

David Herzberg

Associate Professor
History Department
546 Park Hall
North Campus
University at Buffalo

herzberg@buffalo.edu
(716) 645-8416
27 Ashland Ave
Buffalo, NY 14222
(716) 474-0143

EDUCATION

University of Wisconsin-Madison, Ph.D. in American History, 2005
Wesleyan University, B.A. in American History, 1993

ACADEMIC WORK EXPERIENCE

State University of New York at Buffalo
Associate Professor of History, 2011-present
Assistant Professor of History, 2005-2011
University of Wisconsin Press
Assistant Editor for History, 2003-2005
University of Wisconsin-Madison
Merle Curti Lecturer, 2002
Teaching Assistant, 1996-2003

FELLOWSHIPS, GRANTS, AND PRIZES

National/International

Fulbright Visiting Scholar Enrichment Seminar, Combating Addiction and Addressing the Opioid Crisis, with Jen Read and Ken Leonard, April 29-May 2, 2020 *Canceled due to COVID-19*

Thomas Jefferson Fund, FACE Foundation (French American Cultural Exchange), for “Crisis or not? Comparing opioids, addiction/overdose, and treatment in U.S. and France,” with Marie Jauffret-Roustide, 2019-2021

Musto Senior Fellow in Residence, David F. Musto Center for Drug Policy Studies, Shanghai, China, June 4-20, 2019

Fulbright Visiting Scholar Enrichment Seminar, Combating Addiction and Addressing the Opioid Crisis, with Jen Read and Ken Leonard, April 24-28, 2019

J. Worth Estes Prize (“best published paper in the history of pharmacology during the previous two years”), for Herzberg, “Entitled to Addiction? Pharmaceuticals and Race in America’s First Drug War,” 2018

IFRIS Visiting Scholar at the Interdisciplinary Research Unit “Sciences, Innovation and Society” (LISIS) at Paris Est Marne-la-Vallée University and at the Research Center for Medicine, Health and Society (CERMES3) at Paris Descartes University, May 21-July 1, 2017

National Library of Medicine, Grant for Scholarly Work in Biomedicine and Health (G13), National Institute of Health (NIH), 2015-2018
Sonnedecker Visiting Research Grant, American Institute for the History of Pharmacy, Madison, WI, 2012
Paper of the Year Award, *American Journal of Public Health*, for Greene & Herzberg, "Hidden in Plain Sight: The Popular Promotion of Prescription Drugs in the 20th Century," 2012
Honorable Mention, Shryock Medal, American Association for the History of Medicine, 2002
Jacob K. Javits Fellowship, 1997-2001
Sonnedecker Visiting Research Grant, American Institute for the History of Pharmacy, 1999

University at Buffalo

CEPP Community Scholar-in-Residence Fellowship, UB, 2015-2016
OVPRED/HI Seed Money in the Arts and Humanities, UB, 2015
Baldy Center for Law and Social Policy, Small Research Grant, 2012
Humanities Institute Fellowship, University at Buffalo-SUNY, 2011-2012
University at Buffalo, McNair Scholars Program Research Grant, 2010
Baldy Center for Law and Social Policy, Small Research Grant, 2009
[as part of Urban Design Project] Honorable Mention, American Planning Association, New York Upstate Chapter, Outstanding Planning Project, 2000

PUBLICATIONS

Books

White Market Drugs: Big Pharma and the Hidden History of Addiction in America (University of Chicago Press, 2020)

Happy Pills in America: From Miltown to Prozac (Baltimore: Johns Hopkins University Press, 2009)

Helena Hansen, Jules Netherland, and David Herzberg, *Whiteout: How Racial Capital Changed the Color of Heroin in America* (under contract with University of California Press)

Nils Kessel, Joseph Gabriel, and David Herzberg, eds., *Narratives of Risk and Benefit in Drugs and Medicines* (ms. expected January 2021)

Articles

with Jeremy Greene, "Stuck in Traffic? Conflicting regimes of global pharmaceutical governance," *Diplomatic History*, forthcoming 2021.

- Danielle Fine, David Herzberg, and Sarah Wakeman, "Societal Biases, Institutional Discrimination, and Trends in Opioid Use in the USA," *Journal of General Internal Medicine*, June 17, 2020.
- with Scott Podolsky and Jeremy Greene, "Preying on Prescribers (and Their Patients): Pharmaceutical Marketing, Iatrogenic Epidemics, and the Sackler Legacy," *New England Journal of Medicine*, April 10, 2019, 1-3.
- "Entitled to Addiction? Race and pharmaceuticals in America's first drug war," *Bulletin of the History of Medicine* 91 (Fall 2017): 586-623.
- with Honoria Guarino, Pedro Mateu-Gelabert, and Alex S. Bennett, "Recurring Epidemics of Pharmaceutical Drug Abuse in America: Time for an All-Drug Strategy," *American Journal of Public Health*, March 2016: 408-10.
- "Blockbusters and Controlled Substances: Miltown, Quaalude, and Consumer Demand for Drugs in Postwar America," *Cambridge Studies in the History and Philosophy of the Biological Sciences* 42(4), December 2011: 415-26.
- with Jeremy Greene, "Hidden in Plain Sight: The Popular Promotion of Prescription Drugs in the 20th Century," *American Journal of Public Health* (May 2010): 793-803.
- "'Will Wonder Drugs Never Cease!': A Prehistory of Direct-to-Consumer Advertising," *Pharmacy in History* 51(2), 2009, p. 47-56.
- "'The Pill You Love Can Turn On You': Feminism, Tranquilizers, and the Valium Panic of the 1970s." *American Quarterly* (March 2006): 79-103.
- "Thinking Through War: The Social Thought of Richard T. Ely, John R. Commons, and Edward A. Ross during the First World War." *Journal of the History of the Behavioral Sciences* 37 (Spring 2001): 123-41.

