



PROFILE

Finnegan grew up in Minnesota where he worked as a journalist in the 1970s. He earned MA and PhD degrees in mass communication, joining the School of Public Health in 1980 and its faculty in 1986. His research and teaching focus on outcomes of promoting community health and wellbeing across population groups, including strategies to effect social and behavioral equity. He served as SPH Dean from 2005 to Feb 2022 when he retired.

CONTACT

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HOBBIES

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JOHN R FINNEGAN JR

PROFESSOR & DEAN EMERITUS

EDUCATION

University of Minnesota-Twin Cities

MA Journalism, 1978; PhD Mass Communication, 1985

College of St Thomas-St Paul, MN

BA English, 1972

University College Galway, Eire

Economics, Evolution of the English Language

ACADEMIC APPOINTMENTS

University of Minnesota Twin Cities – School of Public Health

Professor & Dean Emeritus, 2022-current
Dean, 2005-2022; Interim Dean, 2004-05; AVP Public Health, 2005-14
Associate Dean Research & Academic Affairs, 2003-04
Associate Dean for Academic Affairs, 1998-03
Epidemiology: Professor, 2000, Associate Prof, 1993; Dir of Graduate Studies, 1994-97 Assistant Prof, 1986; Instructor, 1984
Graduate & Adjunct Faculty, UMN School of Journalism & Mass Communication, 1986

RECOGNITION

2022 President's Award for Outstanding Service, University of Minnesota
2021 KP Chen Memorial Lecture, National Taiwan University, Taipei (invited lecture)
2019 Dedication to Quality Education in Public Health, CEPH
2017 Recognition of Board Service, HealthEast Care System, St Paul
2012 Albert Justus Chesley Award for Distinguished Service in Public Health in Minnesota, Minnesota Public Health Association (MPHA)
2007 Distinguished Career Award, Public Health & Health Promotion, American Public Health Association (APHA)
2001 National Institutes of Health (NIH) Behavioral & Social Sciences Lecture Series: Health Campaigns in the Age of Ubiquitous Media: Promise & Peril (invited lecture)
1991 Delta Omega Pi Chapter, Honorary Scholarly Society Public Health
1973 Kappa Tau Alpha, Honorary Scholarly Society in Journalism

RESEARCH EXPERIENCE

IN THE 1970S, UNIVERSITIES BEGAN WELCOMING SOCIAL AND BEHAVIORAL SCIENTISTS INTO SCHOOLS OF PUBLIC HEALTH. TWO FACTORS WERE AMONG THE DRIVERS OF THIS MOVEMENT. ONE WAS THE RISING RECOGNITION THAT THE ALLOPATHIC MEDICAL VIEW OF HEALTH AND SICKNESS WAS INSUFFICIENT TO ACCOUNT FOR CAUSES EITHER OF ILLNESS OR GOOD HEALTH. THE SECOND WAS THE EXPANSION OF THE NATIONAL INSTITUTES OF HEALTH INTO THE ARENA OF CHRONIC DISEASE, ESPECIALLY CARDIOVASCULAR DISEASE AND CANCER, THE MAJOR CAUSES OF MORTALITY AND MORBIDITY IN THE US AND MUCH OF THE WORLD. PIONEER RESEARCHERS HAD BEEN BUILDING THE CASE FOR SEVERAL DECADES THAT MANY UNDERLYING CAUSES OF THESE DISEASES WERE BEHAVIORALLY BASED RISK FACTORS. BY THE 1970S, IT WAS CLEAR THAT SOCIAL AND CULTURAL FORCES ADDED A COMMUNITY/POPULATION DIMENSION. IF INDIVIDUALS COULD BE PERSUADED TO CHANGE THEIR BEHAVIORS AND REDUCE THEIR RISK OF CHRONIC DISEASE, WHAT ABOUT WHOLE COMMUNITIES AND POPULATIONS? THUS, PUBLIC HEALTH IN BOTH THE ACADEMY AND PROFESSIONAL PRACTICE RECOGNIZED THE NEED FOR RESEARCHERS, TEACHERS, AND PRACTITIONERS FROM THE SOCIAL AND BEHAVIORAL DISCIPLINES (INCLUDING COMMUNICATION) TO FACILITATE CHANGE ON A MUCH BROADER SCALE THAN ONE PATIENT AT A TIME. FOR ME, THIS WAS A PROFOUND CAREER DIRECTIONAL CHANGE MADE POSSIBLE ESPECIALLY BY THE MINNESOTA HEART HEALTH PROGRAM (MHHP), A QUASI-EXPERIMENTAL COMMUNITY STUDY TO ADDRESS THE CHALLENGE OF HEART DISEASE AND ITS SOCIALLY AND BEHAVIORALLY FUELED RISK FACTORS. THE WORK OF ACADEMIC PUBLIC HEALTH IF DRIVEN BY THE VALUES OF EQUITY AND THE COMMON GOOD CAN LAY THE FOUNDATION FOR BETTER HEALTH AND WELLBEING.

