Time and the Media

Summer is here and most of us wonder what happened to the spring. Time seems to slip away from us, but it is time that makes the media run. So often it is the time-liness of media coverage or the “breaking” nature of a story that gives it urgency and, therefore, visibility. A great philosopher once said that “chance favors the prepared mind.” But, for psychologists, we also know the importance of being thorough and well-prepared. Urgency can make us nervous and sometimes downright anxious. We advise our students or fellow scientists to slow down and know what we know well. But, facing a reporter with a deadline

New Media Technology for People With Hearing Loss: “Looping” Communities So All Might Hear

Imagine a future where hearing aids could become wireless loudspeakers for TV, telephone, and public address systems. Psychologists are working to make it happen.

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A Circuitous Journey: My Involvements with the Media

My fascination with being a media psychologist began in the 1970s in Philadelphia. I made many guest appearances on radio talk shows and TV shows. Then I was asked to audition for a weekly show on Family Conflicts.

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New Trends in Working With Print Media

The popularity of television and radio had pushed print media into the background in the last decade but the internet boom has brought new attention—and respect—to writing. As a result, psychologists have new opportunities to “give psychology away” in print, but also new challenges. Here are some new trends.

The best news: access is expanding. Thanks to technology, traditional print media no longer have a stronghold on readership; you can launch your own website and post articles on any subject. Develop an e-mail list, listserv, or newsgroup, and send an e-mail or newsletter whenever you want—in essence, become your

(continued on p. 17)
President-Elect Paragraphs

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Moving Forward

The Division Board had a very productive meeting in Washington on February 17, the day immediately preceding the mid-winter APA Council Meeting. Given the limited financial resources of our Division, it was most fortunate that several members of our Board are Council Representatives of other Divisions, whose travel expenses are paid by the APA. Meeting in DC also facilitates working with other Divisions and APA Central Office staff in pursuing the goals of media psychology.

At the Board meeting, President Sheras presented his vision and his priorities for moving forward toward achieving our Division’s goals during his term of office. These included expanding our membership, stimulating and improving the functioning of our committees, and revising the Division Bylaws. He also described his current major initiative of working with the APA Public Information staff on integrating membership information, together with the division’s newsletter and website.

(continued on p. 3)

Past President’s Reflections

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The View From Mid-Year 2005

This, the second of my “Past President’s Reflections,” continues the look-back onto Year 2004.

The theme of CONTINUITY I emphasized in 2004 has continued in the financial arena into 2005. Financial planning and stability is the foundation of all organizational functioning. Our Division has been active with APA Division Services to integrate membership information, together with the division’s revenue from other sources, so as to have up-to-date input regarding our available financial resources. We are also aiming to streamline the flow of information back to the Division regarding our expenditures. Taken together, doing so allows us to have improved monthly financial snapshots of where the Division stands.

During the past year and into 2005, your Amplifier Editor, Mary Gregerson, has been quite energetic and creative in her efforts to update the appearance, format, and content of the Amplifier. One area of special emphasis for her continues to be (continued on p. 4)
Presidential Message

(continued from p. 1)

and a concern more for getting a scoop than for being exhaustively prepared, we are faced with a dilemma. Our media training teaches us to be clear, to make three points and to keep it simple. How can that be done in the wink of an eye or on the spur of the moment?

Sometimes we can actually help to slow down the pace of a story and make it more reasonable to those in the public who might listen. As media psychologists we study the media, but we can also help to shape not only the content of news but the way it is presented. I once told a reporter, who was interviewing me about teen suicide, that how they covered such stories might actually influence how teenage readers might respond. I reminded him of the power he held and how he might provide benefit to those who read his story. Then I did the interview. He wrote an excellent and sensitive article.

For many of our members, speaking to the media, whether print, radio, or television, is a regular part of our everyday practice. For others, we only speak when we think we have something special to say. Some of us are solicited as experts or commentators while others want to share our research findings and insights about which no one may yet know to ask. In the first case, time and urgency may be significant while, for the latter, good timing is what will get us heard. In either case, the advice is the same. Here are my three points:

First, make some time to pull yourself together. Ask the reporter what the interview is about and tell them you will call them back in a few minutes. Take that time to get your sound bites (see suggestions for sound bite construction below) together and to anticipate what questions you might be asked.

Second, don’t be rushed during the interview. If you don’t know the answer to a question (or you think it is ridiculous) say you don’t know and make a bridge to what you do know (for example, “I am not sure of the answer to your question, but I think the really important question to ask here is…”). You might add that you are not ready to answer that question until you lay a little ground work first (for instance, “I can’t answer your question about whether or not this person is normal or not until we talk a little more about what normal is.”).

Third, tell reporters that you would like to help them follow their story as it develops. Say what other ways you might be helpful to them, like emailing resources or suggesting other colleagues. If you are cooperative and nice, you will wind up in their “rolodex” and may be called again.

Sound bites are short, concise and pithy points. These quotable statements stand alone without much explanatory context. The art of a sound bite is to distill the essence of what you want to say while maintaining accuracy. Such laser communications “cut to the chase” so busy audience members recall the salient point. For instance, the fact that most cancers have become responsive to surgery, chemotherapy, and other means of medical management becomes, “Most cancers are now chronic not fatal diseases.”

Many of you have had encounters with the media and I would encourage you to share them. Please consider writing your experiences down as an article and submitting it to the *Amplifier*. Come to Convention in Washington, DC, and share your insights at developing programs consistent with our mission of “giving psychology away” and “making psychology a household word” as reflected in the vision of APA Past-President George Miller in the 1960s, and the exciting current initiatives of APA President Ron Levant.

Our mid-February meeting also gave Board members an opportunity to review the nominations for 2006 Division Officers. A number of outstanding colleagues have been nominated for next year, and I would like to urge our members to indicate their preferences for President-Elect, Treasurer, and Member-at-Large. Unfortunately, the nominations ballots were received very late this year because the *Amplifier* is no longer sent by first-class mail, and many Division members did not have sufficient time to respond. An important modification in our elections procedure approved by our Board is to include the nominations ballot in the Fall Issue of the *Amplifier* rather than the Winter Issue, so that members will have more time to consider their nominees for election in 2006. Other important Board actions are reported elsewhere in this issue of the *Amplifier*.

Having been actively involved in a number of APA Divisions for many years, I was especially pleased to note the exceptional enthusiasm and dedication of the members of our Board. I would like to thank them and you for your support of Media Psychology.
Past President's Reflections
(continued from p. 2)
effectively integrating the printed content of this publication with e-content that appears on our Division’s website. Accomplishing this has required coordination with our website Administrator, Richard Bedrosian. In working out some of the unique issues that have come up in making this transition, the need became apparent for both the Newsletter Editor and the Website Administrator to relate to some Divisional entity, whenever they needed input about specific matters. For this purpose, the Editorial Policies and Guidelines Committee was constituted and activated in 2004. The output and recommendations from this Committee will all be reviewed by the Board. Committee recommendations must be acted upon by the Board before becoming Division 46 policy.

The above concerns more of the projects ’twixt ’04 and ’05. My review of these will continue in the next Amplifier issue.

From the Computer of the Editor . . .
(continued from p. 2)

This sample of print media means a great deal to members. The written word and visual images symbolically transfigure immediate experience into static echoes called history. Given this “historic” conceptualization, some print media seem mislabeled as “news” rather than “olds” because the subject is a current event. No matter what, when a written document appears, the information is not new, but rather already past. What is new about this information is its effects on the reader, once removed from the initial situation, event, place, people, or image.

