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Newsmaker: Dr. Brian Primack

By **Bill Vidonic**
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Noteworthy: Primack will head the Program for Research on Media and Health at the University of Pittsburgh School of Medicine

Age: 43

Residence: Squirrel Hill

Family: Wife, Jen; two children, Micah, 8, and Sadie, 5

Background: Associate professor of medicine and pediatrics at Pitt's medical school, and leading researcher in media and health fields

Education: Bachelor's degree in English and mathematics from Yale University in 1991; master's degree in education and psychology from Harvard University in 1993; medical degree from Emory University in 1999; doctor of philosophy in clinical and translational science from the University of Pittsburgh in 2011

Quote: "I am honored to be leading this effort and very pleased to have such strong institutional support. We often only hear about the ways media messages can be harmful to health. But the truth is that media messages are tools like any others, which can have negative influences in some ways and positive influences in others. Our hope will ultimately be to implement interventions to promote the positive and reduce the negative."

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