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**Arvind Singhal Awarded First Everett M. Rogers Award
for Achievement in Entertainment-Education**

Award remembers former USC Annenberg professor by honoring ground-breaking scholar

LOS ANGELES, Sept. 13, 2005 – Arvind Singhal, a noted communication scholar, author and Ohio University professor, is the first recipient of the Everett M. Rogers Award for Achievement in Entertainment-Education.

Administered by the Norman Lear Center at the USC Annenberg School for Communication, the award is given in memory of Everett M. Rogers, a former associate dean and the Walter H. Annenberg Professor of Communication at the USC Annenberg School. The Rogers award honors exceptional creativity in the practice of entertainment-education, and excellence in research on the use of entertainment to deliver pro-social messages aimed at improving the quality of life of audiences in the United States and abroad.

“Everett Rogers was an exceptional scholar and teacher who shared Walter Annenberg’s vision that communication be used as a tool for public good,” said Geoffrey Cowan, dean of the USC Annenberg School for Communication. “Ev’s work inspired a generation of communication scholars at USC and later at the University of New Mexico. We are delighted the first Rogers Award is being presented to one of his former students at USC Annenberg, Dr. Arvind Singhal, who is breaking new ground in the field of entertainment-education.”

This year’s award recognizes Arvind Singhal, Ph.D, professor and presidential research scholar in the School of Communication Studies at Ohio University. Singhal teaches and conducts research on diffusion of innovations, mobilizing for change, strategic communication plan design and implementation and entertainment-education communication strategy. As part of the award activities, Singhal will present key research findings on Sept. 28, 2005, at the inaugural Everett M. Rogers Colloquium, held at the USC Annenberg School for Communication under the auspices of the Norman Lear Center

Singhal has authored or edited eight books, including the forthcoming *Communication of Innovations: A Journey with Everett M. Rogers*. His *Combating AIDS: Communication Strategies in Action* and *Entertainment-Education: A Communication Strategy for Social Change* received the National Communication Association’s Applied Communication Division’s Distinguished Book Awards for 2004 and 2000, respectively. His work has influenced countless achievements in global entertainment-education efforts in more than 50 countries.

Singhal was chosen by a jury of prominent scholars in the field. Peter Clarke, former dean of USC Annenberg and now a professor at USC Annenberg and at USC’s Keck School of Medicine, led the selection committee.

Singhal will accept his award Sept. 28, 2005, at the Writers Guild of America, west, at the sixth annual Sentinel for Health Awards. The awards are administered by Hollywood, Health, & Society, a project of the USC Annenberg Norman Lear Center, the Centers for Disease Control and Prevention and the National Cancer Institute. The Sentinel for Health Awards recognize exemplary achievements in television storylines that inform, educate and motivate viewers to make choices for healthier and safer lives.

The Norman Lear Center is a multidisciplinary research and public policy center exploring implications of the convergence of entertainment, commerce and society. Based at the USC Annenberg School for Communication, the Lear Center 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 1,700 graduate and undergraduate students, USC Annenberg offers B.A., M.A. and Ph.D. degrees in journalism, communication and public relations. For more information, visit www.annenberg.usc.edu.

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