Effects on readers are the ultimate goal of those using print media. Some persons, called high absorbers, can evoke actual physiological changes from mental experiences like reading. Furthermore, the ability to read was at one time used to unfairly oppress people from voting. The power of the press is a truism almost banal in its ubiquity.

As an example of the power of print media, this humble newsletter has prompted psychologists to action in a number of ways:

First of all, Board members applied their vigor to successfully advocate maintaining the classic mode of ink and paper rather than to move forward into the electronic age. We have a digital divide within our ranks reflective of our larger culture! More people are not online than are. Who would have thought that such a slim publication as the Amplifier ironically would create such a passionate defense of those with their feet still firmly in the non-electrified transmission of messages? We heard the plea, and have embraced policy from the Editorial and Publication Guidelines Committee that all articles should be completed in print.

Secondly, Division 46 members have found others of common interests. This professional networking purpose should be shouted from the roof tops. Personally my life has immeasurably increased in quality by the correspondence and shared activities with other like-minded media psychologists. Before finding Division 46 Media Psychology, I was a solitary clinical health psychology scientist who, different from my health psychology colleagues, did not mind giving media interviews on my research. Since finding Division 46 I have become a mini-media maven in the making, a critic both of psychology and journalism colleagues who distort the translation of science into the popular press as well as of portrayals and non-fictional usage of psychology and psychologists in the media, and an advocate for networking that brings people together and facilitates transition from classical traditions into future visions and media. The medium has become the message for me. Since my undergraduate majors were psychology, speech and communication, and women’s studies, it feels like fully completing the circle. Solitary no more, I now have colleagues who can teach me and be taught by me on the most valuable way to communicate psychological science.

In essence, the Division 46 print media found in the Amplifier and on the listserv changed my life professionally. How has your life been changed by the media, either as one of the audience or as the one with the byline or in the spotlight, and by Division 46 Media Psychology? Send me your stories. The Amplifier fall issue with the theme of disaster preparedness/recovery will feature stories of media psychologists. Not that the media is a disaster. Well, at least not always.

Call For Division 46 Fellow Nominations

The Fellows Committee invites you to apply for initial Fellow status if you:

• have held a doctoral degree in psychology for at least five years
• have been a member of the Division for at least one year
• have made an outstanding and documented contribution to the science, teaching and/or research of media psychology, and are endorsed by three APA Fellows, including two Fellows within the Division if possible

Current Fellows, who are already Fellows in other divisions, and who seek Fellow status in Division 46 should submit a statement outlining their involvement in media psychology.

Please send for your application forms early since the process is a lengthy one. The deadline for final submission of materials for 2005–2006 is December 1, 2005.

Requests for application forms should be sent to:
Gloria B. Gottsegen, Ph.D.
Chair, Fellows Committee, Division 46
22701 Meridiana Drive
Boca Raton, FL 33433
561/393-1266 Fax: 561/393-2823
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Past President’s Reflections
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THE AMPLIFIER

4
Member News

Presentations and Interviews

Irene Deitch, PhD, presented in April for the Eastern Division of American Cancer Society’s Professional Education Program, “Relaxation & Rejuvenation: Let Yourself Go” on the topic of “Think Positive—Feel Positive—Be Positive.”

Linda Sapadin, PhD, gave a number of recent interviews. For Newsday: “Some tips on dealing with procrastination and stress”; for Chik (New Zealand magazine) “Procrastination: the art of putting things off”; for Jewish Woman: “Resilient Women: Being resilient in the face of adversity is something Jewish women know a lot about”; and for Good Housekeeping: “Speak Up for Yourself!”

Linda De Villers, PhD, gave an interview to Cosmopolitan which is slated for publication in July 2005. She also will present at the World Congress of Sexology July 10–15, 2005, Montreal “Which Aphrodisiac Foods, Aromas and Libations are the Hottest for 21st Century Sensibilities?” Dr. De Villers will include this material in her forthcoming book, Aphrodisiac Cookery: A Sex Therapist’s Guide to Maximizing the Erotic Power of Food, Aromas and Libations.

Bernard Luskin, EdD, Director of the Media Psychology Program at Fielding Graduate University, did the keynote and presented a paper on diversity, psychology and new technologies at The World Congress on Colleges and Polytechnics in Dubai in the U.A.E., in March 2005. Dr. Luskin also presented on Media Psychology and the Press at the annual conference of the division of Consulting Psychology of APA (Div. 13) in February, 2005.

Elaine Rodino, PhD, has given a number of interviews in different media. For the Internet, she was quoted at LHJ.com (Ladies Home Journal), “Confessions of Real-Life Desperate Housewives: Meet the flesh-and-blood women who share their most ‘desperate’ thoughts and moments with us” by Elizabeth Blackwell on January 9, 2005; and at Bhg.com (Better Homes and Gardens), “Dealing with the Caregiver Blues: How to Cope and Find Support when a Parent Lives with You,” by Laura Broadwell on March 29, 2004. For print media, she was interviewed by the New York Times for “Anatomy of Hope: For Parents, The Unthinkability of Letting Go” by Benedict Carey on March 20, 2005; for Cosmopolitan, “Quick Lift: Mini Kiss Bliss” on December 2004; for The Wall Street Journal, “The Heavy Side of September” on September 10, 2004; for the Los Angeles Times, “Easy Measures can Keep Fear of Germs from Becoming Toxic,” Travel Section on March 7, 2004; for the Los Angeles Times, “Life on Shaky Ground” on January 15, 2004; and for Woman’s World, “Anxiety” on January 6, 2004. Her presentations based on her book Saying Good-Bye to Managed Care: Building Your Independent Psychotherapy Practice have included: Rodino, E. “Practice Building Outside of Managed Care,” Los Angeles County Psychological Association on April 4, 2005; Rodino, E. “Saying Goodbye to Managed Care: Building Your Independent Psychotherapy Practice” for the Rosemead School of Professional Psychology on November 20, 2004; Johnson, J. (Chair), Cuttler, M., Newman, R. (Discussant), Rodino, E., “Symposium: Financial Psychology: How to get Self-Pay Clients” for the American Psychological Association Convention on July 31, 2005; Gallardo, M. (Chair), Doty, K. (Discussant), Barnett, J, Martin, J, Rodino, E. “Symposium: Independent Practice for Early Career Psychologists—Reality or Myth?”; “Money: How to Ask for It, How to Get It” for the American Psychological Association Convention on July 28, 2004; and Bunce, S. J. (Moderator), Zur, O., Rodino, E., Haddock, D., “Private Practice: Entrepreneurial Adventure” for the California Psychological Association on March 27, 2004; and on April 19, 2005 for a French Documentary film that will be viewed in France as a prelude to the beginning of Canal-Plus (comparable to HBO in France) airing Desperate Housewives; she was interviewed and asked questions in English with subtitles (rather than dubbing) regarding the popularity of Desperate Housewives in the U.S.

Elizabeth Carll, PhD, has given numerous interviews in the areas of stress, PTSD, and violence, including an in-depth 6 page Q and A titled “The Mental Health Consequences of the Tsunami: An Expert Interview with Elizabeth Carll, PhD” which appears on Medscape/WebMD, and addressed the mental health repercussions of the disaster and how they reflect the cultural and social context of survivors. In addition, Dr. Carll, moderated a special United Nations program, “Media Matters: Promoting Psychological Well-Being on a Global Scale” on the importance of media and ICT for promoting mental health and well-being. The program was organized by the Media/ICT Working Group which she chairs, of the UN NGO Committee on Mental Health and included the Ambassador of Thailand as the Keynote, as well as the founder and president of a Bangladesh Human Rights organization, the health and science reporter from Newsday, and the senior external relations officer for health policy of the World Health Organization (WHO).