Book chapters

- David Herzberg, Dorian Deshauer, and Matt Savelli, "Psychopharmaceuticals" in Mat Savelli, James Gillett, and Gavin J. Andrews, Eds., *An Introduction to Mental Health and Illness: Critical Perspectives* (Oxford University Press, 2020).
- "Pills" in *Rethinking Therapeutic Culture*, eds. Timothy Aubrey and Trysh Travis (University of Chicago Press, 2015).
- "Busted for Blockbusters: 'Scrip Mills' and Prescribing Power in the 1970s," in Jeremy Greene and Elizabeth Segal Watkins, eds., *Prescribed: Writing, Filling, Using, and Abusing the Prescription in Modern America* (Johns Hopkins University Press, 2012).
- "Tranquilizing the Caveman: Miltown and Manhood in the Cold War Era" in Angela Laflen and Marcelline Block, eds., *Gender Scripts in Medicine and Narrative* (Newcastle: Cambridge Scholars Publishing, 2010).

Edited special issues

- with Nancy D. Campbell, "Gender and critical drug studies: An invitation and an exhortation," Introduction for co-edited dual special issues of *Contemporary Drug Problems* 44:4 (December 2017) and *Social History of Alcohol and Drugs*, Fall 2017

“Introduction: Boundaries in the history of alcohol and drugs,” Introduction for special issue of *Social History of Alcohol and Drugs*, Spring 2013

Public History

“Interview with David Herzberg,” *Pharmacy in History*, forthcoming [part of Rafaela Zorzanelli, “Drug trajectories: Interviews with Researchers,” *Pharmacy in History* 62, 2020.

David Herzberg and Joseph Gabriel, *Letter re proposed Purdue settlement, Re: Purdue Pharma L.P., et al, Case No. 19-23649 (RDD)*, December 12, 2020

“Addiction and Pharmacy History,” *Pharmacy in History* 61: 2019, 144-145

“The company that makes OxyContin could become a ‘public trust’—what would that mean?” *The Conversation*, December 4, 2019; reprinted in *Salon*, *The National Interest*, *San Francisco Chronicle*, *Houston Chronicle*, and other places with Helena Hansen and Jules Netherland, “How race made the opioid crisis,” *Boston Review*, April 9, 2019

with Matt Pembleton, “While government cracked down on illegal drugs, Big Pharma hooked millions on opioids: The racist roots of the opioid crisis,” *Washington Post*, October 30, 2017

"Setting today's opioid epidemic in historical context," *Process: A Blog for American History* (OAH), March 27, 2017

“Drug war dissents: Robinson v. California,” *Points: The Blog of the Alcohol and Drug History Society*, June 7, 2016

“100 words on the Harrison Act at 100,” *Points: The Blog of the Alcohol and Drug History Society*, December 17, 2014

“Shadow Journals: The Story of Medical Advertising,” 3-part blog post for the New York Academy of Medicine, October 15, 17, 19, 2013

Researcher and co-producer of "This Doesn't Happen Here" (2013) a documentary film on racial segregation and its challengers in Buffalo, NY. Filmed by Brian Milbrand and made in collaboration with Grace Andriette of Neighborhood Legal Services and the Erie County Fair Housing Partnership.

“Quaalude: The one that didn’t get away?” *Points: The Blog of the Alcohol and Drug History Society*, February 18, 2011. Re-posted as “Quaalude Nostalgia: A Retro Drug That Everyone Remembers Fondly,” *The Atlantic Monthly Online*, February 21, 2012.

“Forgotten Drugs of Abuse: T’s and Blues,” *Points: The Blog of the Alcohol and Drug History Society*, November 21, 2011. Re-posted as “The Forgotten Drug of Abuse: How Junkies Grew Addicted to Talwin,” *The Atlantic Monthly Online*, January 10, 2012.

“Researcher finds pain and relief in the Archives Center,” *Smithsonian Collections Blog*, January 4, 2012.

“Ask Your Doctor!” *Points: The Blog of the Alcohol and Drug History Society*, April 24, 2011

“Prescribing in an Age of ‘Wonder Drugs,’” *MD Advisor* 4(2), 2011, 14-18.

Book reviews and review essays

- review of Keith Wailoo, *Pain: A Political History* and Joanna Bourke, *The Story of Pain: From Prayer to Painkillers*; *Journal of the History of Medicine and Allied Sciences* 71:2 (2016): 242-6
- review of Nassir Ghaemi, *Drugs, Diagnosis, and Despair in the Modern World*; *Bulletin of the History of Medicine* 89:3 (Fall 2015), 628-9
- review of Alan Horwitz, *Anxiety: A Brief History*; *Social History of Medicine* 27:4 (2014): 839-40.
- review of Gaudilliere and Hess, eds., *Ways of Regulating Drugs in the 19th and 20th Centuries*; *Bulletin of the History of Medicine* 88:2 (2014): 390-2.
- review of Howard Padwa, *Social Poison: The Cultures and Politics of Opiate Control in Britain and France, 1821-1926*; *Medical History* 57:4 (2013): 602-4.
- review of Dominique Tobbell, *Pills, Power, and Policy: The Struggle for Drug Reform in Cold War American and Its Consequences*; *American Historical Review* 117 (2012): 1621-2
- review of Laura Hirshbein, *American Melancholy: Constructions of Depression in the Twentieth Century*; *Social History of Medicine*, April 2011, p. 183-185
- review of James Colgrove, *State of Immunity*; *Historian*, Fall 2008, p. 530-531
- review of Jonathan Engel, *Poor People's Medicine*; *Reviews in American History*, March 2007, p. 140-145
- “Drug Wars and Wonder Drugs,” review essay of Jonathan Metzl, *Prozac on the Couch* and Curtis Marez, *Drug Wars*; *American Quarterly*, December 2005, p. 1231-1241
- review of William White, *Slaying the Dragon*; *Bulletin of the History of Medicine*, Summer 2002: 411-12.

