

Date of Preparation of CV

September 20, 2012

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Academic Training

Harvard University - John F. Kennedy School of Government, Cambridge, MPA, 1987.

The Master in Public Administration degree emphasized ethics, media studies, health and public policy, management and negotiations in health, business and government including courses at the Kennedy School, Massachusetts Institute of Technology, Harvard Medical School and the Harvard Law School.

Emerson College - Communication Studies. Boston, Massachusetts, MA, 1986.

The Master of Arts Degree with Honors emphasized Ethics, Business, Advertising, Marketing, Public Relations, Political and Health Communication.

Occidental College – Rhetoric, Los Angeles, California, AB, 1983.

Bachelor of Arts with Honors in political communication with departmental distinction. President of the Occidental Forensic Union and principal debater - British Debate Tour.

Traineeship

University of Southern California Medical School, Los Angeles, California, MD, 1988.

The Medical Doctor degree included training at Harvard Medical School, L.A. County Medical Center, Massachusetts General Hospital, North Chicago V.A. Hospital, Chicago Medical School, among others.

Academic Appointments

Associate Clinical Professor, Tufts University School of Medicine, Department of Public Health and Family Medicine, 1996 to Present.

Associate Professorial Lecturer In Global Health, George Washington University School of Public Health and Health Services, 1998 to Present.

Committee Member, U.S. Institute of Medicine (IOM) Roundtable on Health Literacy, 2008 to Present

Committee Member, Global Agenda Council for Chronic Disease, World Economic Forum, 2009 to Present

Ambassador For Global Health 2009. One of the 25 chosen by peer reviewed committee to articulate Research!America; Paul Rogers Society for Global Health Research

Senior Associate, University of Cambridge, Judge Institute of Management United Kingdom, 2002 to 2009.

Lecturer. Yale University School of Medicine, Global Health, Department of Epidemiology & Public Health 1999 to 2003.

Visiting Professor, College of Europe, Belgium, 1997 to 2007.

Other Professional Experience

Vice President, Global Health, Government Affairs and Policy, Johnson & Johnson. 2002 to Present.

Editor-In-Chief, Journal of Health Communication: International Perspectives, (Taylor & Francis, London)
100 pages published ten times/year, 1995 to Present.

Senior Technical Advisor, United States Agency for International Development, Global Bureau, Center for Population, Health and Nutrition and Population Leadership Fellow, Public Health Institute. 2000-2002

Executive Director, Health Communication Technology and Educational Innovation

Academy for Educational Development (AED), Washington, DC, 1998 to 2000

Director, Emerson College-Tufts University School of Medicine Program in Health Communication, Boston, 1992 to 1998

Emerson College, Division of Communication Studies, Emerson College, Boston, 1988 to 1998
Assistant Professor, 1989 to 1998.

Director, The Center for Ethics In Political And Health Communication.
Graduate Coordinator, 1993 to 1998.

Director, Health Communication Institute, Brussels, Summer, 1996 and 1997.

International Negotiation Course Professor, European Institute Of International Communication, Maastricht, The Netherlands. 1993 to 1995; Brussels, 1996.

Director of Communication and Special Projects, 1991 to 1992.

Director of Special Projects, 1990 to 1991.

Director of Forensics/ Internship Coordinator, 1988 to 1990.

Adjunct Faculty, Department Of Mass Communication and Public Relations, Boston University, 1989 to 1993

Medical Advisory Board Chairman, *Vitality Magazine*, 1988 to 1991.

Adjunct Assistant Professor, Department Of Speech Communication, Boston College, 1988 to 1989.

Research Assistant, Externship, Harvard Medical School, Massachusetts General Hospital, Laboratory Of Computer Science, Boston, Massachusetts.

Research Assistant, Harvard University - Center for Health Policy, Education and Management, Cambridge, Massachusetts, 1985 to 1986

Strategic planning/risk communication adviser, Academy for the Advancement of Health, LLC. Washington, DC.

Adviser, World Health Organization. Strategy Development for the Vaccines and Biologicals, Geneva,

2002.

Adviser, World Health Organization strategy development for making pregnancy safer initiative
Adviser, American Cancer Society. Strategy Development for Colorectal Screening programs, 2001.

Adviser, CSAT (Center for Substance Abuse Treatment). Developing Protocols for translating research into practice. Substance Abuse and Mental Health Services Administration. Department of Health and Human Services, 2000 to 2001.

Adviser, World Health Organization. Strategy Development for the Dept. of Health Promotion, Geneva. 1999.

Adviser, EPA's Pesticides and Strategies for Health Care Providers Advisory Council Group, 1999 to 2000.

Adviser, Environmental Protection Agency (EPA) National Drinking Water Advisory Council Working Group. Health Care Provider Outreach & Education, 1999 to 2000.

Panel Member, Consensus conference: "Unexplained symptoms after war and terrorism: Building toward Consensus" Uniformed Health Services Medical School, 1999 to 2000.

Adviser, National Cancer Institute, U.S. Department of Health and Human Services, Cancer Communication Bypass Budget. Washington, DC. 1999

Adviser, World Health Organization. Strategy Development for European Health Communication Network, Copenhagen, 1997 to 2001.

Adviser, National Cancer Institute, U.S. Department of Health and Human Services, Health Communication/Media Technology Curriculum Project. Washington, DC. 1997 to 1998

Expert adviser, ABC News - Medical/Health Division, 1997 to 2000

Adviser/External Liaison, U.S. Department of Health and Human Services, Science Panel on Interactive Communication and Health (SciPICH). Washington, DC. 1997 to 1998

Steering Committee Member, Partnerships for Networked consumer health information. 1998 conference. U.S. Department of Health and Human Services, 1997 to 1998

Consultant, Continuing Medical Education for the New Physician. Development of curriculum and media. Sponsored by Pfizer. Tufts University School of Medicine, Fall, 1997

Adviser, World Health Organization. Rome, Italy. Development of module in Public Perception, information, communication and dealing with the media, 1997.

Expert panelist, Media Approaches to Substance Abuse Prevention, Prevention Enhancement Protocol System, Center for Substance Abuse Prevention, Department of Health and Human Services, 1997.

Consultant, Westat, Inc. Various activities related to the Office of Health Communication at the Centers for Disease Control and Prevention, 1996 to 1997

Consultant, D/ART - Depression Awareness Recognition and Treatment national communication campaign. Strategy and policy development. National Institutes of Mental Health, 1996 to 1997.