Paul Schienberg, PhD, appeared on Court TV’s “Closing Arguments” on April 13th and was asked to comment on the personalities of both Michael Jackson and Piper Rountree, cases that are heading toward the close.

Curriculum

Dr. Irene Deitch, Past President of Div. 46 and currently serving as Division Member-at-Large, presented, “Confessions of a Media Wave,” Media Training Workshop for New York State Psychological Association’s Media Ambassadors in March 2005 (see article on page 6 of this Amplifier).

Chapters and Books

Linda Sapadin’s, PhD, book Master Your Fears: How to Triumph Over Your Worries and Get On With Your Life, published by Wiley in 2004, has been published in Korean and will be published in French.

Appointments

Dr. Irene Deitch was invited to serve on the Membership Committee at American Psychological Association’s Consolidated Meetings at The Lansdowne Convention & Resort Center, Leesburg, Virginia. She also participated in the Media Training Program as part of the Presidential Initiative, “Making Psychology a Household Word” in March 2005.

Honors

Dr. Irene Deitch is to be honored by the Richmond County Psychological Association (RCPA), and will also present “Psychologists Who Laugh, Last: Taking Humor Seriously.” Dr. Deitch is Co-Founder of RCPA in 1970 and served as President.
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On the brisk but beautiful Sunday morning of March 11, 2005, 40 New York psychologists met to learn how to promote Public Service Announcements (PSAs). These psychologists had helped to originate these announcements to the various networks for Mental Health Month.

The project called “Taking Psychology to New York Communities by Linking Psychology to People’s Lives” was one of the major initiatives of Dr. Sharon Brennan’s NYSPA Presidency. Dr. Brennan was awarded a CAPP grant to partially support the project and, in the interest of fairness, opened up the project to all who wanted to volunteer. Seventy NYSPA members joined her team. They served on committees which generated themes to be scripted for the PSAs, which Jay Silverman then filmed. The PSAs were to include four video spots and four audio spots for radio. Thirty and sixty second versions were made. One related to psychology in the workplace, another to teenage despair related to divorcing parents, and a third covered adult caretaking of an aging parent.

By March 11th, the DVDs of these spots were near completion, and Sharon moved on to the training aspect in which our own Media Maven Irene Deitch played a major role. Irene presented along with Jay Silverman and Peter Kanaris. Her presentation, “Confessions of a Media Maven,” brought the proceedings to life. She demonstrated the possible pitfalls of the work ahead by referring to her experiences. She made her points memorable by putting them in a meaningful context, yet kept them humorous and lively, much to the delight of the participants.

Although she spoke last, it could truly be said that her presentation was worth waiting for. Being in the “clean up” position, she was able to coalesce all that had gone before with her wit, humor and exemplary teaching skills. Dr. Deitch, being an ardent Division 46 recruiter also made a pitch for those being trained to join APA Division 46. She truly did help to bring the message to New York that Media brings the message and is the message.

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APA Plenary, Div 46 Media Psychology TNT Committee  
Saturday, 20 August 2005, 3:00 p.m. to 4:50 p.m.  
Washington Convention Center, Room 151B

Come find out how to make evidence-based psychology a household word in the brave new world of interconnected healthcare. Save the date for Leveraging Media & Technology to Become Key Partners in Healthcare on August 20th at 3:00 p.m. in Room 151B.

Powerful strategic coalitions of healthcare stakeholders (known as RHIOs [Regional Health Information Organizations]) forming state, regional and community-based health information organizations and networks are to become the infrastructure of healthcare, envisioned by President Bush, DHHS Secretary Mike Leavitt, and Dr. David Brailer of ONCHIT (Office of the National Coordinator for Health Information Technology).

Chair Leigh Jerome, PhD, Director, Extramural Research and Development, Pacific Telehealth and Technology Hui (http://www.pacifichui.org/) will moderate presentations by:

1. David Ahern, PhD, National Program Director of Robert Wood Johnson Foundation’s $10 Million Health e-Technologies Initiative: “Emerging Web Portals for Chronic Care and Opportunities for Psychologists” (http://www.hetinitiative.org/)  
3. Lisa Roberts, PhD, of Bayer/Panasonic’s Viterion TeleHealthcare: “Home Telehealth: Opportunities to Integrate Psychologists into Coordinated Care” (http://www.viterion.com/)  
4. Meredith Cary, PsyD, Chair of the APA Div 46 TNT Committee: “SelfCareNetwork: Consumers Find Providers Who Use Evidence-based Practices”

Discussant Janet Marchibroda, MBA and CEO of eHealth Initiative (http://www.ehealthinitiative.org/default.mspx), the association of industry leaders catalyzing RHIOs and other key developments in health information technology, will inform psychologists how to navigate to be a force in the future of healthcare.

The Telehealth & New Technologies committee looks forward to meeting you in Washington, DC.
A Virtual Reality Exposure Therapy Application for Iraq War Veterans with Post Traumatic Stress Disorder: From Training to Toy to Treatment

Albert “Skip” Rizzo & Jarrell Pair
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In 1997, researchers at Georgia Tech released the first version of the Virtual Vietnam VR scenario for use as a graduated exposure therapy treatment for PTSD with Vietnam veterans. This occurred over 20 years following the end of the Vietnam War. During that interval, in spite of valiant efforts to develop and apply traditional psychotherapeutic approaches to PTSD, the progression of the disorder in some veterans severely impaired their functional abilities and quality of life, as well as that of their family members and friends. The tragic nature of this disorder also had significant ramifications for the Veteran’s Administration healthcare delivery system often leading to designations of lifelong service-connected disability status. Just recently, the first systematic study of mental health problems due to the Iraq conflict revealed that “…The percentage of study subjects whose responses met the screening criteria for major depression, generalized anxiety, or PTSD was significantly higher after duty in Iraq (15.6 to 17.1 percent) than after duty in Afghanistan (11.2 percent) or before deployment to Iraq (9.3 percent)” (Hoge et al., 2004). With this history in mind, the USC Institute for Creative Technologies (ICT) has initiated a project that is creating an immersive virtual reality system for the treatment of Iraq War veterans diagnosed with combat-related PTSD. The treatment environment is based on a creative approach to recycling and adding to the virtual assets that were initially built for the combat tactical simulation and commercially available X-Box game, Full Spectrum Warrior.

The first version of the application has been created and is designed to resemble a middle-eastern city, and outlying village and desert areas (see Figs. 1–4 online at http://www.apa.org/divisions/div46/Amp%20Summer%202005/RizzoArticle.pdf). The scenario also supports a variety of user perspectives including, walking alone or within a patrol of “flocking” virtual soldiers, and from the vantage point of being inside a vehicle (i.e., HUMVEE, helicopter, etc.). A “Wizard of Oz” type clinical interface has also been created. This interface is a key element for the application in that it provides the clinician with the capacity to monitor the patient’s behavior and to customize the therapy experience to their individual needs by placing them in VR scenario locations that resemble the setting in which the traumatic events initially occurred. The interface also allows for the gradual introduction and control of “trigger” stimuli in the virtual environment in real-time, as is required to foster the anxiety modulation needed for therapeutic habitation. The virtual environment is currently undergoing user-centered design trials with military personnel with experience in Iraq and with clinicians who have extensive experience in the treatment of combat-related PTSD at the San Diego Naval Medical Center. As well, a system is currently being shipped to Iraq for testing within a U.S. Army Combat Stress Unit. This user-centered feedback is essential for further refining the application in a manner that best addresses the needs of PTSD clients and to maximize the usability of the clinical interface so that therapists with little or no computer experience can optimally apply the VR exposure therapy.