Reference works

- “Early U.S. drug regimes and medical and drug cultures,” *Oxford University Press Companion to Drug History* (Paul Gootenberg, ed.), Forthcoming 2020.
- Consultant for secondary school textbook, Eric Braun, *Big Pharma and the Opioid Epidemic: From Vicodin to Heroin* (Capstone Publishers, 2020).
- “Medical advertising,” in Hugh Slotten, ed., *Oxford Oxford Encyclopedia of the History of Science, Medicine, and Technology in America* (2014).
- “Consumer Culture [anchor essay],” in Joan Shelley Rubin and Scott Casper, eds., *Oxford Encyclopedia of American Cultural and Intellectual History* (2013) and Melvyn Dubofsky, ed., *Oxford Encyclopedia of American Business, Labor, and Economic History* (2013)
- “Department of Homeland Security” and “Lend-Lease Program,” in Paul Boyer, Ed., *The Oxford Companion to United States History*, *Oxford Reference Online edition*. 2004.
- “LSD” and “Wonder drugs,” in Gary Nash and Alan Winkler, Eds., *Encyclopedia of American History, vol. 9: 1945-1968*. New York: Facts on File, 2003.

CONFERENCES/SYMPOSIA ORGANIZED

- [with Jennifer Read and Ken Leonard] Fulbright Visiting Scholar Enrichment Seminar, Combating Addiction and Addressing the Opioid Crisis, April 29-May3, 2020 Canceled due to COVID-19
- “LSD research and therapy: Lessons from history,” University at Buffalo, October 10-11, 2019
- [with Nils Kessel and Joseph Gabriel] “Progress, Risk, and Decline in Medicine” Université de Strasbourg, Strasbourg, France, October 1-2, 2019
- [with Jennifer Read and Ken Leonard] Fulbright Visiting Scholar Enrichment Seminar, Combating Addiction and Addressing the Opioid Crisis, April 24-28, 2019
- [with Nils Kessel] “Addiction as a chronic illness? Promises and perils of a new drug policy paradigm,” Baldy Center for Law & Social Policy and the Jacobs School of Medicine and Biological Sciences, University at Buffalo (SUNY), September 21-22, 2018.
- [with Nancy Campbell] “Gender and the Drug War,” two-day symposium at the Baldy Center for Law and Social Policy, April 30 & March 1, 2016.
- “The Pub, the Street and the Medicine Cabinet,” the biennial international meeting of the Society for History of Alcohol and Other Drugs,” June 24-26, 2011

INVITED LECTURES AND CONFERENCE PAPERS (*INVITED)

National/International

- *”White Market Drugs: Addictive Pharmaceuticals in American History,” David F. Musto Center for Drug Policy Studies Lecture Series, Shanghai University, November 20, 2020 [digital lecture]
- *”White Market Drugs: Pharmaceuticals and Addiction in American History,” Psychotropic Drugs and Medications: Harm Reduction Policies,” Luskin School of Public Affairs, UCLA, May 5 & 7, 2020 [digital lecture]
- *Pharmaceuticals in the drug war, Kansas University, April 10-11, 2020 Canceled due to COVID-19
- *”Forging an enduring consensus on opioid science in the US, 1920s-1990s,” Le consensus en santé et en environnement: Analyse de la construction d’une pratique en context d’incertitude scientifique, Université de Strasbourg, March 26-27, 2020 Canceled due to COVID-19
- “Capitalism and addiction,” commenter, American Historical Association, New York City, January 3-6, 2020
- *”The other drug war: Addictive medicines and American drug policy from Heroin to OxyContin,” University of Kansas Medical Center, Kansas City, October 25, 2019
- *”Scholarly publishing in Europe and America: Surveying the landscape of academic journals and university presses,” Shanghai University, June 18, 2019
- *”He will be a better citizen as a legitimate addict”: The forgotten history of harm reduction in America’s first opioid crisis,” Psychotropic Drugs and Medications:

