



Entertainment Industries Council

—Encouraging the Art of Making a Difference

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Nedra Kline Weinreich, the president and founder of Weinreich Communications, is widely recognized as an expert in the field of social marketing. She is the author of the classic book [Hands-On Social Marketing: A Step-by-Step Guide](#) and a

prominent blogger on social marketing issues at the [Spare Change blog](#).

raising awareness about the genocide in Darfur and the problem of modern-day slavery.

Since starting Weinreich Communications in 1995, Nedra has provided effective and innovative social marketing services for [clients](#) like the US Substance Abuse and Mental Health Administration, Public Health Service, National Cancer Institute, Environmental Protection Agency, Department of Energy and numerous state, local and international organizations. Prior to her work with Weinreich Communications, she designed health education and communication programs for public and private organizations.

Nedra is a frequent speaker at conferences and trainings, using her expertise to build the knowledge and skills of professionals who want to put social marketing to work for their organizations. She teaches a course on social marketing at UCLA's School of Public Health and was adjunct faculty at Georgetown University. Nedra earned her Master's degree in Health and Social Behavior from the Harvard School of Public Health.

In addition to serving as an editorial consultant to the Journal of Drug Education, Nedra has served on several Federal expert advisory panels and committees. She is also involved in several organizations as a volunteer, particularly related to