

Obituary Everett Rogers We Have Lost a Friend of The Innovation Journal

Everett M. Rogers, a pioneer in the field of innovation dissemination and communication died October 31, 2004 at the age of 73.

Dr. Rogers had attended the full workshop and chaired a session of the Workshop on Public Sector Innovation held in Ottawa Canada in February 2002. He also spoke at the Innovation Salon and gave a keynote address at the CCMD Conference on Public Service Innovation at that time. He had been a member of The Innovation Journal editorial board since 2000.

Dr. Rogers had battled kidney cancer for two years. His wife and partner of 15 years, Corinne Shefner Rogers, and his mother-in-law from Montreal, had also attended the Workshop.

Dr. Rogers is best known for developing the communication theory of innovation, "Diffusion of Innovations." It offers an explanation of how new ideas are incorporated into a culture. The theory has significantly influenced the social sciences. His book on this topic, *Diffusion of Innovations*, originally published in 1962 under another title, is in its fifth edition and still widely used by educators and researchers.

Rogers grew up on a family farm in Carroll County, Iowa. After graduating with a degree in agriculture from Iowa State University and serving for two years in the Korean War, Dr. Rogers returned to Iowa State where he earned doctoral degrees in sociology and statistics in 1957. Dr. Rogers then embarked on a 47-year career as university professor, author, researcher and health education proponent that took him around the globe.

Dr. Rogers wrote 30 books and hundreds of articles. He recently authored or co-authored books on the history of communication study, technology transfer and the rise of technologies, organizational aspects of health communication campaigns, media agenda-setting, intercultural communication, the entertainment-education strategy, and the role of the information strategy in India's development. He was recently named in the Who's Who of Social Sciences Higher Education as an "influential expert" in his field.

Rogers worked on family planning communication projects in Korea, India, Indonesia and Tanzania. He conducted research on HIV/AIDS prevention in Thailand, South Africa, Kenya and Brazil.

Rogers taught at six American universities, including Stanford University, and six universities in Europe, Latin America and the Far East. He began his work at the University of New Mexico (UNM) in 1993 as the journalism department chairman where he served until 1997. During that time, he helped develop a new doctoral program for inter-cultural communication. In 2002, Rogers was selected as the university's 47th Annual Research Lecturer—the highest honour UNM bestows on its faculty. He continued to teach at UNM until fall of 2004 when he was forced to retire due to illness.

Contributions may be made to University Hospice in Roger's name. Donations may be mailed to: University Hospice, University of New Mexico, 1650 University NE, Suite 200, Albuquerque, New Mexico USA 87102. Phone number (505) 272_6700