DEAN'S OFFICE, SCHOOL OF PUBLIC HEALTH, UNIVERSITY OF MINNESOTA

Public Health Training Grant (DHHS)

- Principal Investigator, 2005

Public Health Training Centers (HRSA/1D20-HP00021-01 R1)

- Principal Investigator, 2001-2005

Public Health Preparedness Center (CDC)

- Co-investigator, 2002

DIVISION OF EPIDEMIOLOGY, SCHOOL OF PUBLIC HEALTH, UNIVERSITY OF MINNESOTA

Ask About Aspirin Project: Minnesota Heart Health Program
National Heart, Lung & Blood Institute (NHLBI)

- Co-investigator, 2018-2021

Assessing Information Impact on Smoking Time Trends
(NCI 1R21CA100386-01A1)

- Principal Investigator, 2004

Minnesota Heart Health Program (NIH Grant HL-25523)

- Investigator, 1986-1993
- Associate Director, Health Education Division, 1987-89
- Member, Executive Board, 1988-90
- Chair, Cholesterol Campaign Working Group, 1987-88
- Director of Media, 1982-90
- Chair, Bloomington Planning Team, 1983-87
- Editor, project assistant, 1980-82

Cancer and Diet Intervention Project (NCI R01 CA 46013)

- Chair, Formative Evaluation Working Group, 1987-90
- Co-investigator, 1987-90

Models for Treating High Blood Cholesterol (NHLBI 89-HL-05H)

- Co-principal investigator, 1989-1994
- Chair, Evaluation Working Group, 1990-1994

Community-wide Program to Prevent Adolescent Alcohol Abuse:
Project Northland (NIAA 1 RO1 AA08596-01)

- Co-principal investigator, 1990-1995

Community-wide Program to Prevent Adolescent Alcohol Abuse:
Project Northland II (NIAA 1 RO1 AA08596-01)

- Co-investigator, 1996- 2000

Reduction of Youth Access to Alcohol: A Randomized Community
Trial (NIAA/OSAP 1 RO1 AA09142-01)

- Co-investigator, 1991-1996

Increasing Cancer Screening Among Underserved Women: Public
Health Approaches to Breast and Cervix Screening (National
Cancer Institute 89-CA-16; subcontract from the MN Department of
Health)

- Principal investigator, 1990-1995

Content Analysis of News Coverage of AIDS (on subcontract from
the Minnesota Department of Health)

- Principal investigator, 1989-90

Content Analysis of National and Selected Local Newspaper
Coverage of Three Public Health Topics, Biomedical Research
Support Grant (BRSR 0696-5225-86)

- Principal investigator, 1989-90

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Physician-based Nutrition Program to Lower CHD Risk
(NIH HL 36889-01)

- Advisor, media strategies, 1986-88

A Community-based Approach to Reduce Delay in Treatment of
Acute MI (1U01 HL53211-01): The REACT Study

