heart.

Please join me and The Media Project in applauding my dear friend, Neal Baer.

NEAL TO PODIUM TO ACCEPT

SETH RUDETSKY: Here come the daytime drama awards ... I love soaps ... I mean I haven't watched in a while, but I'm pretty much up on all the plot twists ... but actually, does anyone know, have Luke and Laura gotten married yet? ... I remember they were about to and then I didn't watch for a while. Soap operas are a perfect avenue for positive messages. If something gets said on a soap, you know people are listening. Few audiences are as engrossed in plot twists as soap opera audiences, except perhaps crime drama audiences. Our next two presenters know a little something about keeping an audience on the edge of their seats. Please welcome *CSI's* Robert David Hall and *The Young & the Restless's* Sharon Case.

ROBERT DAVID HALL: Well, Sharon, that's nice of him to say that, but I don't think I keep them on the edge quite the way you do.

SHARON CASE: Don't be so hard on yourself, Robert.

ROBERT DAVID HALL: Well you know, blondes have more fun.

SHARON CASE: You could be a blonde. That could be hot.

ROBERT DAVID HALL: Oh, no, not me. I don't think I could get into that.

SHARON CASE: Well, no matter what the characters on our nominated shows got into, no matter how high the emotions ran, there was always attention paid to responsible sex or consequences.

ROBERT DAVID HALL: Despite all the craziness in these storylines, real thought was given to such issues as using condoms, abortion and preventing STDs and pregnancy

SHARON CASE: The nominees for Best Daytime Drama are:

- *As The World Turns*, CBS;
- *Guiding Light*, CBS; and
- *One Life to Live*, ABC.

VTR CLIP #9—DAYTIME DRAMA NOMINEES

ROBERT DAVID HALL: And the winner is *Guiding Light* “Marina Plans Ahead.” Accepting is writer, Christopher Donn.

VTR CLIP #10—MUSIC/LOGO

SETH RUDETSKY: *Nip/Tuck* joke ... botox joke. Please welcome *Everwood*’s Emily VanCamp and *Nip/Tuck*’s John Hensley.

EMILY VANCAMP: Hey, John.

JOHN HENSLEY: Hey, Emily. Listen to this. This lady, Mrs. Smith, goes to the doctor’s office to pick up her husband’s test results. The nurse is like, “I’m sorry, ma’am, but there’s been a bit of a mix-up and we have a problem. When we sent your husband’s samples to the lab, we sent another Mr. Smith’s samples as well and now we’re not sure which one is your husband’s results. Frankly, it’s either bad or terrible!”

EMILY VANCAMP: What do you mean?

JOHN HENSLEY: That’s what Mrs. Smith said. The nurse said that one Mr. Smith tested positive for Alzheimer’s and the other for AIDS and they had no way of knowing which was which.

EMILY VANCAMP: That’s terrible! Couldn’t they do the test over?

JOHN HENSLEY: The nurse said, “Normally, yes, but the HMO won’t pay for these expensive tests more than once.”

EMILY VANCAMP: Well, what’s Mrs. Smith supposed to do now?

JOHN HENSLEY: The nurse said that she should drop her husband off in the middle of town and, if he found his way home, don’t sleep with him.

EMILY VANCAMP: That sounds made up. That didn’t really happen.

JOHN HENSLEY: Look, I’m not really sure if her name was Mrs. Smith, but I swear, health care is messed up like that.

EMILY VANCAMP: That’s true. I watched *The District* last season. If it hadn’t been for Craig T. Nelson being such a great guy, Lanei Chapman wouldn’t have had the care she needed those last months of her life. All the nominees in the Series Storyline category took the time to go deep following stories of HIV/AIDS, teenage prostitution, abortion, adoption and health care. The nominees for Best Series Storyline are:

- *Girlfriends*, UPN;
- *Queer as Folk*, Showtime;
- *Six Feet Under*, HBO;
- *Strong Medicine*, Lifetime; and
- *The District*, CBS.

VTR CLIP #11—SERIES STORYLINE NOMINEES

EMILY VANCAMP: And the winner is *Queer as Folk* “A Hustler’s Tale.” Accepting is Coordinating Producer Adam Newman.

VTR CLIP #12—MUSIC/LOGO

SETH RUDETSKY: Ah youth. When I was in high school, I was dedicated to taking jazz class every week. . I thought I was amazing. I recently found some old video footage of myself ... and you know what? I wasn't so amazing. I was learning old school funk jazz and I remember my signature step was down to the side up and pull back. You have to do the head ... look ... amazing ... not amazing ... amazing ... not amazing ... Well, the good news is The SHINE Award has just added a new category and apparently I've won. It's for the most obviously gay high school junior. Let's watch the winning entry.

