Everett Rogers and USC Academia Pioneers: A Commitment to Entertainment-Education

A presentation by Miguel Sabido, Hon.D.

Join Miguel Sabido as he discusses his ground-breaking work in Entertainment-Education, and the results of his innovations in countries such as India, the Philippines, Kenya, Tanzania, Egypt, Brazil, and China. Sabido will present highlights from his career as a producer, writer, and director in theater, radio, television, print, and on the Internet; he will also present his research findings based on the theory of “the Tone.”

Wednesday, Sept. 27, 2006
12:15 p.m. Presentation

USC Annenberg School for Communication
3502 Watt Way, Room 207
Los Angeles, CA 90089

After the colloquium Miguel Sabido will be available to sign copies of his books.

Reservations are required.
RSVP by visiting http://ascweb.usc.edu/asc.php?pageID=347&listID=145

Miguel Sabido is the second winner of the Everett M. Rogers Award for Achievement in Entertainment-Education. The USC Annenberg School seeks to recognize exceptional creativity in the practice of Entertainment-Education designed to benefit society, or outstanding research and scholarship that has illuminated the processes or effects of Entertainment-Education. We have established this Award in the name of our former colleague and leader in the field of Entertainment-Education, Everett M. Rogers, whose lifetime of contributions significantly raised standards both for producing appealing and effective media to enhance the quality of people’s lives, and for conducting research to discover how these productions can best achieve intended outcomes.