- Project Officer, 1994-1996
- Principal Investigator, 1996-2000

Role of the Mass Media in Social Change: Publicity and Exposure to
Health Issues (USDA/Agricultural Experimental Station)

- Principal Investigator, 1994-1999

Feasibility of Breast Cancer Epidemiology on the Internet
(Department of the Army UIS #RP951200)

- Co-investigator, 1996-1999

TEACHING

SCHOOL OF PUBLIC HEALTH

Public Health Institute: Communications, Lectures 2010-20
Fundamentals of Social and Behavioral Science, 2000-2005
Mass Communication and Public Health, 1987-2002
Seminar in Teaching Epidemiology, 1999, 2001
Public Health Practice Seminar (lectures), 2001
Public Health Approaches to Health Behavior Change, 1990-93
Community & Environmental Approaches to Health Behavior Change, 1994, 1999, 2000
Psychosocial Approaches to Health Behavior Change, 1994-99
Applied Research Methods, 1995
CVD Epidemiology (lectures), 1993-96, 1999
Public Health Policy as a Prevention Strategy (lectures) 1991-93
Health Risk Evaluation (lectures) 1993-96

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Introduction to Mass Communication, 1979-80; 1984-85
Introductory Reporting, 1980 Reporting of Public Affairs, 1979-80
Newswriting, Extension, 1981-83; 1987
Publicity for Community Organizations, Extension, 1981-82
Interviewing Techniques, Extension, 1985
History of Communication, 1986
The Media in American History and Law: Case Studies (lectures), 1986-2004
Producing Mass Media Messages, 1986-90
Mass Communication and Public Health, 1987-2001
Information Technology and Health, 2003

ADVISING

Doctoral Dissertation Advisor to:

Christopher E. Rissel, PhD Epidemiology (1994)
Community, Participation and Empowerment in Health Promotion

Emily Brauer Kahn, PhD Epidemiology (1997)
The Association of Vitamin A Intake During Pregnancy and Neonatal Size and Proportionality

Roxanne P. Kerani, PhD Epidemiology (2000)
Geographic Clustering and Community Level Predictors of Chlamydia and Gonorrhea in the Minneapolis-St. Paul Metropolitan Area

Jennifer Moore, PhD Mass Communication (2011) Liquid Poison: Picturing a Public Health Crisis Through Visual Storytelling in the Nineteenth Century Press

Doctoral and Master's Degree Students:

Served on other PhD committees: 25 students (1990-2012)

Served as MPH Advisor or Project Advisor: 34 students (1992-12)

Served as MA Health Journalism Advisor: 4 students (2004-10)

Served on other MS, MA Committees in various fields: 30 students (1990-2012)

SERVICE: MINNESOTA

HealthEast Care System, Inc., St Paul: Board Member, Quality of Care Committee, 2011-2017

Minnesota Medical Foundation, UMN: Board of Directors, Executive Committee, 2004-14

HealthPartners Research and Education Institute Board, Bloomington, MN, 2004-2020

Minnesota Taconite Workers Lung Health Partnership, Co-chair, 2007-2014

Minnesota Department of Health Office of Minority and Multicultural Health Advisory Committee, 2004-2017; Commissioner's Task Force on AIDS, 1988-89; AIDS Program Materials Review Panel, 1986-98; Minnesota Five-A-Day Steering & Media Committees, 1993-94

Minnesota AIDS Project (MAP), Mpls, Communication & Public Education Committee, 1989-90

Minnesota's Future Steering Committee, 2009

Allina Health Systems, Inc., Mpls, Community Benefits Committee, 2004-09; Backyard Initiative Advisory Board, 2010-2020

Neighborhood House, St Paul, Board, 2005-2009

Church of St. Matthew Parish Council, St. Paul, Board, 2001-2004

West Side Neighborhood Housing Services, Inc., St. Paul; President, 1991-95; Vice-president, 1990-91; Board member, 1989-1999; Executive Committee, 1990-1999; Futures Committee, 1994; Chair, 1996; Loan Committee, 1995