Steering Committee Member, American Public Health Association annual meeting. Theme: Communicating Public Health. Selected as member-at-large, 1996 to 1997

Public Relations Committee Member, Massachusetts Medical Society, 1996 to 1999.

Faculty Mentor, Albert Schweitzer Urban Fellows Program, 1996 to 1997

Consultant, ThinkFirst Community Anti-violence Campaign. L.A. Children's Hospital, 1996.

Prevention Collaborative Partner Consultant, Prevention Marketing Initiative. Department of Health and Human Services. Public Health Service.

Delegate, Suffolk District Medical Society/Massachusetts Medical Society, 1994 to 1998

Consultant and Committee Member, Formulation of Charter School in Midtown Cultural District, Boston Housing Authority, 1994 to 1995.

Consultant, Massachusetts AIDS Fund Campaign, 1994 to 1996. Commonwealth of Massachusetts.

Consultant, FIPSE grant to Emerson College for a comprehensive program for alcohol and drug abuse. 1992 to 1994.

Review Positions

Guest Reviewer, *Vaccine*

Editorial Board Member, *Social Marketing Quarterly*, 1996 to Present

Reviewer, Immunization special committee reports. *Institute of Medicine*, 2002 to 2004.

Guest Reviewer (prior):

Annals of Internal Medicine;

AIDS Care: Psychological & Socio-medical Aspects of AIDS/HIV

Journal of the American Medical Association (JAMA)

American Journal of Public Health

American Journal of Preventive Medicine

The Southern Communication Journal

Associate Editor, *Media Ethics*, 1996 to 1999

Panel Reviewer, Centers of Excellence in Cancer Communication Research. National Cancer Institute Special Emphasis Panel, National Institutes for Health, 2001.

Reviewer, Quality and Access to Health Insurance. *Institute of Medicine*. National Academy Press. Washington, DC. 2001

Reviewer, *Healthy People 2010: Understanding and Improving Health*. Washington, DC: U.S. Department

of Health and Human Services, Government Printing Office. 2000.

Panel Reviewer, CSAP (Center for Substance Abuse Prevention) Cooperative Agreements for Centers for the Application of Prevention Technologies. Substance Abuse and Mental Health Services Administration. U.S. Department of Health and Human Services, July, 1997.

Reviewer, Making Health Communication Programs Work. Review for 2nd edition. Office of Cancer Communications, National Cancer Institute, National Institutes for Health, 1997.

Outside Reviewer, Appointments/Promotion Committee, Office of the Dean. Mt. Sinai Medical Center. 1997.

Member-at-large, Program Planning Committee, American Public Health Association, 1997.

Outside Reviewer - Site Visitation, Educational Resource Center. University of Medicine and Dentistry of New Jersey/New York University proposal. Final written report prepared for the Centers for Disease Control and Prevention, National Institutes of Occupational Safety and Health, December, 1996.

Reviewer, Allon Fellowship, Tel Aviv University, 1996.

Reviewer, Academic Press, 1996.

Reviewer, *American Behavioral Scientist*, 1996.

Review Panelist, Office of Cancer Communications Research and Evaluation Program, National Cancer Institute, National Institutes for Health, 1995.

Elected Reader, Health Communication Division, Speech Communication Association, 1993 to 1995.

Elected Reader, Health Communication Division, International Communication Association, 1993 to 1996.

Ad hoc Committee on the future of Health Communication, Speech Communication Association, 1993. Associate Editor, *Massachusetts Journal of Communication*, 1992 to 1993.

Editor and Publisher, *Vitality Magazine - New England Edition*, 1988 to 1991.

Medical Advisory Board Chairman, *Vitality Magazine*, 1988 to 1991.

Blue Ribbon Panelist, National Academy of Television Arts and Sciences, 1992.

References are available upon request.

Publications

A. Books/Monographs/Invited journal editorship:

1. **Ratzan, S.C.**, Filerman, G.F., LeSar, J.W. "Attaining Global Health: Challenges and Opportunities" *Population Reference Bureau*, Washington, DC. March, 2000. A 60 page monograph.
2. **Ratzan, S.C.** (Editor) *The Mad Cow Crisis: Health and the Public Good*, University College of London Press,

- Ltd. London, UK and New York University Press, New York, NY.. December, 1998. A 256 page book.
3. **Ratzan, S.C.** (Guest Editor) Health Communication: Challenges for the 21st Century. *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994. A 200 page journal.
 4. **Ratzan, S.C.** (Editor) *AIDS: Effective Health Communication for the 90s*. Taylor & Francis, Washington, DC. 1993. A 280 page book.
 5. Payne, J.G. and **Ratzan, S.C.** *Tom Bradley: The Impossible Dream*. Hardcover ed. 368 pp.; Roundtable Publishing, Santa Monica, California, 1986. Paperback ed; Paperjack Press, New York, 1987. 3rd edition 1992.

B. Bibliographies:

1. **Ratzan, S.C.**, Mueller L., Oggel, A. Roman, E. compilers. Global health communication. Washington, DC: U.S. Agency for International Development; 2000 Dec. 283 citations from January 1990 through October 2000. Available from: <http://www.comminit.com/commbiblio/sld-1860.html>.
2. Zorn, M.; **Ratzan, S.C.** compilers. Health risk communication. Bethesda (MD): National Library of Medicine (US); 2000 Oct. (Current bibliographies in medicine; no. 2000-7). 847 citations from January 1990 through October 2000, plus selected earlier citations. Available from: <http://www.nlm.nih.gov/pubs/resources.html>.
3. Selden, C.; Zorn, M.; **Ratzan, S. C.**; Parker, R. M., compilers. Health Literacy. Bethesda (MD): National Library of Medicine; 2000 Feb (Current bibliographies in medicine; no. 2000-1). 479 citations from January 1990 through October 1999. Available from: <http://www.nlm.nih.gov/pubs/resources.html>.