- Harm Reduction Policies,” Luskin School of Public Affairs, UCLA, May 3, 2019
[digital lecture]
- *"The other drug war: Psychoactive pharmaceuticals and addiction in U.S. history," Penn State Health Sciences Library, Hershey, PA, May 1, 2019
 - *"The opioid crisis: A historical perspective," Vermont Humanities Council, Norwich, VT, March 6, 2019
 - *"The other drug war: The History of Addiction to Pharmaceuticals in America," Grand Rounds, UCLA Center for Social Medicine and the Humanities, February 14, 2019
 - *"The Opioid Crisis in Historical Perspective: What We Can Learn from a Century of Addiction to Pharmaceuticals," American Institute for the History of Pharmacy [digital lecture], November 15, 2018
 - *"Shopping for Health: Medicine and Markets in America," Consortium for the History of Science, Technology, and Medicine and The College of Physicians of Philadelphia, October 11, 2018
 - *"The Other Drug War," Pick Your Poison: Intoxicating Pleasures and Medical Prescriptions, University of Florida Health Science Center Library, July 31, 2018
 - "Intoxicants: State of the Field," Society for the Social History of Medicine, Liverpool, UK, July 11-13, 2018
 - *"The long history of prescription drug addiction," NEH Summer Institute on Addiction in American History, Lexington, KY, June 19-20, 2018
 - *" 'He will be a better citizen as a legitimate addict': The forgotten history of harm reduction in America's first opioid epidemic," History of Science, Technology, and Medicine colloquium, University of Minnesota, September 15, 2017
 - *"Drugs, Race and Gender. Comment se construisent les politiques des médicaments et des drogues? Regards croisés Etats-Unis—Europe," for "Politiques des drogues," Marie du 10^{ème}, Paris, France, June 26, 2017
 - " 'We are a nice people in good standing': Opiate maintenance in America's 'classic era,' " Alcohol and Drug History Society Biennial Meeting, Utrecht, Amsterdam, June 22-25, 2017
 - *"Regulating pharmaceutical narcotics in the U.S.: Innovation and marketing in a controlled economy, 1920s-1950s," for "Science citoyennes? Technologies, politiques et pratiques de la participation," Marseille, France, June 14, 2017
 - *"Drug regulation in the U.S.: With a special focus on addictive substances," for "Addictions et risques: Enjeux sociologiques contemporains, terrains et methods," L'Ecole des Hautes Etudes en Sciences Sociales, Paris, France, May 30, 2017
 - *"Commercial opioid research in the 'classic era,'" Science Studies Working Group, NYU Anthropology, March 10, 2017
 - *"Race, opioids, & drug policy," Drug Policy Alliance, New York, March 10, 2017
 - *"Racism and its role in white drug exceptionalism: Historical and contemporary examples," *White Faces, Black Lives: Race and Reparative Justice in an Era of a "Gentler" War on Drugs*, Columbia University and the Drug Policy Alliance, New York City, October 19, 2016
 - "Gender and the Disease Model of Addiction, 1958-1980," American Association for the History of Medicine, April 30, 2016

- *"Prescription Drug Abuse in American History: Lessons from a century of failures and occasional successes," J. Worth Estes History of Medicine Lecture, Boston Medical Library, Harvard Medical School, April 21, 2016
- *"Engendering addiction: Women, pharmaceuticals, and the end of America's first drug war," Yale University Colloquium in the History of Science and Medicine, February 15, 2016
- "The Medicalized Drug War: Physicians and Pharmacists in the Punitive Era of Drug Control," History of Science Society, San Francisco, CA, Nov 19-22, 2015
- *"Uppers and Downers: Past and Present Abuse of Stimulants and Sedatives," Addictions Old and New, University of Richmond, Richmond, VA, October 22-23, 2015
- "'We want to help this man and not kick him down': Addicted doctors in the 'classic era' of narcotics control," Alcohol and Drug History Society, Bowling Green, IN, June 18-21, 2015
- "Addicts in unexpected places: The class politics of addiction in the "classic era" of narcotics control," American Association for the History of Medicine, New Haven, CT, April 30-May 3, 2015
- "Rethinking the war on drugs," Organization of American Historians, St. Louis, MO, April 18, 2015
- (with Jeremy Greene) "Stuck in Traffic? Conflicting Regimes of Global Pharmaceutical Governance," American Studies Association, Los Angeles, CA, November 8, 2014
- *"DSM-V and Social Media," DSM-V and the Future of Psychiatric Diagnosis, Geneva, Brocher Foundation, Switzerland, July 8, 2014
- *Drugs, Medicines, and the Color Line in 20th Century U.S., Psychiatry and Culture in Historical Perspective Working Group, Yale University, June 18, 2014
- "Big Pharma's real nemesis? The Federal Bureau of Narcotics as pharmaceutical regulator," American Association for the History of Medicine, Chicago, IL, May 8, 2014
- *"Prescription Drug Abuse and the Forgotten History of the Other Drug War," Bureau of Alcohol and Drug Use, New York City Health Department, May 2, 2014
- *"Marijuana and Drug Policy Reform in New York: 70 Years after the LaGuardia Report," New York Academy of Medicine, New York City, May 1, 2014
- *"Prescription Drug Abuse in American History," Prescription Drug Investigation Unit, Office of the Special Narcotics Prosecutor, New York, May 1, 2014
- *"The Other Drug War: Prescription Drug Abuse and Race in 20th Century America," New York Academy of Medicine, New York, NY, October 22, 2013.
- *"The Old 'New Jim Crow': Prescription Drugs and the Drug War," Challenging Punishment: Race, Public Health, and the War on Drugs, Columbia University & Schomburg Center for Research in Black Culture, October 4, 2013.
- "The new pharmaceutical history and the drug war: A match made in history," American Association for the History of Medicine, Atlanta, GA, May 16-19, 2013.
- "'Not in good faith': Illicit prescribing and the moral economy of medicines," Organization of American Historians, San Francisco, CA, April 2013.