Minnesota Affiliate, American Heart Association (AHA) Chair, Communications Committee, 1989-90 Public Education Committee, 1988-89

Adams/Hill Montessori School Support Council, St. Paul School District #625
Chair, 1990-91; Vice-chair, 1991-92

Citizens Long-Range Space Planning Advisory Council (CLRSPAC) St. Paul School Board, St. Paul, MN; member, 1990-92

Family Services Association of Greater St. Paul, Board member, 1981-84

SERVICE: UNIVERSITY OF MINNESOTA

President's Initiatives

Co-chair, President's Initiative for the Prevention of Sexual Misconduct, 2017-2020
Boynton Health Services Review Committee, Chair, 2014
UMORE Park, Academic Mission Advisory Board, 2013-2014
Public Engagement Council, 2011
President's Advancing Excellence Steering Committee, 2010-11
Office of Information Technology (OIT) 'Blue Ribbon' Strategic Planning Group, 2010
Financing the University's Future Task Force, 2008-09
Urban Agenda Task Force, Co-chair, 2006-08
University of Minnesota Accreditation Committee-Community Engagement, 2004-05 Healthy Foods, Healthy Lives President's Initiative, 2004-07
President's Initiative on Children, Youth and Families, 2003-07
Council on Public Engagement (COPE), 2006-08
UMORE Park Health Task Force, Co-chair, 2007-08
University Technology Enhanced Learning Council, 2002-04
Provost's Task Force on Distributed Learning, 2001
University Rochester Program Planning Committee, 1999-01

UMN Committees

Twin Cities Deans Council, 2004-2021; Chair, 2008-09
Ad Hoc Budget Advisory Group, 2009-10
Global Strategies Planning Initiative (Colleges, UMF, MMF) 2010-11
Provost/Deans Ad Hoc Committee on eLearning, 2010-11

Academic Health Center (AHC)

Deans Council, 2004-2021
Deans Three-Year Performance Review Panel, Chair, 2006-08
Emergency Response Team, 2005-current Research Deans Council, 2003-04
Education Leaders Forum, Co-chair, 1999-01
Education Technology Working Group, Co-chair, 2001-02
Precincts Design Planning Task Force, 2005-06
Learning Technology Committee, 1999-00
Strategic Planning Committee, 1999-01

Campus Club Board, 2006-12; President, 2011-12

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Search Committees

University of Minnesota Dean and Director of Libraries, Chair, 2019
College of Pharmacy Dean Search Committee, Chair, 2016-17
VP for the Office of Equity and Diversity Search Committee, Member, 2011-12
Boynton Student Health Service Director Search Committee, Chair, 2011
University of Minnesota Alumni Association Director Search Committee, 2009-10
College of Veterinary Medicine Dean Search Committee, Co-chair, 2007-08
Vice President and Dean of International Affairs Search Committee Chair, 2007-08

Other University Committees

Graduate School Administration Revision Committee, Chair, 2009-10
Northrop Auditorium Renovation and Redesign Task Force, 2006
Task Force on Academic Priorities in an Influenza Pandemic, 2006-07
Human Resources Ad Hoc Task Force, 2005
Joint Program in Law, Health, & the Life Sciences Board & Executive Committee, 2002-08
Committee to Review the Doctoral Program in Mass Communication, 2002-04
Council of Research Deans (CRAD), 2003-04
Professional and Graduate School Deans Council, Co-chair, 2000-04
Performance Review Panel, AHC Senior Vice President, 2002
Committee on Academic Appointments, 1999-2000

SERVICE: NATIONAL & INTERNATIONAL

Children's HeartLink, Board Chair, 2017-2019; Board Member, 2012-2022 Co-chair, Program Services Advisory Committee, 2012-2017

One Health Central and Eastern Africa (OHCEA) Board Member 2010-2017; RESPOND Project US Deans Advisory Group (Africa, SE Asia re: emerging infectious disease)

Association of Schools and Programs of Public Health (ASPPH)

