

The Norman Lear
CENTERTAINMENT
Exploring Implications of the Convergence of Entertainment, Commerce, and Society

For Immediate Release

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USC Annenberg Announces Fifth Annual Rogers Award Call For Entries

LOS ANGELES, June 4, 2009 — Hollywood, Health & Society (HH&S), a project of the USC Annenberg School's Norman Lear Center, announces a call for entries for the fifth annual **Everett M. Rogers Award for Achievement in Entertainment Education**.

Nominations of practitioners in the field of entertainment education, including artists and/or producers of entertainment education programs, are welcome. Nominations of scholars or researchers who study the impact of these messages are also invited for consideration.

The award, named in memory of internationally recognized communication scholar and former USC Annenberg School associate dean Everett M. Rogers, was presented in 2008 to David Poindexter, founder and former president of Population Communications International and a pioneer in the international field of entertainment-education. Other previous winners are Mexican writer/producer Miguel Sabido, entertainment-education scholar Arvind Singhal, and Stanford University professor Albert Bandura.

Nomination packages should consist of the practitioner or scholar's resume, including presentations and publications; a letter of nomination from a knowledgeable scholar or practitioner in the field of entertainment education explaining the excellence and innovativeness of the candidate's work; and a copy of a publication or sample of the project for which the nomination is made. All materials are due by **Friday, June 26th, 2009** and should be submitted to **Mandy Berkowitz; USC Annenberg Norman Lear Center; 8383 Wilshire Boulevard, Suite 650; Beverly Hills, CA 90211**.

Recipients of the Everett M. Rogers Award for Achievement in Entertainment Education will be recognized at the annual Sentinel for Health Awards event in September 2009 in Los Angeles, CA. In addition, the Rogers Award recipient will present his or her work at a USC Annenberg colloquium open to the University's students and faculty, as well as visit classes and seminars

Funded by the the Centers for Disease Control and Prevention, The California Endowment and the Bill & Melinda Gates Foundation, **HH&S** provides entertainment industry professionals with accurate and timely information for health storylines, including free consultations and briefings with subject matter experts. Based at the USC Annenberg School's Norman Lear Center, it is a one-stop-shop for writers, producers and others in search of credible information on a wide range of public health topics. For more information, visit www.usc.edu/hhs.

The Norman Lear Center is a multidisciplinary research and public policy center exploring implications of the convergence of entertainment, commerce and society. It works to bridge 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 USC Annenberg School for Communication is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,900 graduate and undergraduate students, 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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