- *“ ‘But the wife must have these to live a decent life’: Sedative, stimulants, and the other drug war of the 1970s,” Challenging Punishment, Rutgers University, April 5-6, 2013 and October 3, 2013.
- *“On-Ramps to the Oxy Express: The Long History of Prescription Drug Abuse in America,” Colloquium in the History of Science, Medicine, and Technology, Johns Hopkins University, November 22, 2012.
- “This is your politics on drugs: Or, why a half century of mass pharmaceuticals has not turned us into soma-eating zombies,” American Studies Association, San Juan, Puerto Rico, November 15, 2012.
- *“Good Medicines Gone Bad: Prescription Drug Abuse in America from Barbiturates to Quaaludes,” SUNY Fredonia, March 22, 2012
- *“Good medicines gone bad? Illicit prescription markets and American pharmaceutical cultures in the 20th century,” Standards and Drug Use outside the Pharmacy, European Science Foundation, Lyon, France, December 15-16, 2011.
- *“Prescription Drug Panics in the 20th Century,” University of Saskatchewan History of Medicine Seminar Series, Saskatoon, SK, Canada, March 24, 2011.
- [with Jeremy Greene] “Intermediate consumers,” Organization of American Historians, Houston, TX, March 17-20, 2011 [panel co-organizer]
- “Busted for Blockbusters.” Pharmaceuticals in Historical Context, American Institute for the History of Pharmacy, Madison, WI, October 22-24, 2010
- “Finding Gender in a Pill: Tranquilizers & Men in the ‘Age of Anxiety.’” Constructivism, Creativity and Connection: 14th Biannual Conference of the Constructivist Psychology Network, Niagara Falls, NY, July 22-24, 2010.
- “Luded Out: Quaaludes and Consumer Demand for Pharmaceuticals in Postwar U.S.” American Association for the History of Medicine, Rochester, MN, May 2, 2010.
- *“Hidden in Plain Sight: A Pre-History of Direct to Consumer Marketing.” G.W. Corner Society for the History of Medicine, Division of Medical Humanities, Centre for Ethics, Humanities and Palliative Care, University of Rochester School of Medicine, November 4, 2009.
- *“Mad Men: Tranquilizers and Masculinity in the Age of Anxiety.” University of Rochester Medical Centre, Medical Humanities Conference, November 4, 2009.
- “Tranquilizing the Caveman: Miltown and Masculinity in the 1950s.” American Association for the History of Medicine, Cleveland, OH, April 23-26, 2009.
- “Direct-to-Consumer Drug Marketing in the Golden Age of Medicine.” Modern Medicines: New Perspectives in Pharmaceutical History, American Institute for the History of Pharmacy, Madison, WI, October 17-18, 2008.
- *“The Politics of Women’s Addiction in the Valium Era.” Institute for Research on Women and Gender at the University of Michigan, Addiction and Gender lecture series, March 21, 2008.
- “Listening to Miltown.” Global Approaches: The 4th International Conference on the History of Drugs and Alcohol, Guelph, Ontario, August 10-12, 2007.
- “The Valium Addiction Scare of the 1970s: A Model Drug Panic?” American Association for the History of Medicine, Madison, WI, April 30, 2004.

“‘How ‘Nice’ Drugs Killed My Sister’: Prescription Drug Addicts in Popular Culture.” Northeast Popular Culture Association, Southern Connecticut State University, Nov. 3, 2001.

“‘Medicine’ and ‘Dope’: A 20th-Century Cultural History.” Wesleyan University History Department Luncheon Talk, Middletown, CT, November 2, 2001.

Local/UB

*“White market drugs: Addictive medicines and American drug policy,” Humanities Day, Jacobs School of Medicine and Biomedical Sciences, UB, Buffalo, NY November 14, 2019

*“The other drug war: The History of Addiction to Pharmaceuticals in America,” Addiction Medicine Didactics, Jacobs School of Medicine and Biomedical Sciences, UB, Buffalo, NY, April 12, 2019

*“The Other Drug War,” Jacobs School of Medicine and Biological Sciences Student Addiction Club, University at Buffalo, December 6, 2018

*“Drugs in America: A Brief History,” From Stigma to Action: Addressing Substance Use, Harm Reduction, and Healthcare, Mt. Sinai HIV/AIDS Education and Training Conference, Buffalo, NY, June 15, 2018

*“The Other Drug War,” Addiction Medicine Didactics, Jacobs School of Medicine and Biomedical Sciences, UB, Buffalo, NY April 20, 2018

*“Advertising and psychiatric medicines,” Psychiatry Resident Lecture, Erie County Medical Center, March 8, 2018

*“Addiction and pharmaceuticals,” Psychiatry Resident Lecture, Erie County Medical Center, December 21, 2017

“It's complicated: Or, why the Obamacare law had to be a zillion pages long,” History Facts Series, UB History Department, March 8, 2017

*“Entitled to addiction? 100 years of prescription drug abuse in America,” Academic Rounds, Children’s Psychiatry Clinic, Women and Children’s Hospital, Buffalo, NY, December 15, 2016

*“Addiction to pharmaceuticals in American history: Lessons from a century of policy failures and occasional successes,” Noontime Medical Humanities Lecture Series, Jacobs School of Medicine and Biomedical Sciences, UB, Buffalo, NY, October 17, 2016

*“Prescription drug abuse: A Historical Perspective,” University Express, Erie County Department of Senior Services, Buffalo, NY, October 6, 2016

*“A history of psychoactive drugs in America,” Jacobs School of Medicine and Biomedical Sciences “Mini Med School,” UB, March 15, 2016

*“The Typhoid Mary Problem: Policing the Public Health,” Jacobs School of Medicine and Biomedical Sciences, November 2, 2015

*“From the ‘White Plague’ to Killer Superbug: Tuberculosis and the Meanings of Disease,” Jacobs School of Medicine and Biomedical Sciences, October 14, and December 8, 2014; October 12, 2015