Riegelman Award Writing Group, 2018

Global Health Competency Work Group, 2017-18

Co-chair Population Health Working Group, 2016-18

Immediate Past Chair of the Board, 2015-2016

Chair of the Board, 2013-2015 (Mar)

Chair-designate, 2011-12

Executive Committee Member, 2010-2017

Committee on Framing the Future: 2nd Hundred Years of Public Health Education, 2012-15

Dean's Council, 2004-2013; Associate Deans Council, 1998-2004

Policy & Advocacy Committee, 2004-2021

Education Committee, Chair, 2006-10

Council of Chairs, Chair, 2008-10

Data Committee, 2004-08

Communications Committee, 2004-08

Communications and Informatics Competencies Committee, 2005-06

ASPH/AAVMC Collaboration Committee, 2006-09

Council for Education in Public Health (CEPH)

Executive Council Member, 2016-19; 2008-11

Accreditation Review Panel, Brown University SPH, 2016

Accreditation Review Panel, Johns Hopkins University Bloomberg SPH, 2015

Accreditation Review Panel, Harvard University, 2009

Accreditation Review Panel, Yale University, 2006

National Academy of Medicine

Member, Global Forum on Innovation in Health Professional Education, 2013-2016 External Reviewer, Draft on Educating for Practice, Workshop Summary, 2013 Mar External Reviewer, "Epilepsy Across the Spectrum" Report, 2012 Mar

External Reviewer, "Accelerating Progress in Obesity Prevention," Report, 2011 Nov

Member, Panel on Women's Health Research, 2009-10

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National Institutes of Health (NIH)

Centers for Excellence in Cancer Communication Research Cluster Review (P01),
Co-chair, July 2008
Prevention, Control, Population Sciences Review, Jan. 30-31, 2008
Subcommittee E Review, 2004-08
Consultant, NCI Tobacco Control Monograph Series: The Role of Media in Promoting and Reducing Tobacco
Use, 2008
Health Communication Theory Ad Hoc Planning Committee, April 2003
Centers for Excellence in Cancer Communication Research, Co-chair, Feb 25-28, 2003
Special committee to review progress, future of Five-A-Day Campaign (J. Potter, chair), 1999-00
National Heart, Lung & Blood Institute: Strategic Planning Panel, 2006
National Heart, Lung & Blood Institute: Know Your Numbers Think Tank, Dec 2, 2002
Women and Ischemia Syndrome Evaluation (WISE) Workshop, Oct 2-4, 2002
Standing Panel for K13/23/24/25, 2002-2004
NHLBI Special Emphasis Panel: Novel Approaches for Changing Risk Factors for Heart, Lung, Blood and Sleep
Disorders, June 4-5, 2002
NHLBI Special Emphasis Panel Trials Assessing Innovative Strategies to Improve Clinical Practice Through
Guidelines in Heart, Lung, and Blood Diseases (RFA-HL-010011)
March 12-13, 2002
Special NIH OPEC committee evaluating media contract proposals, NHLBI, June 1998

American Heart Association/NIH

Instructor, Summer CVD Prevention Epidemiology Seminar Lake Tahoe, CA, 1994-2004

Health Canada

Knowledge Uptake and Transfer Committee, NHRDP Review Panel March 1996-January 1998; Chair, March 1997-
January 1998

Public Health Foundation of India

Alternate Board Member, 2006

Professional Associations

American Public Health Association, 1998-2023
Association of Health Care Journalists, 2003-2018
International Communications Association, 1984-2023
Council for Advancement & Support of Education, 2004-2021

Select Invited Presentations/Lectures

Global Lessons Learned From COVID-19, Sisters of St Joseph Panel on COVID, St Catherine University, Oct 14, 2022

COVID-19 and Forces Shaping Global Public Health: Challenges for Academic Public Health Before the Next Pandemic, KP Chen Memorial Lecture, National Taiwan University, Taipei, Nov 12, 2021

