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

A Presentation by: Albert Bandura, Ph.D.

Join Dr. Albert Bandura as he discusses his ground-breaking work in Entertainment-Education. Dr. Bandura will discuss his pioneering work in the area of social learning and social cognitive theory, including its direct influence on the design of the original entertainment education telenovelas in Mexico, produced by Miguel Sabido, the winner of the 2006 Rogers Award.

Wednesday, Sept. 19, 2007
12:00 p.m. Presentation
USC Annenberg School for Communication
3502 Watt Way, Annenberg Room 207
Los Angeles, CA 90089

Reservations are required. Please RSVP at Enter@usc.edu.