PTSD is of particular concern to the U.S. Department of Defense because its effects can be debilitating. It develops after very traumatic or life-threatening events and can cause flashbacks, sleep problems and nightmares, as well as feelings of isolation and guilt. The Office of Naval Research (ONR) is funding three projects to evaluate virtual reality therapy for treatment of acute PTSD. The three-year, approximately $4-million program will examine how virtual reality can be used by therapists to treat PTSD in military personnel before the disorder disrupts their lives and careers.

ONR program manager Cmdr. Russell Shilling explains, “Our goal is to provide therapists with innovative tools and techniques for early intervention and treatment of PTSD symptoms. Early intervention is key. Virtual reality therapy has proven effective in treating a wide variety of anxiety disorders (including chronic PTSD) and we hope that it will be effective against acute PTSD related to combat. We also hope that this type of therapy, with its videogamelike qualities, will resonate well with the current generation of warfighters.” The program is funded through ONR’s Medical and Biological Science and Technology Division.

James Spira of the Naval Medical Center San Diego will work with Ken Graap of Virtually Better, Inc. (Atlanta) and Dr. Albert (Skip) Rizzo and Jarrell Pair from the Institute for Creative Technologies at the University of Southern California (Los Angeles) to evaluate tools to treat PTSD in active-duty military members. Virtually Better will help integrate the sights and sounds of combat as well as smell and other sensory factors. Rizzo and Pair are developing a flexible virtual reality toolset for therapists, using assets from the U.S. Army’s “Full-Spectrum Warrior” videogame/training application. Brenda Wiederhold at the Virtual Reality Medical Center (San Diego) will work with James Spira and Rizzo as well as other experts on PTSD to study the effectiveness of virtual reality for treating acute PTSD in non-combat personnel such as medics and truck drivers. These service members are exposed to their own unique stresses and require different types of virtual reality scenarios.

Researcher Hunter Hoffman at the University of Washington (Seattle) and Sarah Miyahira of the Pacific Telehealth & Technology Hui (Oahu, HI) will work with Raymond Folen at the Tripler Army Medical Center in Hawaii to also examine the effectiveness of using a virtual reality based cognitive behavioral treatment for U.S. warfighters suffering from acute PTSD.

Clinical treatment trials with the USC Virtual Iraq application are scheduled to commence in June of 2005.

(Editor’s Note: Please see online a list of Recent Press on the USC/ICT PTSD Project; http://www.apa.org/divisions/div46/Amp%20Summer%202005/0PTSDProject.pdf)
Imagination and Play in the Electronic Age

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Television, video games, and computers are easily accessible to twenty-first-century children, but what impact do they have on creativity and imagination? In this book, two wise and long-admired observers of children’s make-believe look at the cognitive and moral potential—and concern—created by electronic media.

As Dorothy and Jerome Singer show, violent images and games and TV are as toxic as many observers have feared by stimulating destructive ideas and troubling aggression. But should all electronic media be banned from children’s lives? Calmly and authoritatively, the Singers argue that in fact some screen time can enrich children’s creativity and play, and can even promote school readiness. With guidance from parents and teachers, empathy, creativity, and imagination can expand and intensify in the electronic age.

An adult’s stream of thought bears a strong resemblance, even if it is more elaborate, to the “talking out loud” one hears from preschoolers engaged in pretending or make-believe play. Make-believe games emerge naturally as part of early development, but their flowering is encouraged and fostered by parents, or other adult caregivers that tell stories, read aloud, or interact playfully with children. The new electronic “members of the family”—television, video games, and computers may also shape and direct the imaginative and creative potential of the children’s thought.

Pretend play, the foundation for later adult imaginative processes, can be understood as an effort of the very young to deal with the large objects and people around them by trying to match new stimulus complexes with pre-established schematic mental structures drawn from memories of earlier experiences. Children strive to incorporate new material either from direct contact in the physical and social environment, or from print and the electronic media into their previously formed mental organizations which we call schemas or scripts. Make-believe play thus becomes a critical strategem by which children learn to make sense of their world: the nursery, the family, the neighborhood, television, video games and computer play, and the ever-broadening social and physical settings that they confront as they grow older.

We cannot, however, overlook the hazards presented by growing up in the new worlds of the electronic media. Some forms of play with realistic toy weapons, overexposure to imitable aggressive actions portrayed on television, practice of violent behaviors in videos or computer games may actually narrow one’s imaginative breadth and result in impulsive and maladaptive social behavior. Some children may also be heavily caught up in using computer play to generate multiple “grownup” selves which may yield risks of serious identity confusion. Parents and educators face an important new responsibility to monitor and mediate their children’s electronic game involvement. With such guidance, children may be able to take more effective advantage of the positive and constructive possibilities inherent in the new technology. Just as reading opened the way for children to internalize information about the world, the judicious use of computers and multitasking by children may begin to lead to subtle changes in brain capacities.

We need much more study of the conditions under which exposure to media such as books, film, television, video games, and computer usage contribute to or suppress our children’s imaginative development. We have attempted to answer some of these questions in this book. It is very likely that non-violent computer games, simulations, and chat rooms on the Internet will become incorporated into the average child’s stream of thought. We can anticipate a tremendous increase in children’s interactions with artificial electronic worlds in the coming decades. With proper adult guidance, we believe such exposure can stimulate the brain’s capacity for evoking that great human miracle of imagination through which we conceive of possibilities and generate originality in our thoughts and actions.

Marjorie Taylor, Professor of Psychology at the University of Oregon writes: “Imagination and Play in the Electronic Age is a fascinating description of the way that TV, video games, and computers shape both our real life actions and our imaginative worlds. The Singers combine impressive scholarship with deep insight about the dangers and potential benefits of the increasing role of electronic media in the lives of children and adults—and in the end, offer an optimistic view of our wired future.”

Subscribe to Division 46 Listserv

Looking for a forum to join with others interested in a dialogue about Media Psychology issues?
To subscribe to the Division’s listserv, send an e-mail to:
listserv@lists.apa.org
In the subject line, type subscribe.
In the message section, type subscribe DIV46-MEDIAPSYCHyourfirstnameyourlastname.
On Becoming an Artist: Reinventing Yourself through Mindful Creativity

Ellen Langer, PhD
Harvard University

Creativity is not a blessing conferred on a special few at birth. Genius may not be within reach for the majority but a creative nature is available to each of us; it is an integral part of our daily lives, expressed through our culture, our language, and even our most mundane activities. “Art, when really understood,” wrote painter Robert Henri, “is the province of every human being.” So why is creative engagement the province of so few? Most of us have neglected art, music, writing, dance—and a host of other creative endeavors—as we pursue careers and families. If we ever imagine taking up a creative endeavor, we too often worry about what other people will say and we put it off. It appears at the bottom of our list of priorities, if at all. Or we regretfully add it to the list of things we’ll get to later, giving little thought to how that is going to happen.

Entering into something new, without rules to go by, isn’t something that we do easily. We have been taught to believe that rules will make it easier for us to find our way. In fact, rules often blind us to what we most want to enjoy in creative activity. Most important, worrying too much about learning the rules usually keeps us from ever engaging in that activity in the first place. We worry that we won’t have the talent to learn the rules, we worry that we should already know the rules, and we especially worry that, if we don’t know the rules, others will dismiss us.

The truth is, we’re often better off not knowing the rules. Otherwise we run the great risk of mindlessly following them. As a psychologist, and as an artist, I’m interested in understanding the rules that hold people back from creative engagement. What are the obstacles that keep people from engaging in a more creative life? How do they keep us from first exploring and then fully enjoying creative pursuits? What enables some people to set aside those rules that block their path? What psychological tools do they use? And what are the benefits of doing so?