Public Health in Minnesota, Fox & Hounds Group, Minneapolis, Feb 2020

One Health Workforce Presentations (USAID-OCHEA) University of Nairobi, Kenya
Jimma University, Ethiopia Makele University, Ethiopia Dec 6-10, 2018

The Future of Urban Health: Moderator, World Health Summit, Berlin, Germany
Oct 16, 2018

Zero Tolerance for Sexual Harassment in the Academy, ASPPH Annual Meeting, Crystal Gateway Marriott, Washington DC Mar 9, 2018

Opening Remarks: Fact vs. Fiction: The Intersection of Guns and Mental Health
Protect Minnesota, Courtyard Marriot Downtown Minneapolis, Sept 13, 2017

Keynote, Minnesota Technical Assistance Program (MnTAP) McNamara Alumni Center,
University of Minnesota, Aug 22, 2017

Health Communication and Public Health, Public Health Institute, University of Minnesota
225 Blegen Hall, June 7, 2017

Population Health Competencies and Approaches, ASPPH Annual Meeting, Arlington,
VA, Mar 14-17, 2017

A Comprehensive Approach to Faculty Mentoring, faculty & fellows, Anesthesiology
Department, University of Minnesota Medical School, January 25, 2017

Preparing Healthcare Managers and Leaders of the Future, 8th Prague International
Health Summit, Hotel Internationale, Prague, May 19-21, 2016

Grand Rounds: Ask About Aspirin Statewide Campaign, Department of Medicine,
Medical School, University of Minnesota, Aug. 18, 2016, Minneapolis

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Congress Under the Gun: Federal Legislation and the Fight Against Gun Violence, Protect Minnesota Roundtable, Edyth Bush Building, St Paul, Aug17, 2016

Public Health, Global Policy and Rare Diseases Indo-US Rare Disease Conference University of Minnesota, Commons Hotel, Nov. 18, 2016

Changes in the US Health Landscape and Interprofessional Education of Health Professionals, World Health Care Forum, The Hague, Netherlands, Nov. 29, 2016

Changes in the US Health Landscape and Interprofessional Education of Health Professionals, World Health Care Forum, The Hague, Netherlands, Nov. 29, 2016

Interprofessional Education of Health Professionals and One Health
Annual Conference of the Association of American Veterinary Colleges (AAVMC)
Alexandria, VA, March 14, 2014

The World of 2030 and What it Means for Academic Public Health, Marian Godeke Miller Lecture, Indiana University SPH, Bloomington, IN, Mar 6, 2014

Framing the Next Hundred Years of Public Health Education: A Global Perspective
Presenter, National Taiwan University College of Public Health, Taipei, March 20, 2013

Publications

Dissertation

Finnegan, J.R. (1985). Defamation, Politics, and the Social Process of Law in New York State, 1776-1860 (Minneapolis: Ph.D dissertation, University of Minnesota).

Journal articles and book chapters (peer-reviewed)

1985

1. Salmon, C.T., Loken, B., Finnegan, J.R. (1985), Use and effectiveness of direct mail in a cardiovascular health campaign, *Evaluation and the Health Professions* 8: 4, 438-52.

1986

2. Mittelmark, M., Luepker, R.V., and the Minnesota Heart Health Program Research Group (1986). Community-wide prevention of cardiovascular disease: education strategies of the Minnesota Heart Health Program. *Preventive Medicine* 15: 1-17.
3. Blake, S.M., Jeffery, R.W., Finnegan, J.R., Crow, R.S., Pirie, P., Ringhofer, K., Fruetel, J., Caspersen, C.J., Mittelmark, M.B. (1987). Process evaluation of a community-based physical activity campaign: the Minnesota Heart Health Program experience. *Health Education Research: Theory & Practice* 2: 2, 115- 121.

1987

4. Finnegan, J.R., Loken, B., and Howard-Pitney, B. (1987). Using direct mail to bridge _knowledge gaps_ in communication about health. *Journal of Direct Marketing* 1: 3, 29-39.

