Celebrating the Scholarship and Mentorship of Everett M. Rogers

Fifty years of the Diffusion of Innovations Book
Event Sponsors

Communication and Development Studies Program
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Center for International Studies
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African Studies Program
School of Communication Studies

Program Designed by:
David Bruggink, David Conrad, Rashmi Sharma and Brian Woods
Meeting of Minds

Fostering dialogue
on the mentorship and scholarship of
Dr. Everett M. Rogers

Ohio University : Baker Center
March 4th - 6th, 2011
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Luis Ramiro Beltran has been one of the foremost figures in the realm of Communication for Development and Social Change in Latin America for over 50 years, and is frequently cited as the founding father of Communication and Development in the region. Born in 1930 in Oruro, Bolivia, he has garnered to his credit a number of firsts in Latin American cinema, journalism, communication scholarship, public communication policy, national development policy and rural development.

Beltran is internationally esteemed for his challenging, critical stance of the dominant paradigms as well as the top-down nature of communication and media in a developing Latin America. His expertise has informed the mobilization of participatory approaches and programs in the efforts of numerous national and international development entities. He has also advised governments throughout Latin America with regard to the realization of culture-centered and internally driven national development agendas.

Beltran has published numerous books and articles. He is also the award-winning author of essays and poetry, some of which have even been featured in Feminiflor, one of Bolivia’s first magazines for women.

As our keynote speaker, he joins us to share his experiences as a student in pursuit of a graduate degree under the mentorship of Everett Rogers, and to reflect generally on the man and the field.
# Schedule of Events

## Friday, March 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9:45 am</td>
<td>Pre-Conference Event #1 “Diffusion of Innovations and Social Media” by Emanuel Rosen</td>
<td>Baker Ctr. 231</td>
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<tr>
<td></td>
<td><em>Mini presentation / workshop</em></td>
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<tr>
<td>10:00-11:15 am</td>
<td>Pre-Conference Event #2 “Empowering Communities through Creative Storytelling” by PCI - Media Impact(Brenda Campos, Sean Southey, Meesha Brown, Marco Rodriguez)</td>
<td>Baker Ctr. 231</td>
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<tr>
<td></td>
<td><em>Workshop</em></td>
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<tr>
<td>11:45-12:45 pm</td>
<td>Informal Lunch Session with students “Seeking Funding, Consultant Work, and More” (all are welcome) with Karen Greiner</td>
<td>Yamada 009</td>
</tr>
<tr>
<td>1:15-2:45 pm</td>
<td>Pre-Conference Event #3 “The Positive Deviance Approach to Social Change” by Arvind Singhal, Lucia Dura, Karen Greiner, and Martine Bouman</td>
<td>Rollins Room</td>
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<tr>
<td></td>
<td><em>Workshop</em></td>
<td>(Alden Library, 2nd Floor)</td>
</tr>
<tr>
<td>3:00-4:00 pm</td>
<td>International Studies Forum</td>
<td>Walter Hall</td>
</tr>
<tr>
<td>5:00-7:00 pm</td>
<td>Conference Welcome Reception “Light Refreshments and Cash Bar”</td>
<td>Baker Ctr. 240/242</td>
</tr>
</tbody>
</table>

- Welcoming Mixers
- Setting the Tone: Diffusion of Innovations as Interactive Performance, by Devendra Sharma and Indu Sharma
- Rogers Diffusion of Innovations DVD
- The Future of Diffusion: A short conversation with Emanuel Rosen
- Plan for the next 2 days
- Bringing Attention to Walls, Products, Activities
Schedule of Events

8:00-8:30 am Coffee, Juice, and Bagels
8:30-10:00 am Official Welcome & Keynote Session

8:30-8:45 am Official Welcome
Shepherd, Cooper, Obregon, others

8:45-9:40 am Keynote
Reflections by Luis Ramiro Beltran
Moderator: Rota
2-minute discussants: Adhikarya, Dervin, Obregon

9:40-10:00 am
Audience Sense-making 1-2-4 (Facilitator: Dr. Singhal)
Questions for Dr. Beltran
Dr. Beltran’s response

10:00-10:30 am Coffee

10:30-11:00 am Video Tribute to Everett M. Rogers
Presentation by Glenda R. Balas, Ph.D., University of New Mexico and Jason Balas, University of North Texas

Featuring:
James Dearing, Arvind Singhal, Joe Ascroft, John Oetzel, and others

11:00-11:10 am Dedication of “Cordially with Ev”
Mentorship Series of Social Justice Initiative, UTEP. Mentee’s tribute to Ev Rogers

11:15-11:30 am “A Personal View of Ev Rogers as Mentor, Scholar, Teacher, Researcher.”
Dr. Ronny Adhikarya

Saturday, March 5

Location:
Baker Center-Global Leadership Center
(3rd floor)
Schedule of Events

Location: Baker Center-Global Leadership Center

11:30-12:30 pm Open Invitation Fishbowl Conversations on Ev Rogers as Mentor, Scholar, Teacher, Researcher
Facilitated by Arvind Singhal and Lucia Dura

12:30-2:00 pm Lunch
Performance/Activity/Network Walls

Location: Baker Center-Global Leadership Center

2:00-3:30 pm Post-Lunch Session #1

2:00-2:15 pm Plenary
Description of Concurrent Sessions
Resource people, responsibilities, and reporting

Concurrent Sessions

1. Why is Mentorship Deeply Personal and Yet Rippling and Universal? Case in Point: Ev Rogers
2. Why is the Diffusion of Innovations Framework Utilized so Widely and Yet Critiqued so Passionately?
3. What Accounts for Ev Rogers’ Influence in so Many Disciplines, Geographies?

