



Dr. Larry Wallack to deliver keynote address at the second annual A Gathering of Good on October 16, 2010

About Lawrence Wallack, DrPH

Since 2004, Larry Wallack has been Dean, College of Urban and Public Affairs at Portland State University. He is also Emeritus Professor of Public Health at University of California, Berkeley, where he served on the faculty for 17 years.

Dr. Wallack is one of the architects of media advocacy -- an innovative approach to working with mass media and communities to advance social and public health issues. In 1993, he was the founding director of the Berkeley Media Studies Group, an organization conducting research and training in the use of media to promote healthy public policies. He has published extensively and lectures frequently on news media and public health policy issues. He is the principal author of News for a Change: An Advocate's Guide to Working with the Media, (Sage, 1999) and Media Advocacy and Public Health: Power for Prevention (Sage, 1993). He is co-editor of Mass Media and Public Health: Complexities and Conflicts (Sage, 1990).



Dr. Wallack has been honored with several awards. He was one of the original recipients of the Innovators Award (2000-05) from the Robert Wood Johnson Foundation. This award recognized lifetime achievement and innovation in the area of prevention. Other awards include:

- Distinguished Wellness Lecturer, University of California, Berkeley (1997)
- Alfred W. Childs Distinguished Award for Faculty Service, School of Public Health, University of California, Berkeley (1996-97)
- University of California Health Net Wellness Award Lecturer (1994)

Dr. Wallack has appeared on Nightline, Good Morning America, the CBS Evening News, the Today Show, CNN, Oprah, and numerous local news and public affairs programs. He was a Series Advisor for the 4-hour PBS series Unnatural Causes – exploring racial and socioeconomic inequities in health, and has consulted with a wide range of local, state, national, and international organizations on public health, social change, and mass media. His research has received substantial funding from major philanthropic foundations, state, and federal agencies.

He currently serves on the Board of Trustees of the World Affairs Council, the Board of Directors for Institute for Portland Metropolitan Studies, the Sidney Lezak Project, and the Policy Consensus Initiative, and recently completed five years on the Board of Governors of the Portland City Club. He is also a member of the Oregon Health Improvement Plan Committee of the Oregon Health Policy Board.