C. Articles and book chapters (abridged list; over 100 on PubMed):

1. Suggs, L. S. and **Ratzan S.C.** "Global E-health Communication." *The Handbook of Global Health Communication*. Chichester, West Sussex, UK: Wiley-Blackwell, 2012. 251-73.
2. Larson, H.J., Cooper. L.Z., Eskola, J., Katz,S.L., and **Ratzan, S.C.** "Addressing the Vaccine Confidence Gap." *The Lancet* 378.9790 (2011): 526-35.
3. **Ratzan, S.C** and Apfel, F. NCD Health Literacy: What can Hospitals do? *World Hospitals and Health Services*. 2011;47(2):8-12.
4. Miron-Shatz T, **Ratzan S.C.** The potential of an online and mobile health scorecard for preventing chronic disease. *Journal of Health Communication*. 2011 Aug;16 Suppl 2:175-90.
5. **Ratzan, S.C.** "Vaccine Literacy, a Crucial Healthcare Innovation." Weblog post. Harvard Business Review online, 28 Feb. 2011.
6. **Ratzan, S.C.** Integrating Health Literacy into Primary and Secondary Prevention Strategies. Institute of Medicine Roundtable on Health Literacy. National Academy of Sciences. 2011.
7. **Ratzan, S.C.** and Gilhooly, D. Innovative Use of Mobile Phones and Related Information and Communication Technologies. Background paper for the global strategy on Women and Children's Health Investing in Our Common Future. Partnership for Maternal, Newborn and Children's Health. Geneva, 2010. 28-35.
8. Parker, R.; **Ratzan, S.C.**, Health Literacy: A Second Decade of Distinction for Americans. *Journal of Health Communication*, 2010.
9. Haider, M., **Ratzan S.C.** and Meltzer W. "International Innovations in Health Communication" in (J. Parker and E. Thorson, Editors) *Health Communication in the New media Landscape*. 2009 Springer Publishing Company New York 373-394.
10. Bailey, SC; Jacobson, KL; Parker, RM; **Ratzan, S.**, Wolf, MS. Health Literacy: A Brief Introduction *International Nursing Review*, 2009.
11. Wolf M.S., Parker, R.M., **Ratzan, S.C.** Literacy and Public Health. In *International Encyclopedia of Public Health*, (2008). Dublin, Ireland; Elsevier Press.98-104.
12. **Ratzan S.C.** Health Diplomacy in the 21st Century: Ideas for engagement with the private sector in A. Melbourn Editor, *Health and Conflict Prevention*; Madariaga European Foundation 2006 80-89.

13. Detmer, D.E, Singleton P., and **Ratzan, S.C.**, "The need for Better Health Information", in the *Ethics and the Pharmaceutical Industry*, 198-204. (2005)
14. Parker R.M., **Ratzan, S.C.**, and Lurie N. Health Literacy; A Policy Challenge for Advancing High Quality Health Care. *Health Affairs*. 22 (4):147-153. (2003)
15. Nelson, D.E. Eng, T.R., Goldberg, C. Electronic Communication. In D. Nelson (Editor) *Communicating Public Health Effectively*. American Public Health Association. Washington, DC (2003).
16. **Ratzan, S.C.**, "Mad Cow Disease" *Oxford Compendium of Modern Science*.. Oxford Univ. Press. Oxford, UK. (2002).
17. **Ratzan, S.C.**, Busquets M. "Future of Communication Technologies in Developing Countries" in R. Busko (editor) *The Future of Health Technology*. IOS Press. Cambridge: MA. (2002).
18. Rogers, E.M., **Ratzan, S.C.**, and Payne, J.G. "Health Literacy: A Nonissue in the 2000 Presidential Election." *American Behavioral Scientist*. (44,12) 2001. 1272-2195.
19. **Ratzan, S.C.**, "Quality Communication: The Path to Ideal Health." Joseph Leiter Lecture -- National Library of Medicine, National Institutes for Health, reprinted in the *Journal of Health Communication* (6,3) 2001
20. **Ratzan, S.C.**, "Health Literacy: Communication for the Public Good." *Health Promotion Int'l*. (16,2) 2001, 207-214.
21. **Ratzan, S.C.**, "Global Health in the 21st Century: Effective Communication as the Path to Ideal Health," in C.E. Koop, C. Pearson, M. Swartz, (eds.) *Global Health in the 21st Century*. Jossey Bass. San Francisco, CA. 2000.
22. **Ratzan, S.C.**, Taking the Risk out of Risk Communication. In proceedings of National Conference on Biosafety. Centers for Disease Control and Prevention: Atlanta, February 2000.
23. **Ratzan, S.C.**, Health Communication Goals. In *The Pen is as Mighty as the Surgeon's Scalpel: Improving Health Communication Impact*. World Health Organization-Europe. Copenhagen. 1999.
24. Fowler K., Celebuski C., Edgar, T., Kroger, F., **Ratzan, S.C.**, "An assessment of the Health Communication Job Market across Multiple Types of Organizations." *Journal of Health Communication*. (4,4) 1999.
25. **Ratzan, S.C.**, Cancer Risk Communication: What we know and what we need to learn. *Vital Speeches of the Day*. (65, 9) February 15, 1999. Referenced as the keynote address in *Journal of the National Cancer Institute*.
26. Goethals C., **Ratzan, S.C.** and Demko, N. "Negotiation Strategies in European Politics," *The Mad Cow Crisis: Health and the Public Good*, University College of London Press, Ltd. London, UK. 1998.
27. **Ratzan, S.C.**, "Strategies for Attaining Public Health" in *The Mad Cow Crisis: Health and the Public Good*, University College of London Press, Ltd. London, UK. 1998.
28. Eng, T.R., Maxfield A., Patrick, K., Deering, M.J., **Ratzan, S.C.**, Gustafson, D.H., Access to Health Information and Support: A Public Highway or Public Road? *JAMA*. October 21, 1998.
29. **Ratzan, S.C.**, "Challenges and Prospects in Risk Communication," in T. Tinker (editor) *Communicating Risk in a Changing World*, OEM Health Information Press; The Rammazzini Institute. Beverly Farms, MA. 1998.
30. **Ratzan, S.C.**, A genetic resistance to HIV: A Case Study. In Shulman SR Lasagna L, editors. *Communicating Complex Medical Information: Can We Do Better?* Proceedings from a Forum held at the American Academy of Arts and Sciences, Cambridge MA. Boston: Tufts CSDD, 1997
31. Jacques, W.W. and **Ratzan, S.C.**, The Internet's World Wide Web and Political Accountability: New Media Coverage of the 1996 Presidential Debates. *American Behavioral Scientist*. Sage Publications, (40,8) 1997.
32. **Ratzan, S.C.**, At the Helm in Health Communication In J. Trent (editor) *Communication: Views from the Helm for the 21st Century*. Allyn & Bacon. Needham: MA. 1997.
33. Ramil, R.N., **Ratzan, S.C.**, Arntson, P., and Freimuth, V.S. Reconceptualizing the Patient: Health Care Promotion as Increasing Citizens Decision-Making Competencies. *Health Communication*. Lawrence Erlbaum Assoc., (9,1) 1997.
34. **Ratzan, S.C.** Effective Decision-making: A Negotiation Strategy for Health Communication and Health Psychology *Journal of Health Psychology*. Sage Publications, (1,3) 1996
35. **Ratzan, S.C.**, Payne, J.G. & Bishop C. The Status and Scope of Health Communication. *Journal of Health Communication*, Taylor & Francis, Vol. 1, No. 1. 1996