- *“Selling drugs to kids: Pharmaceutical Marketing and the evolution of ADHD,” Academic Rounds, Women and Children’s Hospital, Buffalo, NY, December 18, 2014
- *“On Ramps to the Oxy Express: Prescription Drug Abuse in American History,” Pharmacology and Toxicology, Jacobs School of Medicine and Biomedical Sciences, November 10, 2014
- *“The Other Drug War,” Toxicology Work-in-Progress seminar series, Jacobs School of Medicine and Biomedical Sciences, May 30, 2014.
- *“America’s Other Drug Wars: Prescription Drug Abuse and Race in the 20th Century,” Research Institute on the Addictions, Buffalo, NY, February 7, 2014
- “The Drug War in the Medicine Cabinet: Prescription Drug Addiction in the Age of Miracle Pills.” Hallwall’s Contemporary Arts Center (sponsored by UB Humanities Institute), September 23, 2011.
- *“Of ‘Mad Men’ and Pills: The Popular Marketing of Psychiatric Drugs from Miltown to Prozac,” Department of Psychiatry Grand Rounds, Buffalo Psychiatric Center, Jacobs School of Medicine and Biomedical Sciences, Buffalo, NY, February 4, 2011
- *“Selling Mental Illness: Marketing Psychiatric Drugs in the 20th Century,” University at Buffalo Psychiatry Residency Program Didactic Session, Erie County Medical Center, Buffalo, NY, January 13, 2011
- *“Direct-to-Consumer Marketing and the Making of a Legal Drug Culture.” University at Buffalo Counseling Services, May 4, 2010.
- “Selling Human Nature: Psychotropic Drug Ads and Their Critics in Modern America.” Society for Literature and Science, SUNY Buffalo, October 11, 2001.

PUBLIC HISTORY

Opioid litigation

Paid consultant and expert witness for the plaintiffs in opioid litigation
White Market Drugs cited by U.S. Bankruptcy Court Judge Robert Drain in hearing on Purdue Pharma bankruptcy (*In the Matter of: Purdue Pharma L.P., Debtor*, Case No. 19-23649-rdd), November 17, 2020
 David Herzberg and Joseph Gabriel, *Letter re proposed Purdue settlement, Re: Purdue Pharma L.P., et al, Case No. 19-23649 (RDD)*, December 12, 2020

Media—broadcast

[interview about *White Market Drugs*], American Trends, January 22, 2021
 [interview about *White Market Drugs*], Cultural Baggage, Pacifica Radio (KPFT Houston), January 13, 2021, <http://www.drugtruth.net/node/8163>
 “The Forgotten Epidemic,” MSNBC documentary, December 27, 2020 and January 1, 2021, <https://www.imdb.com/title/tt13706172/>
 [Hour-long nterview about *White Market Drugs*], Books on Pod with Trey Elling, December 1, 2020, <https://www.booksonpod.com/books/white-market-drugs>

- “A Public Affair” [hour-long interview about *White Market Drugs*], WORT-Madison, WI, December 22, 2020 <https://www.wortfm.org/white-market-drugs/>
- “Sonoma County’s Morning News,” KSRO, November 13, 2020, <https://www.ksro.com/2020/11/13/interview-david-herzberg-on-white-market-drugs/>
- (Off-air historical consultant for) “American Rehab,” Reveal News, summer 2020, <https://www.revealnews.org/article/introducing-american-rehab-a-new-podcast-series-from-reveal/>
- “America’s opioid epidemic,” NPR’s Throughline, April 4, 2019, <https://www.npr.org/2019/04/02/709087394/americas-opioid-epidemic>
- “Overmedicated, overdosed America: The opioid epidemics,” The Whole Truth with David Eisenhower, American Public Television, November 10, 2017, <https://wacphila.org/the-whole-truth/overmedicated-overdosed-america-the-opioid-epidemic>
- “Happy Pills,” WIVB-TV news segment, 2016
- “Family Reimagined,” National Geographic Channel documentary, March 13, 2016
- “Retro Report: Prozac,” *Huffpost Live*, September 22, 2014
- “Prozac: Revolution in a Capsule,” *New York Times Retro Reports*, September 21, 2014, <https://www.nytimes.com/2014/09/22/us/selling-prozac-as-the-life-enhancing-cure-for-mental-woes.html>
- “Book TV discussion of *Happy Pills in America*,” C-SPAN2 BookTV, October 17, 2015, <https://www.c-span.org/video/?328439-1/happy-pills-america>
- “All Hopped Up On Drugs,” Backstory with the History Guys, National Public Radio, January 2013, <https://www.backstoryradio.org/shows/all-hopped-up-2016/>
- “The Stoned Ages,” History Channel documentary, September 2012.

Media—print

- Ed Silverman, “A historian was cited to support making Purdue a public benefit company. He actually thinks it’s a bad idea,” *STAT News*, December 11, 2020, <https://www.statnews.com/pharmalot/2020/12/11/purdue-sackler-bankruptcy-opioids-herzberg/>
- Stephen Loiaconi, “Advocates see growing support for drug policy reforms in state elections results,” *ABC News*, November 5, 2020, <https://abc6onyourside.com/news/nation-world/advocates-see-growing-support-for-drug-policy-reforms-in-state-election-results>
- Colin Martin, “Inside America’s other pandemic: Overdose deaths are surpassing COVID deaths in many places across America—yet media coverage of the crisis remains sparse,” *The American Conservative*, October 22, 2020, <https://www.theamericanconservative.com/articles/inside-americas-other-pandemic/>
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Talks

- (moderator) "The Civil Rights Movement in Buffalo: Looking Back, Looking Ahead: A Panel Discussion Including George K. Arthur, Frank Messiah, Mozella Richardson, Florence Baugh, and Michael Henley." Buffalo and Erie County Historical Society, May 10, 2011
- (with Steve Peraza) "'We Shall Not Be Moved': A Slide Show and Discussion of the History of the Buffalo Municipal Housing Authority's Segregation and Reform." Commodore Perry Public Housing Project, April 5, 2011.
- "New Deal Cultural Policies," Buffalo Public Library Digital Humanities Program, Buffalo Central Public Library, October 21, 2010
- (with Steve Peraza) "'We Shall Not Be Moved': A Slide Show and Discussion of the History of the Buffalo Municipal Housing Authority's Segregation and Reform." Frank E. Merriweather, Jr. Public Library, April 22, 2010.