VTR CLIP #13—SETH RUDETSKY I AM WHAT I AM DANCE ROUTINE

Ah youth ... Advocates for Youth is not only the parent organization of The Media Project but is also a critical ally for the next generation. Last year alone, Advocates for Youth reached more than 10 million young people worldwide, helping them to stand up for their right to honest sex education and youth-friendly sexual health services. We are so fortunate that the head of this important organization was able to join us fresh off a trip to South Africa and Botswana. Please welcome, our man in Washington, DC, Advocates for Youth President, James Wagoner.

JAMES WAGONER: [speech]

DADDIOS PERFORMANCE

SETH RUDETSKY: The Daddios. Give it up for Bill Frischman, Richard Gasparien, Bruce Nickels and Mick Walker. The Daddios, ladies and gentlemen. Now please welcome, from *Queer as Folk*, Harris Allan and from *Girlfriends*, Jill Jones.

HARRIS ALLAN: We are here to present the Scene Stealer Award.

JILL JONES: That's because we steal every scene we're in.

HARRIS ALLAN: Jill!

JILL JONES: ... is what my character, Toni, on *Girlfriends*, would say.

HARRIS ALLAN: That's nice of you, I mean Toni, to include me but I'm a team player.

JILL JONES: I'm a team player, too, baby. My team is the nominated two times *Girlfriends* team, thank you very much. Yup, that's what Toni would say.

HARRIS ALLAN: Just like me on *Queer as Folk*, you're a member of a tight-knit ensemble.

JILL JONES: The tight-knit ensemble is what I'm wearing, honey.

HARRIS ALLAN: Toni?

JILL JONES: Totally.

HARRIS ALLAN: How did I know?

JILL JONES: The nominees in the scene stealer category are all shows where sexual health might not be the focus of the storyline, but the writers and producers have created a world in which sexual health issues are a standard fact of life as indeed they are.

HARRIS ALLAN: The nominees are:

- *CSI*, CBS;
- *Frasier*, NBC;
- *Law & Order: SVU*—"Lust," NBC;
- *Law & Order: SVU*—"Mercy," NBC; and
- *Sex & the City*, HBO.

VTR CLIP #14—SCENE STEALER NOMINEES

JILL JONES: The SHINE Award for Best Scene Stealer goes to *CSI* “Snuff.” Accepting is Executive Producer Ann Donohue.

VTR CLIP #15—MUSIC/LOGO

SETH RUDETSKY: Maria Conchita Alonso/*Kiss of the Spider Woman* bit. All right, that along with Madrid cast album of *EVITA*, represents my entire comprehension of the Spanish language. However, as this country becomes more bilingual I am increasingly in the minority. To address the needs the health of this population, The Media Project has launched The Spanish Initiative, now in its second year. Here to present the Latino Broadcast awards are *Gata Salvaje*’s Sandro Finoglio and *Secreto De Amor*’s Carla Ortiz.

CARLA ORTIZ: The Madrid version of *EVITA*, Seth? Papi chulo, you should check out the Venezuelan. It’s really great.

SANDRO FINOGLIO: No offense, Carla, but you obviously haven’t heard the Bolivian *EVITA*.

CARLA ORTIZ: Don’t cry for me, Sandro Finoglio.

SANDRO FINOGLIO: I’m not crying for you, I’m crying for today’s Latino youth. Their statistics are way behind those of white kids when it comes to practicing safe sex. Sixty percent of Latinas become pregnant at least once before the age of twenty, that’s double the national statistic. The same is true of Latinos and chlamydia.

CARLA ORTIZ: AIDS is the fourth leading cause of death among Latinos age 25-44. That’s why it is so important that these nominated shows are tackling such difficult topics as homosexuality, teen pregnancy, HIV and abortion.

SANDRO FINOGLIO: The nominees for Best Latino Broadcast Novela are:

- *Los Teens*, Falcon Film/Telemundo Network;
- *Francisco el Matematico*, RCN Television Colombia;
- *Corazones Rebeldes*—“Aborto,” TV Globo Brazil; and
- *Corazones Rebeldes*—“VIH-SIDA,” TV Globo Brazil.

VTR CLIP #16—LATINO BROADCAST NOVELA NOMINEES

CARLA ORTIZ: The award for Best Latino Broadcast Novela goes to *Francisco el Matematico* “No Mas Ninas Embarazadas.” Accepting is Yuldor Gutierrez and Claudia Pina.