36. **Ratzan, S.C.** & McDonough, E. Social Marketing: Unique Approaches to HIV/AIDS. *Social Marketing Quarterly*. Vol. 2, No. 3. Fall, 1995.
37. **Ratzan, S.C.**, Ethical Decision Making in Managing Trauma. *Neurosurgery Clinics of North America*. W.B. Saunders. Vol. 6, No. 4. October, 1995.
38. **Ratzan, S.C.**, Health Communication: Education and Application. In proceedings of the conference in Communication and Health. Speech Communication Association. Annandale, VA. Fall, 1995.
39. **Ratzan, S.C.**, Communication -- The Key to a Healthier Tomorrow." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
40. **Ratzan, S.C.**, "Health Communication as Negotiation: The Healthy America Act." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
41. **Ratzan, S.C.**, Stearns, N., Payne, J.G., Amato, P., Liebergott, J.W. & Madoff, M. "Education for the Health Communication Professional: A Collaborative Curricular Partnership." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
42. **Ratzan, S.C.**, Payne, J.G. & Massett, H.A. "Effective Health Message Design: The America Responds to AIDS Campaign." *American Behavioral Scientist*. Vol. 38, No. 2. November, 1994.
43. **Ratzan, S.C.**, "Political Communication as Negotiation: Breathing New Life into Government." *American Behavioral Scientist*. Nov/Dec. 1993.
44. **Ratzan, S.C.**, "Health Communication and AIDS: Setting the Agenda," in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
45. **Ratzan, S.C.**, "Health Communication as Negotiation: The COAST Model and AIDS," in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
46. **Ratzan, S.C.**, Afterword. in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
47. **Ratzan, S.C.** & Massett, H.A. "Overcoming Medinfomania: Using Information Technology to Prevent Disease Effectively," in *Human Welfare and Technology*, B. Glastonbury (ed.) Van Gorcum Assen, Assen, the Netherlands, 1993.
48. Hein, K., Blair, J., **Ratzan, S.C.** & Dyson, D. "Adolescents and HIV: Two Decades of Denial," in *AIDS: Effective Health Communication for the 90s*. S. Ratzan (ed.) Taylor & Francis, Washington, DC. 1993.
49. **Ratzan, S.C.**, "The Real Agenda Setters: Pollsters in the 1988 Campaign." *American Behavioral Scientist*. March/April 1989.
50. Payne, J.G., Marlier, J., Golden, J. & **Ratzan, S.C.** "Perceptions of the 1988 Presidential and Vice-Presidential Debates." *American Behavioral Scientist*. March/April 1989.
51. Payne, J.G., **Ratzan, S.C.** and Baukus, R.A. "Dissemination of News in the Harvard Medicare Project: Regional/Discreet Differences." *Health Communication*, Vol. 1, No. 4. 1989.
52. Payne, J.G. & **Ratzan, S.C.** National Newspaper Analysis of the Press Coverage of Jesse Jackson's 1984 Presidential Campaign: The Confirmation of the Candidate." *The Journal of the National Association for Ethnic Studies*. Vol. 12, No. 2, 1989.

D. Print Media- Authored Articles - Popular press and trade publications

1. One Mad Cow Leads to a Stampede. *New York Times* and *International Herald Tribune*. December 29, 2003
2. Ethics in Health Writing. *American Medical Writers Association*. September 1998.
3. Public Health Campaigns Go Electronic. *Medicine on the Net*. Aug., 1997. (with A. Restino)
4. UK: No need to be cowed by this disease. Editorial. *Australia/New Zealand National Business Review*. May 23, 1997.
5. Don't be cowed by this disease. Op-Editorial for the *Wall Street Journal*. May 12, 1997.
6. They say as our health providers. *Media Ethics*. Boston, Spring, 1997.
7. An end to the madness. Op-Editorial for the *Financial Times*. October 21, 1996.
8. Media Frenzy over Beef. Op-Editorial for the *Financial Times*. October 10, 1996.

9. Local hospital loses its way. Op-Editorial for *The Star* (Ventura County daily). August 29, 1996.
10. Our leaders and our health. lead letter for the *European*. June 5, 1996.
11. Mad Cow Hysteria. Op-Editorial for the *Boston Globe*. April 6, 1996.
12. Withholding health-issue news leaves society in bad shape. Op-Editorial for the Sunday *Boston Herald*. November 26, 1995.
13. (Health) Reform Undone by a Failure to Communicate. *American Medical News*. Nov. 7, 1994.
14. Ethical Health Communication. *Media Ethics*. Spring, 1994. Vol. 6 no. 2.
15. A Healthier America or Media Malpractice. *Ethics Today Journal*. Summer, 1994.
16. Reform Process Should Mirror One for Base Closings. *American Medical News*. Nov. 15, 1993.
17. Power of Influencing Public Opinion Must be Used to Fight AIDS Op-Editorial for the Sunday *Boston Herald*. November 15, 1992.
18. Letter to the Editor entitled "Make a difference." Published in *USA Today*. November 9, 1992.
19. Letter to the Editor entitled "Don't Spread Conjecture." Published in the Sunday *New York Times*. November 8, 1992.
20. Too Far ...or Not Far Enough? Op-ed piece on media coverage of AIDS and Arthur Ashe's announcement - published in a number of New England weekly editions. November, 1992.

