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For Immediate Release

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**Martine Bouman of the Netherlands Wins 2010 Everett M. Rogers Award
For Achievement in Entertainment Education**

LOS ANGELES, August 16, 2010 – **Dr. Martine Bouman**, director of the Center Media & Health in the Netherlands, is the 2010 recipient of the annual **Everett M. Rogers Award for Achievement in Entertainment Education**. On September 22, she will describe her pioneering work at a noon lunch colloquium at the USC Annenberg School. That evening, she will be recognized as the sixth recipient of the Rogers award at the Writers Guild of America, West in Los Angeles. Seating at the colloquium is limited; email cfelix.usc@gmail.com to reserve.

Presented by the **Norman Lear Center**, the award honors the late Everett M. Rogers, a former associate dean and the Walter H. Annenberg Professor of Communication at the **USC Annenberg School for Communication & Journalism**. It recognizes exceptional creativity in the practice of entertainment education (EE) and excellence in research on the use of entertainment to deliver messages aimed at improving the quality of life of audiences around the world. Dr. Bouman, who will also be a guest speaker in USC Annenberg classes, is the first woman to receive the Rogers Award.

Dr. Bouman's career is a rare combination of roles as social scientist and educator, designer of EE campaigns, and public policy advocate. Her work has led to television and Internet storylines on public health topics including sex, drugs, alcohol, and the prevention of cardiovascular diseases. Her teaching and research on the effectiveness of EE has led to its formal integration into policy at the Ministry of Health and Welfare and several NGOs in the Netherlands, as well to courses at six universities and to her organizing the first major global conference on entertainment education outside the U.S.

"Martine Bouman's center is the pre-eminent model for entertainment education in Europe," said Professor **Doe Mayer**, the Mary Pickford Chair at the USC School of Cinematic Arts and a professor at USC Annenberg. "Her passionate advocacy continues to inspire all of us in the field."

Recipients of the Rogers Award are selected by a jury of prominent scholars in the field of health communication. **Peter Clarke**, former USC Annenberg dean who now holds a

joint faculty appointment at USC Annenberg and the Keck School of Medicine at USC, chaired the selection committee.

The award will be presented to Dr. Bouman during the eleventh annual Sentinel for Health Awards ceremony, which recognizes exemplary achievements in television storylines that inform, educate and motivate viewers to make choices for healthier and safer lives. The Sentinel for Health Awards are hosted by **Hollywood, Health & Society (HH&S)**, a program of the USC Annenberg School's Norman Lear Center. Funded by the Centers for Disease Control and Prevention, The Bill & Melinda Gates Foundation, the National Institutes of Health, the Office of National Drug Control Policy, The California Endowment, the Health Resources and Services Administration's Division of Transplantation and the Agency for Healthcare Research and Quality, HH&S provides entertainment industry professionals with accurate and timely information for health storylines, including online materials, consultations and briefings with experts on a wide range of public health topics. For more information about the Sentinel for Health Awards, Hollywood, Health & Society and resources for writers, visit www.usc.edu/hhs.

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 USC Annenberg School, the Lear Center builds bridges between faculty who study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between 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 & Journalism** 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 annenberg.usc.edu.

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