

Everett M. Rogers

1970s Alumnus

Prof. Dr. Everett M. Rogers (1931-2004) was a famous “Celebrity” Resource Person and highly sought consultant to the East-West Center’s Communication Institute during its formative years, the 1970s. He worked closely at the EWC with the pioneers of communication science, such as Wilbur Schramm and many other intl. communication scholars & educators. He contributed significantly to the early development of population/family planning and preventive health communication research, education, and field implementation programs world-wide.

Everett, known to all as “Ev,” was a communication scholar, educator, writer, consultant, mentor, story-teller, and friend to many. He authored the *Diffusion of Innovations*, the second most-cited book in the social sciences, and initiated diffusion studies as a sub-discipline within the field of comm. He also did pioneering work on the strategic applications of comm. technologies, comm. networks, & entertainment education (EduTainment), providing the ground-work for the present social media disruptions.

Ev studied at Iowa State Univ. (B.S., M.S., Ph.D.) and received multiple awards and honors throughout his academic career. His scholarly work and stories live on in the many students worldwide he called “acorns” who have since turned into mighty oaks.



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