E. Print Media - Citations – abridged list

1. Postal Service gets stamp of disapproval. *Washington Post*, March 23, 1999.
2. Tom Bradley: A Legacy. *Los Angeles Times*, October 5, 1998.
3. A Beef With the Media. *Boston Globe*, January 27, 1998.
4. Mad Cow Disease Runs a Baffling Course. *USA Today*, December 2, 1997.
5. Risk Communication Fast Finding Institutional Footholds. *Risk Policy Report*, August 18, 1997.
6. Successful Health Campaigns. *Boston Globe*, March 16, 1997.
7. Role of new technologies in effective medicine and health delivery *Medicine on the Net*. December, 1996.
8. Consensus: No Long-Term Link Between the Pill and Breast Cancer *American Council on Science and Health*. (8,4) 1996.
9. Scare over Lamb Leaves Sceptical Public Unmoved *Reuters* July 30, 1996.
10. Decoding Health Language is Key. *Modern Healthcare*. July 29, 1996
11. Research Cited in Sunday *Boston Globe* article Marketing Morality. December 17, 1995.
12. Truth is Best in a Crisis. Citation featured in sidebar story in *Mass High Tech*. August 7-20, 1995.
13. Recognition Dawning that Real Health Issue is Communication *PR Reporter*. March 20, 1995.
14. Selected Communications-Improvement Programs *Quality Source*. American Group Practice Association Publication. Spring, 1995.
15. An American Model of Political Communication/negotiation Bihari Naplo: Fuggetlen Politikai Napilap. March 11-12, 1995 (Hungarian)
16. The Teaching of Cause Marketing *Cause Marketing Update*. April, 1994.
17. Debate of Health Reform: The Role of Health Communication. Citation in *Associated Press* story. Feb. 16, 1994.
18. Tufts-Emerson Launch Health Communication Degree Program. Citation in *Tufts Medicine* story. Spring, 1994.
19. Winning the Political Campaign, Promotionally Citation in *The Counselor* story. January, 1994.
20. Emerson Class takes to the Airwaves. Citation in *Associated Press* story. November 4, 1993.
21. The 1992 presidential election: Citation in the *Boston Herald* following all three presidential and one vice presidential debates. Research also cited in the *Boston Globe*.
22. Ethics in Public relations education. Citation in an article in *Adweek*. April, 1992.
23. Did the Los Angeles Times cost Tom Bradley the 1982 Election? *California Journal*. June, 1986
24. Tom and the Times Work cited in *Los Angeles Magazine*. June, 1985.

Presentations

1. m-Health: Opportunities to advance Public health (Text4Baby). White House Conference Center. September, 2010.
2. The Joint Action Plan for Women's and Children's Health – Innovation and Partnership for Success, June 15, 2010.
3. A Scorecard for Chronic Disease: Advancing Health Literacy Globally Among Key Audiences – The Oxford Health Alliance, Summit, India, April 19, 2010
4. Redefining Global Health Diplomacy: The Role of Innovative Technologies, New Actors, Economic Constraints, and Changing Global Health Priorities. Global Health Salon; Slovenian Embassy. Washington DC Wednesday, April 7, 2010
5. Addressing Neglected Tropical Diseases: Innovation from the Private Sector. *HealthAffairs* briefing. Washington DC, November 3, 2009.
6. "Vision of the Future" Panel presentation at NIH m-Health Summit. Reagan Building Washington DC. October 30, 2009.
7. "Health Communication": HINTS Data Users Conference – Partners in Progress, Washington, DC September 24, 2009.
8. "Looking Forward": HINTS 2010, HINTS Data Users Conference – Partners in Progress, Washington, DC September 25, 2009.
9. Global Health Diplomacy: Helping to improve child and maternal health worldwide, The Geneva Roundtable on the Health Related UN Millennium Development Goals, September 17, 2009.
10. Advancing Health Literacy Globally. United Nations ECOSOC Annual Ministerial Review Regional Ministerial Meeting for Asia and the Pacific on "Promoting Health Literacy" Beijing April 28-29 2009.
11. "Role of Business and the Private Sector in HIV/AIDS" European Center for Disease Control and Prevention, Stockholm. October 2006.
12. "Maximizing Communication for Public Health: Developing Health Competence." WHO Health Communication Summit. Bratislava, Slovakia, December 11, 2001.
13. "Using Communication to Develop, Support and Evaluate Behavior Change." NCI's 5-a-Day international symposium. Washington, DC. January 8, 2001.
14. "Designing Communication Interventions: Maximizing Health Impact." Pan American Health Organization Washington, DC. December, 2000.
15. "Vaccine Communication: Translating Risks for Professionals and the Public." Centers for Disease Control and Prevention national meeting in Roslyn, Virginia. October 8, 2000.
16. "Health Literacy: Communication for the Public Good" Health Promotion." World Health Organization Health Promotion Conference. Mexico City, Mexico. June, 2000.
17. Quality Communication: The Path to Ideal Health. Joseph Leiter Lecture. National Library of Medicine, National Institutes for Health. Bethesda, Maryland. May, 2000.
18. "The Role of Communication in Health Promotion." World Health Organization Advisory meeting. Geneva, Switzerland, September 16, 1999.
19. "Message for the Millennium: Assessing and Communicating Global Health Risks" London School of Hygiene and Tropical Medicine. London, United Kingdom, April 19, 1999.
20. Communication Strategies to avert future human disasters.. United Nations Headquarters. Invited Presentation. New York. April 17, 1998.
21. CJD - The Communication of Risk to the Public. Invited Presentation for the World Health Organization Consultation on the Global Surveillance, Diagnosis and Therapy of Human Spongiform Encephalopathies. Geneva. February 9, 1998.
22. Preventing Panic in a Crisis. Plenary session chair and speaker American Public Health Association Annual Conference. Indianapolis, IN. November 11, 1997.
23. Effective Communication for Public Health. Invited and sponsored by the United Nations for the U.N. conference Chernobyl and Beyond: Humanitarian Assistance to Victims of Technological Disasters. Russian

Academy for State Service. Moscow, Russia. May 27, 1997.

