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Larry Gerston leads two lives as an academic and as a communications specialist. A political science professor at San Jose State University, Gerston covers the public policy process at the national and state levels. His *Public Policy Making in a Democratic Society: A Guide to Civic Engagement* has been heralded as a breakthrough in promoting "hands on" citizen participation. His, *Recall! California's Political Earthquake* (with Terry Christensen), was selected as "outstanding book of 2004" by the American Library Association. In *American Federalism: A Concise Introduction* (2007), his tenth book, he demystifies the complex relationships among the various levels of government. Gerston has penned more than 100 op-ed columns in newspapers including the *San Jose Mercury News*, *San Francisco Chronicle* and *Los Angeles Times*. He has also appeared on NBC Nightly News, BBC, NPR, and CNN's Inside Politics.

In the real world, Larry Gerston has extensive expertise in media training, message development, presentation skills, focus group facilitation, crisis communications, speech writing, and strategic thinking. His experience stems largely from his role as the political analyst at NBC11 (the Bay Area NBC station), since 1980, where he appears on a regular basis. Since 2002, he has also been a political analyst at KCBS radio. In these environments, he has honed the ability to convey complex messages in layman's terms.

On a lighter note, Larry Gerston has written *The Costco Experience: An Unofficial Survivor's Guide*. As with his more serious writings, this book focuses on individual empowerment.