

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

**For Immediate Release**

**Contact:** Leslie Wong  
USC Annenberg Norman Lear Center  
(323) 782-3316  
leslie.wong@usc.edu

## **USC Annenberg Announces Fourth Annual Rogers Awards Call For Entries**

LOS ANGELES, May 5, 2008 —Hollywood, Health & Society (HH&S), a project of the USC Annenberg School's Norman Lear Center, announces a call for entries for the fourth 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 internationally recognized communication scholar and former USC Annenberg School associate dean Everett M. Rogers, was presented in 2007 to Stanford University professor **Albert Bandura**, a pioneer in the international field of entertainment-education. Other previous winners are Mexican writer/producer Miguel Sabido and entertainment-education scholar Avind Singhal.

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 **Monday, June 30th, 2008** and should be submitted to **Leslie Wong; 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 October 2008 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](http://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](http://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](http://www.annenberg.usc.edu).

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