Academic, Professional and Trade Associations Presentations

1. Working Together on Health Literacy, Diplomacy and Innovative Health Communication to Advance Women's Health. Harvard Kennedy School of Government. Women and Public Policy Board. April 28, 2012
2. Advancing Health Communication and Informatics. Society for Public Health Education April 13, 2012
3. Innovation for Sustainable Impact in Global Health. University of Illinois. March 28, 2012.
4. Innovations in Global Health in the Private Sector. Harvard Advanced Leadership Initiative. Innovations in Health Care Think Tank. March 11, 2011.
5. Global Health Diplomacy: Advancing Prudent Policy, Partnerships and Public Health, Princeton University, September 27, 2010.
6. Global Health Council Annual Meeting, June 14, 2010
7. Communicating Risk with vaccination: Maximizing public health with ethical intervention. American College of Preventive Medicine. San Antonio. February 23, 2002.
8. Prudent policy-making and risk communication amidst scientific uncertainty. Science Board to the Food and Drug Administration Advisory Committee. November 12, 2001.
9. Communication in Crisis: Managing Health Security. Dean's lecture series. University of North Carolina School of Public Health, November 5, 2001,
10. Health Literacy: Advancing the Public Good. Department of Education. Washington, DC. August 1, 2001.
11. Health Literacy: An Opportunity to Make a Difference. Pennsylvania's Governor's Interagency Council. Harrisburg, PA. July 23, 2001.
12. Health Literacy: Leadership Opportunities for Health. American Medical Leadership Conference. Washington, DC: March 4, 2001.
13. Health Literacy: A new strategy for population and health impact. Committee on Population. National Research Council. October 27, 2000.
14. Salzburg Seminar. Future Leadership in Health. Invited participant, Salzburg, Austria. July 8-11, 2000.
15. Communicating Risk: What have we learned and what do we need to know?" American Public Health Association Annual Conference. Chicago, IL. November 10, 1999.
16. Leading Health Indicators: An Institute of Medicine Challenge. American Public Health Association Annual Conference. Chicago, IL. November 10, 1999.
17. Monitoring and Applying Sociobehavioral determinants in Global Tobacco Control" Global Issues and Perspectives in Monitoring Behaviors in Populations: Surveillance of Risk factors in Health and Illness." Centers for Disease Control and Prevention conference. Atlanta, GA. September 22, 1999.
18. Strategic Communication: Advocacy for Health. George Washington University Medical Center. June 29, 1999.
19. The Ideal Role of Communication in International Health. Johns Hopkins University Center for Advanced Studies. February, 1999.
20. Strategic Communication: Media/Social Marketing in Health. Institute of Medicine. Annual Meeting. Oct. 12, 1998.
21. New Technologies in Health Promotion. International Institute in Health Promotion 3rd Annual Meeting. American University, Washington DC. October 13, 1998.
22. Effective Communicating to Increase Medical Compliance. American Medical Leadership Conference. Washington, DC: March 8, 1998.
23. Communicating to Improve Health. Invited participant, Robert Wood Johnson Foundation, Princeton, NJ, February 11, 1998.
24. Communicating Cardiovascular Health: People, Programs and Policies. Invited presentation for the National Heart, Lung, and Blood Institute, National Institutes for Health. February, 1998.
25. Mad Cow Update, '98. Emerson College Brussels. January 26, 1998.
26. Seek and Ye Shall Find: Creating Strategic Alliances to Strengthen and Expand Health Communication

- Programs. Plenary speaker. American Medical Writers Association Meeting. Boston, MA. November 13, 1997.
27. Effective Communication Strategies in Promoting Global Health. American Public Health Association Annual Conference. Indianapolis, IN. November 11, 1997.
 28. Mad Cows: Ethical communication or scare tactics? American Public Health Association Annual Conference. Indianapolis, IN. November 10, 1997.
 29. Public Policy, Health Education and Cancer Prevention: Where should we be? American Institute for Cancer Research. Washington, DC. October 9, 1997.
 30. Effective Communication Approaches to Domestic and Global Health. George Washington School of Medicine in conjunction with the National Council for International Health. September 15, 1997.
 31. New Communication Strategies for Public Understanding of Risk and Health. Invited presentation. Changing Needs in Occupational Medicine. Department of Energy. July 29, 1997.
 32. Communicating Health Risks to Families. Keynote address. Massachusetts Lead Nurses Assn. May 8, 1997.
 33. Educational Innovation and Communication Study: Forging Partnerships. National Communication Association Annual Convention. Chicago, May, 1997.
 34. The Mad Cow Saga: International agenda-setting, framing and dissemination. International Communication Association Annual Convention. Montreal, May, 1997.
 35. Efficacy of Media Advocacy Efforts. Univ. of Toronto. 7th Health Communication Conference. Apr. 24, 1997.
 36. Communicating Complex Medical Information: Can We do Better? American Academy of Arts and Sciences. Cambridge, MA. April 17, 1997. Moderator and participant.
 37. Effective Negotiation Strategies and Practice. Tufts University School of Medicine. Grand Rounds for all MD/MPH students and Medical School faculty. All day seminar. April 13, 1997.
 38. Opportunities for Impact in Health Communication. Boston University, Public Relations Society of America. March 18, 1997.
 39. Successful Negotiation with Physician and Patients. Tufts University School of Medicine, Patient-Doctor-Society class. February, 1997.
 40. Dissemination of Health Innovations presentation at the California Wellness Foundation. Woodland Hills, California. January 13, 1997.
 41. Effective Communication Strategies in Mental Health: Awareness and Action. National Institutes for Mental Health. Invited presentation. Washington, DC. December, 1996
 42. The Role of Advanced Communication Technologies in Health Communication. Agency for Toxic Substance and Disease Registration, Department of Health and Human Services. Invited presentation. Washington, DC. December, 1996.
 43. Health Communication in 2026. Speech Communication Association Annual Convention. San Diego. November 25, 1996.
 44. At the Helm in Health Communication Chair, Speech Communication Association Annual Convention. San Diego. November 25, 1996. Proceedings in press. Allyn & Bacon. Needham: MA.
 45. Media Advocacy and Effective Communication Strategies. Northeast Lead Initiative. (public health leaders in six states.) Johnson & Wales University. November, 1996.
 46. The Media and Medicine Panel discussion with Jerome Kassirer, Editor, New England Journal of Medicine; Nils Bruzelius, Health/Science Editor of the Boston Globe; Tom O'Donnell president New England Medical Center and two network affiliate reporters. Tufts University School of Medicine, September 27, 1996
 47. Crafting a Graduate Program in Health Communication: Insights from Employers, Practitioners and Academicians." Conference in Teaching about Communication in Medicine. Oxford University, July 26, 1996.
 48. Forging an Agenda: The Role of Health Communication. St. Catherine's College, Oxford University, July 24, 1996
 49. Ethical Leadership and Negotiation in Health: Malpractice on a Moot Issue. St. Catherine's College, Oxford