Creativity and mindfulness are natural partners. When we are mindful, we are necessarily being creative. Understanding how to think mindfully can help us break through the barriers that keep us from developing our creative selves. And, in turn, creative expression can be a valuable way to explore new modes of mindful thinking.

Creative endeavor can make life more mindful, and thus more rewarding—in all respects.

We can, it turns out, pursue art for art’s sake and art for life’s sake and it matters little what that art is. Preconceived notions to the contrary, any creative activity can have a powerful affect on our lives, if we pursue it mindfully. Mindful creativity is a process of engaging without rules, an approach that will open the way for developing a creative, mindful life.

The rules that interfere with mindful creativity come from sources both within our own selves and from society. When you recognize these rules and understand their influence, you can set them aside or even turn them to your own creative advantage.

• The Tyranny of Evaluation. When we avoid activities we’d love to pursue because we fear negative evaluation—from ourselves or from others—we are giving in to the tyranny of evaluation. Evaluation, whether negative or positive, is a mindless assessment, born of the need to impose a single perspective, one right answer.

• The Mindfulness of Mistakes. The fear of making mistakes keeps us from engaging in creative activity; the belief that mistakes are to be avoided is deeply ingrained. And yet, my research shows that what often makes creative work interesting are the very mistakes most of us are trying to avoid.

• The Rule of Absolutes. We all too often measure ourselves against ideals, absolutes of good and bad, that are meaningless and that we know are far from fixed. In doing so, we rob ourselves of control and the ability to engage creatively. My work has shown that, when we learn to put things in context, we can regain control and restore our ability to act.

• The Mindlessness of Social Comparison. When we set out to do something, we invariably draw comparisons with other people. Since these comparisons are based in mindless evaluation of others, they set us up for disappointment and rob of us the joy of doing. Interestingly, the comparisons in which we seemingly “win” are no more helpful than the ones in which we come up short.

• The Myth of Talent. Talent may be the most persuasive rule of them all. And yet, the truth is that virtually any skill can be learned. It’s not a case of “you have it or you don’t.” Rather, by availing themselves of some simple tools, people can learn to be creative, if they are willing to engage with a task and recognize that the risks in doing so are far smaller than they realize.

• The Blindness of Knowing: A knowing confidence, something we tend to admire in ourselves and others, is, in fact, a form of mindlessness that blinds us to our everyday world. It keeps us from seeing much of what is right before our eyes. Creative activity, mindfully approached, affords us a more open view of life and helps us develop a much more powerful sense of awareness. When people have lost a sense of connection with themselves they feel lonely, bored, or inadequate. Creative engagement, pursued mindfully, is a process that makes it possible for people to be more connected to themselves, by being connected with something outside of themselves.

And that is the essence of mindful creativity. For media psychologists, for everyone, it enables a Personal Renaissance: The ability to learn, to act and engage with ourselves mindfully, creatively, and actively. And happily.
**Raising Kids in Media City not Mayberry**

*Kathy Bishop and Julia Whitehead  
k.bishop@rcn.com*

As city parents, we have pondered—okay, anguished—over the potential of our young cherubs morphing into chain-smoking, naval-ringed club hoppers before they even hit puberty. Sure, all kids today are more sophisticated than when we were growing up—thanks to television, the Internet, film, music and videogames. But in the city, media bombardment and commercialism is that much more in your face. Indeed, sex is big everywhere, but not as “robust” as that Adonis in Calvin Klein briefs plastered on the billboard at the corner. Even a simple little stroll through a city park can put mom, dad, and the kids on a collision course with all sorts of urban fauna and flora—say a high-fashion photo shoot with more skin showing than most beaches.

Dealing with the apparently unavoidable precociousness of city kids was a prime concern when we set out to write *The City Parent Handbook: The Complete Guide to the Ups and Downs or Raising Young Kids in the City* (Rodale, 2004). We did have some preconceived views: (a) that we, goddammit, not the city, and certainly not the media, were raising our children, (b) we were fairly hip to what we were up against, and (c) no way under our firm guidance were our children “destined” to become jaded.

We were wrong . . . and wrong . . . but, ultimately, right.

Editing the very graphic reality of a city for its youngest inhabitants is certainly one of the most important tasks facing an urban parent. But, contrary to our initial belief, it’s not all defense. A city actually creates some impressive parenting dynamics. Consider parent-child contact. While suburban kids get tons of unsupervised outdoor play, with all the attendant benefits, they are also, at tender ages, becoming substantially influenced by the “values” of their peers (or worse, those of the slightly older kids with whom they’re hanging). Not a chance of that happening in “sin” city where kids are necessarily watched 24/7. The upside to constant adult supervision: parental interaction and influence can loom pretty large in an urban child’s development—and for a pretty long time. And, because parents are with their children when they’re exposed to all that city stuff, rather than allowing any media (or other) impact to rain down unfiltered, urban moms and dads can use those exposures to convey ethics and values, explain right and wrong, and discuss standards of behavior.

One NYC mom made it her crusade to take on the non PG-rated posters “decorating” her neighborhood storefronts. Whenever she saw some offensive display, she’d bring her little darlings with her to the miscreant store owner. Invariably, the objectionable material was removed and her kids gained a lot in the process: they learned what mom felt was inappropriate, that sitting back and taking it is not the only option, and that with manners and a little assertiveness, one can make a difference. Another effective LA parent turned Tinseltown’s billboard and movie poster glut into a running opportunity for educating her kids about the stereotypes and less than accurate information disseminated in media. Heck, they were mere toddlers when they learned about airbrushing. Maybe that’s a tad technical for most young kids, but given the urban child’s environment, cultivating a little healthy skepticism seems completely in order.

Through examples like these, and much to our surprise, we found that the city could actually play a role, a good one, in managing the impact of media in our kids’ lives. And in *The City Parent Handbook*, we show parents how to handle the media (and more) with a slew of easy-to-implement recommendations.

Of course, then we learned that content wasn’t the only way media could impact our kids. While examining the consequences of living amidst city noise, it dawned on us that in-home decibel levels are ratcheting way up, thanks to the surfeit of computer games, Playstations, TVs, loud toys, and stereo seems that seem to be constantly on. Making matters worse for urban dwellers is that all that electronically generated noise, not to mention the normal human din, is reverberating in a pretty compact amount of space with just as serious physiological effects as loud outdoor noises—and not just on hearing. Say what? Way back, when our ancestors’ ancestors were tooling along in the brush, it was a decided advantage for a body to respond to noise. Anyone who didn’t get a stiff jolt of cortisol when a loud roar erupted probably got eaten. Today, we’re not so worried about carnivores yet, when exposed to excessive noise, our bodies still respond much the same way as Great Uncle Cave Guy’s did. That stress response on a daily basis is not a good thing for anyone, let alone peeewees who, in noise impact studies, have been noted to suffer from hampered development of language and cognitive skills, lowered performance on reading tests, decreased motivation, and a litany of physical symptoms. Unfortunately, city parents don’t have the power of Julius Caesar who, when irritated by the bustle of chariots, banned their use during daylight hours, but we can, and should, control noise when it’s in our power. Reducing media output in our homes is a great place to start.

Ultimately, we found we had much to learn about dealing with media in the city, but we were not wrong about our most important belief—there is nothing preordained about our children’s development. No doubt, where our children live influences what they see, how they think, the people they will become. But with an attentive, proactive parent at their side, all that city living can actually help kids mature into aware, thinking adults, not the jaded, hardened cynics we fear.