SERVICE

Departmental

Chair, Diversity Committee, 2019-
Graduate Committee, 2007-2010, 2012-2015; 2019-2020
Clinical Line Hiring Committee, Spring 2018
Ad Hoc Committee on Awards, 2017-
Executive Committee, 2008-2010, 2012-2016
Ad Hoc Committee on Tenure and Promotion Standards, 2017
Director of the Masters Program, 2012-2015
Undergraduate Committee, 2005-2007; 2010-2011
Search Committee, Early American historian, 2010-2011; 2011-2012
Chair of Library Committee, 2010-2011
Committee on the promotional process, 2007-2008
Search Committee, 19th century U.S. historian, 2006-2007

University

Coordinator, Addiction Studies, 2018-
Director of Education, Clinical and Research Institute on Addictions (CRIA), 2018-
PhD Excellence Initiative Oversight Committee, 2020
PhD Excellence Initiative Bridge Committee, 2019-2020
Executive Board, Clinical and Research Institute on Addictions, 2018-
Conference review committee, Baldy Center for Law and Social Policy, 2018-2020
Addictions Initiative Education Committee, 2016-2018
HI Seed Money/OVPRED Review Committee, 2017-
UB Center for Medical Humanities Steering Committee, 2013-
Baldy Center for Law and Social Policy, Conference Review Committee, 2013-14

Professional

Chair, Selection Committee, American Association for the History of Medicine,
2020-
Co-Editor-in-Chief, *Social History of Alcohol and Drugs: An Interdisciplinary
Journal*, 2017-
Executive Committee Member, Alcohol and Drug History Society, 2016-
Member, Drug Policy Alliance, "Beyond Regulation: Toward the Legal Regulation of
Drugs," Opioid Working Group, 2020
Member, Drug Enforcement Agency Museum Advisory Committee, 2019-2020
Board Member, American Institute for the History of Pharmacy, 2013-2019
Reviewer for National Institute of Health / National Library of Medicine G13: Grants
for Scholarly Works in Biomedicine and Health, 2011-2013, 2016, 2019
George M. Rosen Prize Committee, American Association for the History of
Medicine, 2018-2019

J. Worth Estes Prize Committee, American Association for the History of Medicine, 2016-2017
Guest Editor, themed special issues of *Social History of Alcohol and Drugs* (“Boundaries in the worlds of drugs, alcohol, and medicines,” Summer 2012, and “Gender and critical drug studies,” Fall 2017) and *Contemporary Drug Problems* (“Gender and critical drug studies,” Fall 2017)
Pressman-Burroughs Award committee for American Association for the History of Medicine (2010-12; Chair, 2013)
Manuscript referee for: Chatto & Pickering Publishers, Columbia University Press, Johns Hopkins University Press, MIT Press, Northern Illinois University Press, Reaktion Press, University of California Press, University of Chicago Press, University of Pennsylvania Press, University of Wisconsin Press, *American Journal of Public Health*, *American Quarterly*, *American Studies*, *BioSocieties*, *Bulletin of the History of Medicine*, *Configurations*, *Journal of American History*, *Journal of American Studies*, *Journal of Policy History*, *MDAdvisor*, 49th *Parallel*, *Contemporary Drug Problems*, *Drugs and Alcohol Today*.
Grant assessor for: The Wellcome Trust (UK), and Social Sciences and Humanities Research Council (Canada)
Consultant for Capstone Publishing (for middle-school-age book on opioids)

Community

Teaching American History project with Buffalo Public Schools, 2008-2010
Historical consultant for Erie County Fair Housing Partnership, 2009-

COURSES TAUGHT

History 162: U.S. Since Civil War
History 199: Bad Medicine: Race and the Tuskegee Syphilis Study
History 240: Alcohol and Other Drugs in American History
History 329: Post-1945 U.S. History
History 395: Post-1945 U.S. Popular Culture
History 3xx: Drugs and Global Capitalism
History 401: Alcohol & Other Drugs in American History
History 447: History of Health and Illness in America
History 503: American Core II
History 550: Post-1945 U.S. Cultural History
History 551: Health and Illness in American History
History 630: 20th Century U.S. Research

THESES DIRECTED

Doctoral

Primary committee director

Mike Durfee, “Crack Era Reform: A Brief History of Crack and the Rise of the Carceral State, 1985-1992” (completed 2015)
Kevin Ryan; “Catholic Liberal Interracialism in the Archdiocese of Chicago in the 1960s and 1970s” (completed 2016)
Colin Eager, “The coming parent revolution: Mothers, children, and alcohol in Reagan’s America” (completed 2019)
Richard Deverell, “The Comics Code Authority: Mass-Media Censorship in Postwar America” (defense scheduled October 2020)

On committee

Terrienne Schulte, "Grassroots and Environmental Activism in the Great Lakes: 1960s & 1970s" (completed 2007)
Ronald Batt, “Emergence of Endometriosis in North America: A Study in the History of Ideas” (completed 2010)
Tina Kibbe, “In ‘Fitness’ and In Health: Eugenics, Public Health, and Marriage in the United States” (completed 2012)
Skylar Harris, “‘The House I Live In’: Bodies & Healthcare in the Delaware Valley, 1800-1920” (left program w/o degree)
Frankie Weaver; “Culture against Apartheid: Solidarity from the United States to the Struggle for Freedom in South Africa, 1948-1994” (completed 2012)
John Burdick (American Studies Dep’t); “Eating Ethnic: Cross-Racial Encounters, Cosmopolitan Whiteness and the Senses, 1964-Present” (completed 2018)
Joe Wilton; “British Advertising and Images of National Identity, 1900-1930”
Jeffrey Kohler, “Sherriff of Camelot” (completed 2015)
Maria Daxenbichler, “Knowing the Uterus: The Role of Obstetrics, Gynecology, and Abortion, in the Professionalization of American Medicine, 1880-1920” (completed March 2020)
Shuko Tamao, “Memories of Asylums: A Narrative Examination of Postwar State Hospital Experiences” (completed April 2020)