1988

5. Finnegan, J.R. and Viswanath, K. (1988). Community ties and use of cable television and newspapers in a Midwest suburb. *Journalism Quarterly*, 65: 2, 456-463; 473.
6. Finnegan, J.R., Viswanath, K., Loken, B. (1988). Predictors of cardiovascular health knowledge among suburban cable TV subscribers and nonsubscribers. *Health Education Research: Theory & Practice* 3: 2, 141-151.
7. Parsons, P., Finnegan, J.R., Benham, W. (1988). Editors and their roles. In Robert Picard, James Winters, and Maxwell McCombs, (eds.), *Press Concentration and Monopoly: New Perspectives on Newspaper Ownership and Operation* (New York: Ablex Publishing), pp. 91-10
8. Finnegan, J.R., Bracht, N. and Viswanath, K. (1989). Community power and leadership analysis in lifestyle campaigns. In C.T. Salmon (ed.), *Information Campaigns: Balancing Social Values and Social Change*. Sage Annual Reviews of Communication Research, Vol. 18 (Newbury Park, CA: Sage), pp. 54-84.
9. Finnegan, J.R., Murray, D.M., Kurth, C., and McCarthy, P. (1989). Measuring and tracking education program implementation: the Minnesota Heart Health Program Experience. *Health Education Quarterly* 16: 1, 77-90.

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10. Finnegan, J.R., Viswanath, K., Hannan, P., Weisbrod, R., and Jacobs, D.R. (1989). Message discrimination: a study of its use in a campaign research project. *Communication Research* 16: 6, 770-792
11. Murray, D. M., Kurth, C., Finnegan, J.R., Admire, J.B., Luepker, R.V. (1989). Direct mail as a prompt for follow-up care among persons at risk for hypertension, *American Journal of Preventive Medicine* 4: 6, 31-35.

1990

12. Finnegan, J.R. and Viswanath, K. (1990). Health and communication: medical and public health influences on the research agenda. In Berlin-Ray, E., and Donohew, L. (eds.), *Communication and Health: Systems and Applications*. New York: Erlbaum, pp. 9-24.
13. Finnegan, J.R., Viswanath, K., Elmer, P., Graves, K., Mullis, R., Potter, J.D., and Rooney, B. (1990). Predictors of nutrition knowledge in a rural Midwest community. *Health Education Research: Theory & Practice* 5: 4, 421-431.
14. Potter, J., Mullis, R., Finnegan, J.R., Graves, K., Gloeb, B., Baxter, J., Elmer, P., Graves, K., Hertog, J., Mullis, R., Pirie, P., Rooney, B., Trenkner, L. (1990). The Cancer and Dietary Intervention Project: a community-based intervention to reduce nutrition-related risk of cancer. *Health Education Research: Theory & Practice* 5: 4, 489-503.
15. Trenkner, L., Rooney, B., Viswanath, K., Baxter, J., Elmer, P., Finnegan, J.R., Graves, K., Hertog, J., Mullis, R., Pirie, P., and Potter, J. (1990). The development of a scale to measure benefits and barriers to eating behavior change. *Health Education Research: Theory & Practice* 5: 4, 479-487.

1991

16. Viswanath, K., Finnegan, J.R., Hannan, P., Luepker, R.V. (1991). Health and knowledge gaps: some lessons from the Minnesota Heart Health Program. *American Behavioral Scientist* 34: 6, 712-726.
17. Viswanath, K., Finnegan, J.R., Rooney, B. and Potter, J. (1991). Community ties and use of newspapers and cable television in a rural midwest city. *Journalism Quarterly* 67: 4, 899-911.

1992

18. Brown, J.E., Tharp, T., McKay, C., Richardson, S.L., Hall, N.J., Finnegan, J.R., Splett, P. and Mullis, R.E. (1992). Development of a prenatal weight gain intervention program using social marketing methods. *Journal of Nutrition Education* 24: 1, 21-28.
19. Finnegan, J.R., Rooney, B., Viswanath, K., Elmer, P., Graves, K., Baxter, J., Mullis, R. and Potter, J. (1992). Process evaluation of a home-based learning course for diet and cancer risk reduction: The WIN At Home Series. *Health Education Quarterly* 19: 2, 233-248.