*Kathy Bishop and Julia Whitehead are the authors of The City Parent Handbook: The Complete Guide to the Ups and Downs and Ins and Outs of Raising Young Kids in the City (Rodale, 2004)*
The Mental Health Professional and the New Technologies: A Handbook for Practice Today

M. M. Maheu, M. L Pulier, F. H. Wilhelm, J. McMenamin, & N. Brown-Connolly

The first of its kind, this handbook is co-authored by five seasoned experts: a psychologist in private practice, a psychiatrist, a physician/healthcare attorney, a research psychologist and a telemedicine nurse project manager. In their collaborative effort, these authors build upon their respective vantage points to produce a handbook for practitioners seeking tools and methods for responsible yet creative practice. Five years in the writing, this landmark text is a lighthearted yet systematic guide through the new “psychotechnologies” used in clinical settings today—including topics ranging from email, teleconferencing, videoconferencing, professional website construction, assessment and therapy computer programs, and electronic practice management systems. Throughout, the authors define terminology for the beginner, identify specific uses for particular technologies, and clearly demonstrate how practice can be safely augmented with a variety of technologies. The authors’ skill base, enthusiasm and momentum culminated into a handbook that satisfies many different needs, with information such as:

- “What, where, when and how” samplings of innovative technologies currently being used in a variety of mental health settings;
- An overview of crucial but easily digested legal and regulatory considerations;
- Practical technical, ethical, and managerial suggestions form a clear, seven-step Online Clinical Practice Management (OCPM) model:
  1. Training and Support
  2. Referrals
  3. Patient Education
  4. Agreements
  5. Clinical Assessment
  6. Direct Care
  7. Reimbursement
- First-hand summaries of cutting edge research conducted by mental health’s most creative thinkers across the professions and spanning the globe;
- Resource lists and sample documents for use by beginners and experienced professionals alike;
- Over 800 references to the ever-growing body of literature that has evolved over the last decade; and
- Multiple choice questions for academics seeking an exciting sourcebook for ethics and practice development courses.

The result is a stimulating yet grounded presentation, brought to life with hundreds of examples and vignettes from pioneers already delivering innovative services. In fact, several members of APA’s Division 46 Media Psychology have assisted this massive effort to clearly document the issues and carve a path to ethically, legally and clinically prudent decisions.

Maintaining Standards is the Challenge Inherent in Media Psychology

Mary Gregerson, PhD
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Many media psychologists in the American Psychological Association have high public profiles. We with the high profiles show a range as standard bearers for psychology quality service and information dissemination to the public. Some are clinical in their professional psychology. Some are scientific in theirs. Some are folksy. Some are pedantic, but they don’t tend to be repeat performers, done in by their inaccessibility. Yet a common core of professionalism exists in demeanor, in acceptable levels for evidence, and in interpretation of psychology information. By our actions and statements, we identify for the masses what these standards of psychology are. It’s a type of high level public relations service that we perform.

The American public depends upon us for clarity, fairness, toughness, and tenacity. Clear articulation of standards, whether of practice or of information, depends upon, in the former case, knowledge of current practices and their efficacy, ethics, and evaluation, and in the latter case, upon knowledge of the current field of inquiry, sometimes its history, and its implications. Fairness relies upon equity of presentation and interpretation. Toughness demands staunch defense of standards which best serve the populace perhaps even when members of the psychology profession may be inconvenienced. Tenacity requires constant vigilance that the professional view of psychology we show is accurate, current, and applied appropriately. Effective media psychology stewardship requires these implicit characteristics. Thus, these media psychologists perform a regulatory function, implicit rather than explicit. We regulate expectations, tolerances, and allowances by the models we convey.

The American psychologists depend upon us to embody professionalism. We define the acceptable limits of behavior, attitude, and thought. As communicators we bridge between professional psychology and the popular mind. Each media psychology

(continued on p. 19)
Thursday, August 18

Invited Symposium (S): Scientists Talking to the Media—Sharing Psychology With the Public
8/18 Thu: 10:00 AM–11:50 AM
Washington Convention Center, Meeting Room 156
Chair: James H. Bray, PhD
Participants:
Rhea K. Farberman, MA, APA, Science, and the Media
Judy Kuriangsky, PhD, You’re On: Giving Psychology Away on Radio and TV
Lawrence A. Kuhn, PhD, Giving Psychology Away to the Print Media
Discussant: Peter L. Sheras, PhD

Invited Symposium (S): Sex and Love—Healthy and Unhealthy Media Portrayals
8/18 Thu: 1:00 PM–2:50 PM
Washington Convention Center, Meeting Room 147A
Co-Chairs: Donald K. Freedheim, PhD, and Peter L. Sheras, PhD
Participants:
Lisa A. Firestone, PhD
Joyce F. Catlett, MA
Discussants: Frank Farley, PhD, and Elizabeth K. Carll, PhD

Symposium (S): Paradigms of Problematic Patterns of Internet Use—Current Research Directions
8/18 Thu: 3:00 PM–3:50 PM
Washington Convention Center, Meeting Room 204A
Chair: Janet M. Morahan-Martin, PhD
Participants:
Janet M. Morahan-Martin, PhD, Questions About Research on Problematic Internet Use
Nathan Andrew Shapira, PhD, Internet Addiction: Mental Illness or Media Madness?
Scott E. Caplan, PhD, Refining the Cognitive Behavioral Model of Problematic Internet Use
Marc E. Prattarelli, PhD, Sex, Shyness, and Social Internet Use
Discussant: Kimberly S. Young, PsyD

Executive Committee Meeting (N): [ECM]
8/18 Thu: 3:00 PM–4:50 PM
Renaissance Washington, DC Hotel, Meeting Room 7
Chair: Peter L. Sheras, PhD
Participants:
James H. Bray, PhD
Florence Kaslow, PhD
Mary B. Gregerson, PhD
Lilli Friedland, PhD
Charles D. Spielberger, PhD
Lenore E. Walker, EdD
Louis Perrott, PhD

Social Hour (N): Honoring Division 46 Award Winners, Fellows, and Members of the Media
8/18 Thu: 6:00 PM–6:50 PM
Grand Hyatt Washington Hotel, Lafayette Park Room
Chair: Peter L. Sheras, PhD

Symposium (N): Clinical Topics on the Internet—Working in the Online Medium
8/18 Thu: 7:00 PM–8:50 PM
Washington Convention Center, Meeting Room 145B
Chair: John M. Grohol, PsyD
Participants:
Kate Anthony, MS, Therapeutic Relationship Within Online Therapy
Ron Kraus, PhD, Teaching Clinicians About Online Counseling
DeeAnna Merz Nagel, MEd, Utilizing the Internet and Technology to Enhance the Supervisory Process
Michelle Davis, MEd, Anonymous Internet Suicide Threats: Three Examples
Discussant: John M. Grohol, PsyD

Friday, August 19

Symposium (N): Born to Be Wild? Media Portrayal of Bad Girls
8/19 Fri: 8:00 AM–9:50 AM
Washington Convention Center, Meeting Room 150B
Chair: Lenore E. Walker, EdD
Participants:
Marva Robinson, BA, Born to Be Wild: Refuting Media Images of Bad Girls
Aida Dorsainville, BA, Born to Be Wild: Qualitative Analysis of Interview Data
Uduakobong Ipke, BA, Born to Be Wild: Trauma Assessment in Female Juvenile Delinquents
Kendell L. Coker, MS, Born to Be Wild: Bad, Angry Girls or Trauma Victims?
Discussants: Charles D. Spielberger, PhD, and John Briere, PhD