On prelim committee

Frankie Weaver (topical field—U.S. cultural)
Mark Lempke (major field)
Tina Kibbe (major field)
Billy Pritchard (major field)
Jenny Nickeson (major field)
Steve Peraza, 2010 (major field)
Jeffrey Kohler, 2011 (major field)
Mike Durfee, 2011 (research field—U.S. history of medicine)
Kevin Ryan, 2011 (research field—U.S. urban history)
John Burdick, 2011 (topical field—U.S. cultural)
Colin Eager, 2012 (research field—global alcohol)
Elizabeth Masarik, 2015 (major field)
Maria Daxenbichler, 2016 (history of medicine)
Shuko Tamao, 2017 (major field)
Richard Deverell, 2018 (cultural history)

Steven Burciaga, 2020 (history of medicine)
Emily Seger, 2020 (major field)

Masters

- Michael Herway (2005-6); “Gangsta Rap and African American Folklore: Blacks, Whites, and the Creation of Black Heroes”
- Christopher Vaughan (2005-6); “Defacing the Traditional Foundations of Higher Education: A New Perspective on the Causes of Campus Unrest at SUNY at Buffalo, 1964-1967”
- Sarah Johnson (2006-7); “The Decline of Domesticity: Middle Class Identity in the *Ladies Home Journal*, 1915-1930”
- Matthew Rogers (2006-7); “Urban Thematic Evolution: A Walk Through the Buffalo Commercial District through the Decades”
- Connie Summers (2006-7); [school desegregation in Buffalo; never completed]
- Lou Battaglia (2007-8); “Margins and the Mainstream: Disco, Punk, and Hip-Hop in the pages of *Rolling Stone*”
- Tim Olewniczak (2007-8); “Giggle Water on the Niagara: Rum Runners, Homebrewers, Remixers and their Social Implications during Alcohol Prohibition in Buffalo, 1920-1933”
- Kevin Ryan (2008-9); “Manufacturing a Framework: The Printed News Media and the Rise of Modern Conservatism”
- Justin Cavanaugh (2009-10); [addicted physicians on film & television in postwar U.S.; never completed]
- Dennis Collins (2009-10); “The Influence of the Print Media on the Public’s Perception of Campus Unrest at the University at Buffalo between February and May of 1970”
- Elhanna Porter (2009-10); [federal response to “juvenile delinquency” in postwar era; never completed]
- Vinnie Alcazaren (2010-11); “City of Good Neighbors?: The Citizens’ Council for Human Relations Fight Against the De Jure Segregation of the Buffalo Public Schools Between 1963-1976”
- Melissa Cerrone (2010-11); “Foreign Fashion and American Advertising: Influences on Femininity in Buffalo, New York in the 1950s”
- Denise Stacks (2010-12); ““Dick, the President Has Had a Coronary:” Vice President Richard M. Nixon and the Importance of a Crisis Moment in Making a Politician a Leader, January 1954 to November 1957”
- Daniel Fisk (2010-2011); “Africa State of Mind: African American Identity Formation in the Early 1960s”
- Brienne Bellinger (2011-2012); “New York State Asylum Policy at the Turn of the 20th Century”
- Heather Majchrzak (2012-2013); “‘Housing Opportunities Made Equal Means More than Open Housing’: One organization’s struggle for fair housing in Buffalo, New York”
- Will Koch (2013-14); "Old World Evasions and Chicanery:" Isolationist Senators' Distrust of the European Powers and their Views on the World Court, 1926-1935

- Elizabeth Masarik (2013-2014): “Por La Raza, Para La Raza”: Jovita Idar and Progressive Era Mexicana Political Maternalism along the Texas-Mexican Border, 1910-1917
- Michael Taylor (2015-2016), “Freedom or Moral Authority?: The Catholic Church in Western New York in the 1970s”

Undergraduate

- Laurie Murphy, “Fighting the Mental War: The Issue of Race and Military Psychiatry in World War II” (2008-09)
- Malerie Staskiewicz, “Ritalin and Race in the 1970s” (2008-09)
- Kyle Cox, “Assessing Drug Scares: Film Influence on Federal Drug Legislation” (2010-11)
- Vanessa Frith, “Redlining and Its Effects on Buffalo, NY” (2011-12)
- Anthony Sole, “Black Tar/White Powder: Race, Class, Gender, and Heroin in New York and San Francisco 1966-77” (2014-15)
- Lauren Wehner, “Cold War Ideology or Corporate Profit?: The Motivations Behind the ‘Movietime U.S.A.’ Tours, 1951-1952” (2014-15)
- Tyler Colosa, “The other wonder drugs in America: Madison Avenue’s effect on selling psychoactive prescription drugs 1961-1965” (2017-18)
- Charlee Strangia, “The politics of universal healthcare reform in postwar US” (2017-18)
- Amanda Pursell, “Pizzagate 1.0: The Satanic Ritual Abuse Panic of the 1980s” (2018-2019)
- Benjamin Cyrulnik, “Chasing Chemical Nirvana: Orientalism in psychedelic crusaders” (2019-2020)
- Tristan Sanders, “An examination of the Congressional hearing ‘Medical Necessity: From theory to practice,’ for understanding the status of patients’ rights in 1998” (2019-2020)