Baker Center 512
Baker Center-Global Leadership Center
Baker Center 514

2:15-2:45 pm Round #1
(Attend any two sessions)

Rogers’ mentorship - personal and universal
Resource Persons: Adhikarya, Shefner-Rogers, and Greiner

Uses of Critiques of DOI
Resource Persons: Melkote, Cambridge, and Thombre

Rogers’ Phenomenal Influence
Resource Persons: Clarke, Evans, Ryerson

2:50-3:20 pm Round #2
## Schedule of Events

### 3:30-4:00 pm Reporting and Discussing in Plenary
Facilitators: Singhal and Dura

### 4:00-4:15 pm Refreshment Break

### 4:15-5:30 pm Post-lunch session #2
*Open Space Sessions: Marketplace of Ideas*

Here conference participants can suggest topics of interest to them that relate to the conference theme, make a 30-second sales pitch in the marketplace of ideas, and moderate small group discussions, reporting back to the plenary.
Facilitators: Singhal and Dura

### 5:30-7:00 pm Free Time
Please note that dinner will be available at 8:30 pm at Salaam restaurant. Participants are welcome to snack or nibble on their own.

### 7:00-8:00 pm Informal Storytelling Hour
*Artifacts table:* Please bring one object that “connects” you with Ev Rogers

### 8:30-10:00 pm Reception & Activity at Salaam Restaurant
Please see the map for directions or contact anyone on the contact list if you need transportation.
*Space for toasting Dr. Rogers*

### 8:00-8:30 am Coffee, Juice, & Bagels

### 8:30-10:30 am Morning Session

- **8:30-8:45 am Reflections on First Day**
  *15-Second spotlight*
- **8:45-9:15 am Video**
  “Voices from Near and Far”
- **9:20-10:00 am “Diffusing an Orphan Innovation”**
  Peter Clarke and Susan Evans, USC.
  Moderators: Bill Brown and Arvind Singhal
- **10:00-10:15 am Discussion and Implications**

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**Sunday, March 6**
Location: Global Leadership Center
## Schedule of Events

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:15-11:00 am</td>
<td>Coffee &amp; Meaning-Making Bazaar</td>
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<tr>
<td>11:00-11:30 am</td>
<td>Reflections on Symposium: Take-Aways OU, BGSU, UTEP, and other student participants</td>
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<tr>
<td>11:30-12:00 pm</td>
<td>Closing Circle and Carrying the Legacy Forward</td>
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<td></td>
<td>What courage do we need, what commitments do we wish to make to mentorship? Open space - 15 second spotlight</td>
</tr>
<tr>
<td>12:00-12:30 pm</td>
<td>“Ev the Gardener”</td>
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<td></td>
<td>Facilitator: Corinne Shefner-Rogers</td>
</tr>
<tr>
<td>12:30-12:45 pm</td>
<td>Thanks and Closing</td>
</tr>
</tbody>
</table>

## Additional Information

### Transportation
While CommDev students and faculty will do our best to assist you with any travel arrangements, Ohio University also offers airport shuttle service four times daily from Express Air Coach. Reservations can be made by phone at: (765) 746-2410. Regarding **Parking**, the purple lots are free after 3pm on Friday until 7am on Monday, and the Dark Green lots are free after 5pm on Friday until Monday.

### Lodging
**Helpful hotel contact information**
Ohio University Inn: (866) 593-6661
Bromley Hall: (740) 566-9001
Holiday Inn Express: (740) 592-4640

### Local Restaurants (within walking distance)
- **Bagel Street Deli**
  - 27 S Court St.
  - (740) 593-3838
- **Casa Nueva**
  - 6 W State St.
  - (740) 592-2016
- **Big Mama’s Burritos**
  - 10 S Court St.
  - (740) 566-4100
- **Donkey Coffee & Espresso**
  - 17 1/2 W Washington St
  - (740) 594-7353
- **Fluff Bakery**
  - 8 N Court St
  - (740) 249-4286
- **Jackie O’s Pub & Brewery**
  - 24 W Union St
  - (740) 592-9686
- **O’Betty’s Hot Dog Shop**
  - 15 W State St
  - (740) 589-6111
- **Restaurant Salaam**
  - 21 W Washington St
  - (740) 594-3800

### Other Helpful Contacts
- **CommDev Program Director**
  - Dr. Rafael Obregon at robregon@ohio.edu
  - (740) 438-8698
- **Social Justice Initiative Director (Univ. of Texas at El Paso)**
  - Dr. Arvind Singh at asinghal@utep.edu
  - (740) 591-9688
- **Transportation/Accommodation**
  - Stephanie Alleyne-Bishop at stephanie.alleyne@gmail.com
  - (740) 415-2351
  - Jessica Cyders at jj846802@ohio.edu
  - (330) 524-6396
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