- University, July 24, 1996.
50. Toward an Ethical Healthy Policy in Reporting Presidential Health. International Communication Association Annual Convention. Chicago, May, 1996.
 51. Building Partnerships in Effective Delivery of Health Information. Department of Health and Human Services conference at the Annenberg Center, Rancho Mirage, on Partnerships in networked consumer health information. May, 1996.
 52. Social Marketing: The Role of Channel in Health Communication Campaigns. Eastern Communication Association Annual Convention. New York. April, 1996.
 53. The Patient as the Central Construct in Health Communication. Selected Conference participant. Speech Communication Association. San Antonio. November, 1995.
 54. Communication Strategies for Effective Governance. Consultation for Ethiopian Leaders. Boston. September 8, 1995.
 55. Consulting and Career Opportunities in Health Communication. Speech Communication Association Summer Conference. Washington, DC. July 22, 1995. Proceedings published.
 56. Building Relationships, Market Research and Surveys presentation at the 1995 International Conference and Trade Show. Alliance for Community Media. Boston. July 7, 1995.
 57. Equipping Patients to Make Appropriate Decisions: Effective Health and Medicine Communication National Council on Patient Information and Education Annual Conference. Washington, DC. May 8, 1995.
 58. Directions in Health Communication: Education, Research and Practice." (Chair) Eastern Communication Association Annual Convention. Pittsburgh. April 29, 1995.
 59. Health Communication Campaigns: The Massachusetts AIDS Fund Campaign." Eastern Communication Association Annual Convention. Pittsburgh. April 29, 1995.
 60. Optimum Negotiation Strategies Three hour workshop for the American Medical Association Leadership Conference. Washington, DC. April 26, 1995.
 61. Negotiation Strategies 1970 and 1995: Finding Common Ground." Kent State/Jackson State Twenty fifth retrospective. Boston. April 23, 1995.
 62. Innovation and Design for Effective Health Communication Education. Fifth Conference on Health Communication: The Key to a Healthier Tomorrow. Emerson College/Tufts University School of Medicine. Boston. April 20, 1995.
 63. Report on Competencies and Necessity for Health Communicators." Fifth Conference on Health Communication: The Key to a Healthier Tomorrow. Emerson College/Tufts University School of Medicine. Boston. April 20, 1995.
 64. The Presidency, Press, and Public: Will They Survive? Discussant/Moderator, Helen and Cecil Rose Ethics in Docudrama conference. Emerson College. Boston, March 16, 1995.
 65. Political Communication in emerging democracies." Marderosian Colloquium series, Emerson College. March 1, 1995.
 66. Opportunities and Trends in Health Communication. Emerson College Alumni Presentation. February, 1995.
 67. Strategies for Compliant Decision-making with Physicians, Patients and Families. Invited lecture to pediatric fellows. Boston Children's Hospital. Harvard Medical School. January 24, 1995.
 68. Communication for a Healthier Public. Guest lecture at Tufts University School of Medicine. January 23, 1995.
 69. Applications in Effective Health Communication in Preventing HIV/AIDS. Invited presentation at the Ninth National Conference on Chronic Disease Prevention and Control. U.S. Department of Health and Human Services. Washington, DC. December 7, 1994.
 70. Media Training for Community Development Corporation: Maximizing Media Effectiveness. Communication seminar for CDC Directors, Boston. December 2, 1994.
 71. Making America Healthier: Policymaking, Politics and the Public. Invited lecture. University of California at Los Angeles. November 21, 1994.

72. Politics and Advertising in the 1993 Russian Elections Chair, Speech Communication Association. New Orleans. November 20, 1994.
73. Heads on- Hands On: The Making of a Weekly Public Affairs Show. Speech Communication Association. New Orleans. November 19, 1994.
74. The Role of Communication Scholars in Creating a New Health Care Community. Invited Seminar Participant. Speech Communication Association. New Orleans. November 18, 1994.
75. Effective Negotiation Strategies for Enhancing Patients' Health. Invited lecture as part of The Ethics of Medical Care in a Changing Practice Environment course at the Massachusetts Medical Society. Newton, MA. Nov. 10, 1994.
76. Education and Delivery of Health Communication in the United States. Invited presentation at the Centers for Disease Control and Prevention. Atlanta, GA. October 25, 1994.
77. Convocation speech. Address for graduates of the European Institute for International Communication. Maastricht, the Netherlands. June, 1994.
78. Communication: The Future of Medicine. Invited lecture at Brown University School of Medicine. April 22, 1994.
79. "Negotiating with Patient Advocacy Groups: Prescriptions for Success." Invited presentation for the Massachusetts Biotechnology Council. Cambridge, MA. April 4, 1994.
80. Communication and Negotiation Strategies in Health Reform." Invited Presentation for the Massachusetts Medical Society. Waltham, MA. April, 1994.
81. Demonstrating Democratic Discourse: Effective Decision Making in Health Care." Eastern Communication Association Annual Convention. Washington, DC, April, 1994.
82. Health Communication for the 21st Century: Education and Delivery. Speech Communication Association Annual Convention. Miami, November, 1993.
83. Health Communication in the National Arena. Marderosian Colloquium series, Emerson College. February, 1994.
84. International Negotiation and Political Communication in the New World Order." Marderosian Colloquium series, Emerson College. October , 1993
85. Effective Health Communication for Physicians: Maximizing Your Message with Technology. Invited presentation, Brigham & Women's Hospital, Harvard Medical School, Boston. September, 1993.
86. Talk Show Politics: The Changing Political Communication Landscape. International Communication Association Annual Meeting, Washington, DC, May 30, 1993.
87. Establishing Trust and Building Relationships: Negotiating with Information Technology. Presentation for CAUSE (The association for managing and using information technology in higher education) conference. San Diego. December 8, 1993.
88. Effective communication on health and the environment: making a difference. Presentation to leaders in Almaty, Kazakhstan, October 6, 1993.
89. Overcoming Medinfomania: Using Information Technology to Prevent Disease Effectively." Featured Presentation. HUSITA3 Conference - Information technology and the Quality of Life and Services. Maastricht, the Netherlands. June 18, 1993.
90. Increasing Outcome Efficacy with the COAST Model of Shared Decision Making." American Academy of Physician and Patient. George Washington University Medical School, Washington DC. May, 1, 1993.
91. The 1992 Presidential Campaign. Respondent Analysis. Eastern Communication Association. New Haven, Connecticut, April 30, 1993.
92. Overcoming Medinfomania: Managing and Mediating Your Message." Invited presentation for Medical Staff, Brigham & Women's Hospital, Harvard Medical School, Boston. April 22, 1993.
93. AIDS: Effective Communication Prevention Strategies. Colloquium. Emerson College, March 24, 1993.
94. The Future of Communication: Ethics and Practice. Lecture to Lambda Pi Eta (honorary communication fraternity) inductees. Emerson College. Boston. March, 1993.
95. Successful Negotiation employing the COASTsm model." Invited presentation for the New Hampshire