Poster Session (N): [Poster Session]
8/19 Fri: 1:00 PM–1:50 PM
Washington Convention Center, Halls D & E
Chair: James H. Bray, PhD
Participants:
Kimberly S. Young, PsyD, Empirical Examination of Client Attitudes Toward Online Therapy
Kimberly S. Young, PsyD, Online Therapy for Internet Addicts: Treatment Outcomes and Implications
Lindsay A. Hammond, MS, Media Effects on Beliefs About Romantic Relationships and Marriage
Sandora L. Calvert, PhD, Gender, Ethnicity, and Interactivity for Young Children’s Learning From Media
Jameson C. Lontz, MA, Effects of Media Bias On Defensive Attribution
Mandy B. Medvin, PhD, Effect of Solitary Versus Joint Computer Use on College Adjustment
Jessica Nicoll, BA, Violence in Video Games: A Review of the Empirical Literature
Sheryl F. Rosenthal, MS, Developmental Differences in Goals for Video Game Play
Zhi-Feng Eric Liu, PhD, Developing Computer Virus Scale for College Students
Ignacio D. Acevedo-Polakovich, MS, Developmental in the Television Use of Children With ADHD
Armanda F. Matos, PhD, TV Violence and Aggression: A Test of a Mediated Model
Nicola M. Doering, PhD, Images of Men and Women in Mobile

(continued on p. 13)
**Poster Session (N): [Poster Session]**

(continued from p. 12)

Communication Magazine Advertisements
Deborah A. Fisher, PhD, Televised Sexual Content and Parental Mediation: Influences on Adolescent Sexuality
Keith W. Beard, PsyD, Factors May Predict the Severity of Symptoms Related to the Maladaptive Use of the Internet
Melda N. Yildiz, EdD, Role of New Media in Psychology: The Impact of Media Education on Teachers’ Cognitive Processes
Sharon Tettegah, PhD, Technology, Narratives, and Identity: Extended Representations of Self in the Public Sphere
Patricia R. Owen, PhD, Video-Assisted Instruction and Assessment in Teaching About Schizophrenia

**Symposium (S): Innovative Practice Opportunities With Media Psychology**
8/19 Fri: 2:00 PM–2:50 PM
Washington Convention Center, Meeting Room 203
Chair: James H. Bray, PhD
Participants:
Phyllis R. Koch-Sheras, PhD, Working With Local Media to Enhance Practice and Public Education
Judy Kuriansky, PhD, E-Therapy: Using New Technology for Psychological Advice-Giving

**Invited Symposium (S): Innovations and Best Practices in Violence and Disaster Intervention**
8/19 Fri: 3:00 PM–4:50 PM
Washington Convention Center, Meeting Room 206
Chair: Elizabeth K. Carll, PhD
Participants:
Rony Berger, PsyD, Society Under Siege: Coping With Ongoing and Episodic Terrorism
Yael Danieli, PhD, International Criminal Court: An Interface Between Law and Traumatology
Anthony J. Marsella, PhD, Disasters and Crisis Intervention Across Cultures
Elizabeth K. Carll, PhD, Media—CT Innovations and Best Practices: Violence and Disaster Intervention
Discussant: Peter L. Sheras, PhD

**Symposium (S): Newhart to Frasier to Huff—Turning Lemons Into Lemonade**
8/19 Fri: 5:00 PM–5:50 PM
Washington Convention Center, Meeting Room 209C
Chair: Harriet T. Schultz, PhD
Participants:
Harriet T. Schultz, PhD, Movie Portrayals of Psychologists: Making Lemonade
Nancy Kalish, PhD, Using Bad Films for Good Teaching
Discussant: Nadine J. Kaslow, PhD

**Saturday, August 20**

**Symposium (S): Stereotypes in the Media**
8/20 Sat: 8:00 AM–9:50 AM
Washington Convention Center, Meeting Room 204C
Chair: Mary B. Gregerson, PhD
Participants:
June Wilson, MA, Stereotypes of Weight in the Media
Rochelle Balter, PhD, JD, From Marginalization to Iconization: How Film Portrayals of Disability Reflect Social Constructs
Stuart Fischhoff, PhD, Racial and Gender Competition in Film Casting Preferences
Discussant: Lawrence Balter, PhD

**Symposium (S): Virtual Reality—Objectifying Results Through Psychophysiological, Neurophysiological, and Neuroanatomical Measures**
8/20 Sat: 10:00 AM–11:50 AM
Washington Convention Center, Meeting Room 150B
Co-Chairs: Brenda K. Wiederhold, PhD, and Alex H. Bullinger, MBA, MD
Participants:
Brenda K. Wiederhold, PhD, Physiological Differentiation of Participants Exposed to VR Environments
Alex H. Bullinger, MBA, MD, Neurophysiological and Psychophysiological Test Battery for Use With Virtual Environments
Albert A. Rizzo, PhD, Anger Arousal Using Virtual Reality Stimuli
Jang H. Lee, PhD, Objectifying Nicotine Craving With VR and Functional Magnetic Resonance Imaging
Discussant: Frank Andrasik, PhD

**Symposium (S): Getting Your Book Published and Promoted in the Popular Press**
8/20 Sat: 12:00 PM–12:50 PM
Washington Convention Center, Meeting Room 150B
Chair: Linda Sapadin, PhD
Participants:
Linda Sapadin, PhD, How to Get Your Book Published
Deborah A. Forrest, PhD, Alternative Publishing Options
Elizabeth K. Carll, PhD, Media Matters: Successfully Publicizing Your Book

**Conversation Hour (N): Group Therapy in the Cinema—History and Trends Through Decades**
8/21 Sun: 9:00 AM–9:50 AM
Washington Convention Center, Meeting Room 144C
Chair: John V. Flowers, PhD
Participant: Steven Schandler, PhD

**Symposium (N): Innovative Uses of Video Technology for Assessment, Diagnosis, and Treatment**
8/21 Sun: 10:00 AM–11:50 AM
Washington Convention Center, Meeting Room 140B
Co-Chairs: Mary E. Travers, MA, and Phyllis S. Ohr, PhD
Participants:
Uta Mocniak-Field, MA, Utilizing Early Home Videos to Identify Developmental Precursors of Atypicality
Maurice Levy, PhD, Investigating Bias in Psychologists’ Decision Making Using Video Editing Technology
Dawn D. Dugan, MA, Using Video Mediated Recall to Assess for Maternal Dysfunctional Thinking
Phyllis S. Ohr, PhD, Cognitive–Behavioral Analysis of Stressful Interactions With Infants and Children
Hilary B. Vidair, MA, Video Self-Modeling as an Intervention for Mothers of Oppositional Children
Discussant: Jeffrey W. Fagen, PhD
Thursday, August 18

Invited Symposium (S): Scientists Talking to the Media Sharing Psychology with the Public
8/18 Thu: 10:00 AM–11:50 AM
Washington Convention Center, Meeting Room 156

Invited Symposium (S): Sex and Love Healthy and Unhealthy Media Portrayals
8/18 Thu: 1:00 PM–2:50 PM
Washington Convention Center, Meeting Room 147A

Symposium (S): Paradigms of Problematic Patterns of Internet Use Current Research Directions
8/18 Thu: 3:00 PM–3:50 PM
Washington Convention Center, Meeting Room 204A

Executive Committee Meeting (N): [ECM]
8/18 Thu: 3:00 PM–4:50 PM
Renaissance Washington DC Hotel, Meeting Room 7

Social Hour (N): Honoring Division 46 Award Winners, Fellows, and Members of the Media
8/18 Thu: 6:00 PM–6:50 PM
Grand Hyatt Washington Hotel, Lafayette Park Room