1993

20. Flora, J.A., Lefebvre, C., Murray, D.M., Stone, E.J., Assaf, A., Mittelmark, M., Finnegan, J.R. (1993). A community education monitoring system: Methods from the Stanford Five City Project, the Minnesota Heart Health Program, and the Pawtucket Heart Health Program. *Health Education Research: Theory & Practice* 8:1, 81-95.

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21. Finnegan, J.R. and Hertog, J. (1993). Campaign approaches: how do we communicate with consumers of the future? In Frankle, R., Owen, C., and Mullis, R.M. (eds.) *Nutrition in the Community: The Art of Delivering Services*, 3d (St. Louis: Mosby), pp. 62-75.
22. Finnegan, J.R., Viswanath, K., Kahn, E., Hannan, P. (1993). Exposure to sources of heart disease prevention information: community type and social group differences. *Journalism Quarterly*, 70:3, 569-584.
23. Hertog, J., Finnegan, J.R., Rooney, B., Baxter, J., Elmer, P., Graves, K., Mullis, R., Viswanath, K., Potter, J. (1993). Self- efficacy as a target population segmentation strategy in a diet and cancer risk reduction campaign. *Health Communication*, 5:1, 21-40.
24. Pavlik, J., Finnegan, J.R., Strickland, D., Salmon, C.T., Viswanath, K. and Wackman, D.B. (1993). Increasing public understanding of heart disease: An analysis of data from the Minnesota Heart Health Program. *Health Communication* 5:1, 1-20.
25. Perry CL, Williams C, Forster J, Wolfson M, Waganaar A, Finnegan JR, McGovern P, Veblen-Mortenson S, Komro K, Anstine P (1993). Background, conceptualization and design of a community-wide research program on adolescent alcohol use: Project Northland. *Health Education Research: Theory & Practice* 8:1, 125-136.
26. Viswanath K, Kahn, E, Finnegan, JR, Hertog, JH and Potter, J. (1993). Motivation and the Knowledge Gap: Effects of a campaign to reduce diet-related cancer risk. *Communication Research* 20:4, 546-563.
27. Waganaar A, Finnegan JR, Wolfson M, Anstine P, Williams CL, Perry CL (1993). Youth alcohol access: where and how adolescents obtain alcoholic beverages. *Public Health Reports* 108:4, 459-464.

1994

28. Bracht, N., Finnegan, J.R., et al. (1994) Community ownership and program continuation following a health demonstration project. *Health Education Research* 9:2, 243-255.
29. Hertog, J., Kahn, E., Finnegan, J.R. (1994). Media coverage of AIDS, cancer, and sexually transmitted diseases: a test of the Public Arenas Model. *Journalism Quarterly* 71:2, 291-304.
30. Luepker, R.V., Murray, D.M., Jacobs, D., Mittelmark, M., Bracht, N., Carlaw, R., Crow, R., Elmer, P., Finnegan, J.R., Folsom, A., Grimm, R., Hannan, P., Jeffery, R., Lando, H., McGovern, P., Mullis, R., Perry, C., Pechacek, T., Pirie, P., Sprafka, J.M., Weisbrod, R., Blackburn, H.B. (1994). Community education for cardiovascular disease prevention: Risk factor changes in the Minnesota Heart Health Program. *American Journal of Public Health* 84:9, 1383-1393.
31. Viswanath, K., Finnegan, J.R., Hertog, J., Pirie, P., Murray, D. (1994). Community type and the diffusion of campaign information. *Gazette* 54:1, 39-59.
32. Waganaar, A., Murray, D., Wolfson, M., Forster, J., Finnegan, J.R. (1994). Communities Mobilizing For Change on Alcohol: Design of a randomized community trial. *Journal of Community Psychology*, CSAP Special Issue.

1995

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