VTR CLIP #17- MUSIC/LOGO

SANDRO FINOGLIO: The nominees for Latino Broadcast Talk/Variety Show deal with sex on drugs, sex among disabled people, teen pregnancy, and transgender issues.

CARLA ORTIZ: The nominees are:

- *Marta Susana*, Venevision Intl/Univision Network;
- *Sexo Diaro*, Prime Time /Channel 11 Mexico/Cosmopolitan TV DH;
- *Cosas de la Vida*, TV Azteca SA De C.V.; and
- *Chat*, MUN2/Telemundo Network.

VTR CLIP #18—LATINO BROADCAST TALK VARIETY NOMINEES

SANDRO FINOGLIO: The award for Best Latino Broadcast Talk/Variety Show goes to *Marta Susana* “Bailes de La Muerte.” Accepting is Rafael Bello.

VTR CLIP #19—MUSIC/LOGO

SETH RUDETSKY: The SHINE Award for Special Corporate Achievement will be presented to Viacom in honor of KNOW HIV/AIDS, the company's widespread initiative to combat the deadly virus. Here to introduce our tribute to this extraordinary effort are two of the stars of one of Viacom's most moving programs. Please welcome, from CBS's *The District*, Craig T. Nelson and Roger Aaron Brown.

ROGER AARON BROWN: Isn't that nice? Emily VanCamp from *Everwood* called you a great guy.

CRAIG T. NELSON: I'm just glad she was moved by our storyline. That's why we do what we do. That and our own experience working with material as strong as that.

ROGER AARON BROWN: I'm so glad that The Media Project is recognizing *The District* and all of Viacom for this initiative.

CRAIG T. NELSON: In January of this year, media powerhouse Viacom, in a partnership with the Kaiser Family Foundation, launched KNOW HIV/AIDS, an unprecedented, global media campaign to combat HIV/AIDS through public service messages, television and radio programming and print and online content. In fact, the multi-year effort harnesses the power of Viacom's media brands to foster awareness of the virus and its prevention.

ROGER AARON BROWN: Encompassing the entire Viacom family including CBS, UPN, Showtime, Paramount Television, BET, Comedy Central, MTV, Nickelodeon, Noggin/The N and Blockbuster, and incorporating TV programming that encourages HIV prevention, testing and counseling, theirs was a vision truly extraordinary in scope and possibilities.

CRAIG T. NELSON: In less than one year, tens of millions of people have been educated about HIV/AIDS by the writers and producers under the Viacom umbrella, who have been inspired by the education efforts Viacom has encouraged within the company. It took a pooling of much talent to bring the work we're going to show you to the general viewing audience. The Kaiser Family Foundation, which is represented by its Vice President, Matt James, today, provided much of the technical and research background for the initiative. And, Advocates for Youth and its Media Project were available day and night and worked directly with shows' writers and producers, providing script consultations, expert advice, and support. But a picture is worth a thousand words so let's take a look at some of Viacom's accomplishments over the past months.

VTR CLIP #20—VIACOM REEL

SETH RUDETSKY: Here to present the SHINE Award for Special Corporate Achievement is the man you've loved as Dr. Frasier Crane for twenty years, please welcome Kelsey Grammer.

KELSEY GRAMMER: Thank you, Seth.

All too often, corporations are seen as faceless entities without a social conscience. But as we have just seen from the tape, Viacom has shown that it truly cares. About our health, our safety, the ones we love, and the future of this planet.

For any organization to do something as concerted and positive as the initiative called Know HIV/AIDS, is not only unprecedented, it is almost inconceivable. However Viacom and its thousands of employees have found a way to do it. And it is this accomplishment that we salute today.

Ladies and gentleman, please join me in welcoming the man who leads the company responsible for this superhuman crusade, Viacom chairman and CEO, Sumner Redstone.

SUMNER REDSTONE TO PODIUM TO ACCEPT

SETH RUDETSKY: I love Kelsey Grammer, *Frasier* always give the best advice. When I was a kid I got all of my advice from TV moms. My favorite TV Mom when I was younger was, of course, MAUDE. Bea Arthur was sassy and told it like it was. However my adulation soon turned to horror when I saw one of those 70's variety shows that featured three things never heard before in the same sentence. Bea Arthur ... singing ... *Don't Rain on My Parade*.

AUDIO CLIP # 1—BEA ARTHUR, *DON'T RAIN ON MY PARADE*

Take these next two presenters. One plays a pill-popping, bipolar housewife maxing out her hardworking husband's credit card while the other portrays a lesbian mother who goes back to work as curator so that her partner can carry their second child. Please welcome *Six Feet Under's* Justina Machado and *Queer as Folk's* Thea Gill.

