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**Miguel Sabido Awarded 2006 Everett M. Rogers Award
for Achievement in Entertainment-Education**

Award remembers former USC Annenberg professor by honoring pioneering practitioner

LOS ANGELES, Sept. 12, 2006 – **Miguel Sabido**, a world pioneer in the field of entertainment-education, is the 2006 recipient of the **Everett M. Rogers Award for Achievement in Entertainment-Education**. He will be recognized as the second recipient of the annual award at the Sentinel for Health Awards event on Sept. 27, 2006 at the Writers Guild of America, west in Los Angeles.

Hosted by the Norman Lear Center at the USC Annenberg School for Communication, the annual Rogers 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 collaborated with many great communication scholars and practitioners, and he worked extensively with Miguel Sabido to launch development communications programs that have changed the world– from Mexico, to India, to the Philippines and beyond.”

Miguel Sabido, Hon.D., has worked as a producer, scriptwriter, playwright, and director in theater, radio, television, print, and on the Internet. Now President of the World Entertainment-Education Foundation (WEEF), Sabido is committed to the development of new innovations and concepts in the use of mass media to achieve social change. His work has been implemented and recognized worldwide, with ground-breaking results in countries such as India, the Philippines, Kenya, Tanzania, Egypt, Brazil, and China, among others. As part of the Sept. 27 award activities, Sabido will discuss his career in entertainment-education at the Everett M. Rogers Colloquium luncheon and will present research findings based on his theory of “the Tone.” The luncheon will be held at the USC Annenberg School for Communication, and is hosted by the school and the Norman Lear Center.

Sabido has developed theories and research techniques that are used by scholars and producers throughout the world today. He has produced, written, and directed plays and *telenovelas* which have resulted in health and social change in Mexico where the programs were broadcast. His *telenovela Ven Conmigo (Come With Me)* encouraged nearly one million adults to go back to elementary school by enrolling in Mexico’s National Plan for Adult Education. Later *telenovelas Acompañame (Come Along With Me)*, *Caminemos (Let’s Walk Together)*, and *Vamos Juntos (Let’s Go Together)*, played a key role in educating viewers about family planning, and decreasing the country’s birth rate.

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 Sabido during the seventh annual Sentinel for Health Awards ceremony, September 27, 2006 an evening held at the Writers Guild of America, west. The Sentinel Awards are hosted 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 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 1,900 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, please visit www.annenberg.usc.edu.

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