- Fundraisers Council. Nashua, New Hampshire. January 14, 1993.
96. Communication factors in HIV transmission. Speech Communication Association annual meeting. Chicago, October, 1992.
 97. Ethics in Public relations/Communication education. Oral and written testimony before the Massachusetts Governmental Affairs Senate Committee, April 7, 1992.
 98. Effective and ethical health communication campaigns. Comm. Assoc. of Mass. Annual Meeting, Feb., 1992.
 99. Choosing a College President: Academic and Administrative Leadership. Presentation at the Eastern Communication Association Annual meeting. Pittsburgh, 1991.

Conference Directorships

High Stakes In Health Communication: The Mad Cow Issue
University Of Oxford, England, July 24, 1996.

Health Communication: The Key To A Healthier Tomorrow: The 5th Conference On Health Communication
Omni Parker House, Boston, April 20-22, 1995.

Effective Health Communication In The 90s: The Aids Crisis

Emerson Majestic Theatre, Boston. September, 1991.

Media Coverage

Broadcast

1. Featured on ABC News *Nightline* Subject: Communicating Stem Cell Research. August 9, 2001.
2. Featured on ABC News *Nightline* Subject: Media Coverage and American Health. June 16, 1998.
3. Featured Expert on Good Morning America interview on Communicating Complex Cancer Cures. Broadcast on ABC News. May 1998.
4. Featured Expert on Newsnight, a half hour television news show aired live on NECN at 6:30 P.M.; WLVI 10 P.M. newscast, WGBH (PBS affiliate) at 11:30 P.M. and WSVN-TV (NBC affiliate Miami, FL.) Subject: Media and policy issues in health and drugs. September 18, 1997.
5. Featured Expert on Media Watch, a national public radio news show in the Midwest. What and who should believe in health? June 22, 1997.
6. Featured Expert on As it happens, a national radio news show aired throughout Canada and the United States live. Canadian Broadcasting Corporation. Subject: Safety of Beef and food: Who do we believe? May 14, 1997. [Highest rated national syndicated radio show in Canada.]
7. Featured Expert on Newsnight, a half hour news show aired live on NECN at 6:30 P.M. and WGBH at 11:30 P.M. Dimensions of Risk and Decisions on Diet Drugs (e.g. phen/fen). May 7, 1997
8. Featured Expert on HealthLine, a half hour television health show. Subject: Making sense of medicine segments. Taped Spring, 1997.
9. Featured Expert on American Baby, a national weekly show on the Arts & Entertainment cable network. Subject: Managing Conflict: Effective Negotiation Strategies for couples with COAST. 1997 season.
10. Featured Guest on Adler on Line, a live talk show on WABU-TV68 and WRKO radio. Subject: Ethical Dimensions of Women's Decisions and Science. August, 1996.
11. Interview on ABC Affiliate WHDH-TV on delivery of health information on television, May, 1996.
12. Featured Guest on Adler on Line, a live talk show on WABU-TV68 and WRKO radio. Subject: Censorship and disseminating health: CBS's decision and tobacco. November, 1995.
13. Featured Guest on Adler on Line. Subject: Ethics in the Government and Media. July, 1995.
14. Guest on "Health Stops on the I-Way." A discussion sponsored by the Telecommunication Policy Roundtable. BNN-TV. May, 1995.

15. Interviews on Fox-TV/NECN on the Media Coverage of Health: Necrotizing Fasciitis. Feb. and May, 1995.
16. Talk Show Guest on MassViews, a weekly public affairs show on TV3. Prospects for health reform in Massachusetts and the USA. December, 1994.
17. Interviews on The Emerson Health Forum, TV24. September/October, 1994.
18. Interview on Fox-TV/NECN on the Effective Communication of Preventive Health measures. July, 1994.
19. Talk Show Guest on "The Haynes Forum" BNN-TV on communication in emerging democracies. Jan., 1994.
20. Interview on Fox-TV news on the President's Health Reform package. December, 1993.
21. Interview on WBZ-TV on the NAFTA negotiation/debate. November 9, 1993.
22. Talk Show Guest on "Eyes on Boston" BNN-TV. Interviews on political, international and health issues. September, October and November 1993.
23. WBZ-TV interview on the impact of Presidential debates. 1992.
24. Presidential Politics and the American Agenda - *The Jerry Williams Show* WRKO-Radio.1992
25. The Presidential campaign - *The David Brudnoy Show* WBZ Radio.1992.
26. "Arthur Ashe & AIDS" interview on WBZ-TV4. 1992.
27. "The 1992 Political Campaign: The Ads and the Issues" Discussion on "Boston Common" - a one hour talk show on WHDH-TV7, the Boston CBS affiliate, January, 1992.
28. Voice-over and script development for documentary on "Edward Bernays 100th Birthday." November, 1991.
29. Preventing HIV/AIDS: Public affairs two-part series. Interview for Public Affairs television WHSH-TV. September, 1991.
30. The Soviet Union: Politics, Media and Communication. Discussion on Christian Science Monitor Television "Today's Monitor," September, 1991.
31. The Soviet Union: Crisis in Communication. Discussion on Christian Science Monitor Television "One Norway Street," August, 1991.
32. Guest on "At Issue" Jeanne Graf, host. Fox-TV. Half hour interview/debate with Dr. Stuart Berger on alternate health therapies and public health issues. 1990.
33. Interview on the Joe Franklin Show on *Tom Bradley: The Impossible Dream*. 1986.