JUSTINA MACHADO: The nominees for Best Drama Episode cover a wide range of issues ranging from teen sex to intergalactic health. What ties them together is a rooting in The SHINE Awards theme of Respect Yourself, Protect Yourself.

THEA GILL: Whether self-respect means admitting that you're having sex and need to take precautions or asserting that, as a transgendered person, you have special needs in a hospital or even in jail.

JUSTINA MACHADO: Whether self-respect means not having sex in a school study lounge.

THEA GILL: Or even having sex in a school study lounge.

JUSTINA MACHADO: These shows have risen to the task of delivering a positive message about risk awareness, consequences and informed decision making.

THEA GILL: The nominees for Best Drama Episode are:

- *Boston Public*, Fox;
- *Enterprise*, UPN;
- *ER*, NBC;
- *Everwood*—"Episode 20," The WB;
- *Everwood*—"The Kissing Bridge," The WB; and
- *Law & Order: SVU*, NBC.

VTR CLIP #21—DRAMA EPISODE NOMINEES

JUSTINA MACHADO: The award for Best Drama Episode goes to *Law & Order: SVU* "Fallacy." Accepting is writer, Barbie Kligman.

VTR CLIP #22—MUSIC/LOGO

SETH RUDETSKY: Please welcome *Half And Half's* Chico Benymon and, from *Will and Grace*, Shelley Morrison.

SHELLEY MORRISON: A young man. Lets call him Chico.

CHICO BENYMON: Chico?

SHELLEY MORRISON: It means boy in Spanish. Relax.

CHICO BENYMON: Okay.

SHELLEY MORRISON: So, this boy, Chico, goes into a drug store to buy condoms. The pharmacist says, "They come in packs of 3, 9 or 12. Which do you want?"

CHICO BENYMON: Uh ...

SHELLEY MORRISON: Which do you want?

CHICO BENYMON: Uh ... well, I've been seeing this girl for a while now and she's really hot and I want the condoms 'cause I think tonight's 'the' night.

SHELLEY MORRISON: Go on.

CHICO BENYMON: We're having dinner with her parents and then I have a feeling I'm gonna get lucky after that.

SHELLEY MORRISON: Cut to the chase, Chico.

CHICO BENYMON: Well, you know, I don't mean to brag, but once she's had me, she's gonna want me all the time so you better give me the twelve pack.

SHELLEY MORRISON: Thank you, Chico. Anyway, later that evening, at dinner with the parents, Chico asks if he can give the blessing. He begins the prayer but then keeps going with his head down after everybody else starts eating. The girlfriend leans over and says, "You never told me you were so religious." And Chico says ...

CHICO BENYMON: You never told me your father was a pharmacist! Okay, people, you can laugh, but the important thing is that I, I mean, Chico, I mean, this young man practiced safe sex. And that is the message of all of the nominees for Best Comedy Episode.

SHELLEY MORRISON: The nominees are:

- *Becker*, CBS;
- *George Lopez*, ABC;
- *Girlfriends*, UPN;
- *Grounded for Life*, The WB; and
- *One on One*, UPN.

VTR CLIP #23—COMEDY EPISODE NOMINEES

CHICO BENYMON: And the winner is UPN's *One on One* "The Test." Accepting is co-executive producer Arthur Harris and Producer/Star Flex Alexander.

VTR CLIP #24—MUSIC/LOGO

ROBIN SMALLEY: I know I'm following some wonderful, heartfelt thank you's today but I do have a few of my own. Seth, thank you for a most entertaining afternoon. Then, there is my incredible Media Project staff, and I wouldn't be able to set foot in the office on Monday if I didn't acknowledge all their hard work. Ben Rimalower, our talented and able producer/director; Magaly Holtz who not only runs our Spanish initiative but has become my right hand; Stacy Roberts who is a whiz with details and laughs her way through every stressful situation; Sandra Harper who keeps the office sane; and Kerrie Preston for all of her hard work. I also want to express my gratitude to the staff at Advocates for Youth whose support through tough times and tight budgets make me want to come to work in the morning and whose dedication to the welfare of the world's young people truly inspires me.

And to all of you ... thank you for your talent, your commitment, your humor, and your extraordinary creativity. I love working with you and hope that The Media Project can be part of your support system for many seasons to come. Thank you for being here this afternoon, check outside to see if you've won anything in the silent auction and we hope you've been encouraged to go back to your offices and writers rooms on Monday ... and make some healthy sex!

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