Symposium (N): Clinical Topics on the Internet Working in the Online Medium
8/18 Thu: 7:00 PM–8:50 PM
Washington Convention Center, Meeting Room 145B

Friday, August 19

Symposium (N): Born to Be Wild? Media Portrayal of Bad Girls
8/19 Fri: 8:00 AM–9:50 AM
Washington Convention Center, Meeting Room 150B

Poster Session (N): [Poster Session]
8/19 Fri: 1:00 PM–1:50 PM
Washington Convention Center, Halls D & E

Symposium (S): Innovative Practice Opportunities With Media Psychology
8/19 Fri: 2:00 PM–2:50 PM
Washington Convention Center, Meeting Room 203

Invited Symposium (S): Innovations and Best Practices in Violence and Disaster Intervention
8/19 Fri: 3:00 PM–4:50 PM
Washington Convention Center, Meeting Room 206

Symposium (S): Newhart to Frasier to Huff Turning Lemons Into Lemonade
8/19 Fri: 5:00 PM–5:50 PM
Washington Convention Center, Meeting Room 209C

Saturday, August 20

Symposium (S): Stereotypes in the Media
8/20 Sat: 8:00 AM–9:50 AM
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Conversation Hour (N): Group Therapy in the Cinema History and Trends Through Decades
8/21 Sun: 9:00 AM–9:50 AM
Washington Convention Center, Meeting Room 144C

Symposium (N): Innovative Uses of Video Technology for Assessment, Diagnosis, and Treatment
8/21 Sun: 10:00 AM–11:50 AM
Washington Convention Center, Meeting Room 140B
**Symposium: Clinical Topics on the Internet: Working in the Online Medium**

Thursday, 18 August 2005, 7 PM to 8:50 PM
Washington Convention Center, Room 145B

John M. Grohol, PsyD
john@grohol.com

John M. Grohol, PsyD, will chair and serve as discussant for a symposium at the APA meeting in Washington, DC this August entitled “Clinical Topics on the Internet: Working in the Online Medium.” This symposium will be held on Thursday, August 18, 2005 at 7:00 pm in Meeting Room 145B at the Washington Convention Center.

Over the past decade, psychologists’ and clinicians’ use of the Internet has grown dramatically, from initially using it as a simple means to communicate with other professionals via email to nowadays where it has become a valuable growing tool. We’ve come a long way from simply providing information online. Now professionals around the world are finding new ways to help those in need.

But with this growing modality come a number of questions and new responsibilities for clinicians. How do we teach others about online counseling? How can the supervisory process be enhanced by Internet technologies? How is the relationship different between online therapist and online client? And why are some people turning to the Internet to threaten suicide, and how can clinicians help?

This symposium will focus on how clinicians are using the Internet as a clinical tool. A diverse group of presenters has been assembled:

Kaye Anthony, MS, will present about the psychological perspectives of using the Internet for conducting a therapeutic relationship between client and practitioner.

Ron Kraus, PhD, will talk about teaching clinicians and other professionals about online counseling.

Deanna Merz Nagel, MEd, will examine how the supervisory process can be enhanced by online technologies.

Michelle Davis, MEd, will present an interesting set of case studies illustrating the growing number of individuals who are using the Internet to threaten suicide.

As discussant, Dr. Grohol will add perspective and place these current efforts in context for what to expect in the future of online clinical work.

**Poster Session: Selected Presentations**

Friday, 19 August 2005, 1 PM to 1:50 PM
Washington Convention Center, Halls D & E

**Effect of Solitary Versus Joint Computer Use on College Adjustment**

Mandy B. Medvin, PhD, and Terri L. Lenox, PhD
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What is the impact of patterns of computer use on college adjustment in first year students? College administrators, college counselors, faculty, and new technology experts will find this study of interest. This study examined how gender differences in perceptions of Internet use as well as solitary versus joint non-academic computer use affect adjustment to college in the first year. Participants consisted of 227 first semester college students (84 males, 143 females) attending a small liberal arts college in rural Pennsylvania. Student adjustment, loneliness, and recreational computer use patterns were evaluated. Findings revealed different levels of adjustment based upon computer use patterns, gender, and their interaction. Implications of this research for understanding gender differences and concomitant psychological characteristics will be discussed.

**The Effects of Media Bias On Defensive Attribution**

Jameson Lontz, MA
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This study investigated whether media significantly affects emotion leading to defensive attribution. Biased media reports may influence attribution, thus influencing self-government, relationship variables, perception of mental health services, and general understanding of imparted information. All such outcomes call for psychologists and other professionals to intervene within their respective policy, clinical, and consulting settings where the findings of this study are applicable.

In this web-based study, 159 randomly assigned participants read a media report of a crime that was committed and were then asked to attribute degree of blame to characters in the report using a measure of defensive attribution based upon H.H. Kelley’s (1973) attribution theory. Attribution was associated with different types of media stimuli as well as participants’ emotional response to characters in the media report.

**Symposium: Stereotypes in the Media**

10 August 2005, Saturday, 8:00AM to 9:00AM
Washington Convention Center, Meeting Room 204C
Chair, Mary Banks Gregerson, PhD
oltowne@aol.com

Stereotypes exist in the media. Psychologists recognize that media (continued on p. 19)
New Media Technology for People With Hearing Loss

(continued from p. 1)

My thanks to Amplifier Editor Mary Gregerson for welcoming this explanation of a simple but largely unknown (in the USA) media technology, one that has the potential to enhance communication and quality of life for some 31 million Americans. I refer to that large but largely invisible population of those who live with hearing loss.

Consider: If you have vision loss, you deal with it. You have glasses or contacts. If you have hearing loss, there’s a one in four chance that you’ve elected hearing aids—glasses for the ears. But imagine a future in which hearing aids offered doubled functionality, by serving not only as sophisticated microphone amplifiers, but also as personalized, in-the-ear loudspeakers for the broadcast of sound from TVs, PA systems, and telephones.

Actually, this future already exists in Britain and increasingly in other European countries. As a hard of hearing person, I first experienced this wireless media technology when worshiping in the 900 year old abbey on Scotland’s Isle of Iona. After bouncing off the high stone walls, the words were largely unintelligible by the time they reached my ears. Noticing a hearing assistance sign with a “T,” my wife nudged me to activate the “telecoil” receivers that came with my new hearing aids. The result was the auditory equivalent of moving from a gravel road to fresh asphalt. With the loudspeakers not 30 feet away but inside my ears, I was hearing crystal clear sound. It was as if the person was speaking from the center of my head!

In recent years, hearing aid compatible assistive listening has spread to the UK. It’s now in most churches, cathedrals, and auditoriums. It’s at more and more designated ticket windows, bank teller stations, and tourist information counters. It’s coming, by mandate, to all London Underground ticket windows and the back seats of all London taxis. Last September, as I sat with hundreds of others in Gatwick Airport’s huge departure lounge, I was unable to hear announcements about my delayed flight. But then I chanced to activate my hearing aid telecoils, and voila!, the announcements broadcast from my own hearing aids. (The technology is simple: a magnetic signal flows through a wire loop surrounding an audience, and is detected by an inexpensive little telecoil receiver in the aids.)

As I sat there enjoying wireless communication on my laptop, thanks to wi-fi, and wireless communication through my hearing aids, thanks to the “loop” system, I pondered again how wonderful this would be for the United States. Alas, our FM and infrared assistive listening systems use a technology that requires us hard of hearing people to locate, check out, and wear receiver boxes with conspicuous headsets. But as you probably haven’t noticed, we mostly choose not to elect the hassle and embarrassment, so the units mostly sit in closets unused. Sometimes, theatre personnel, when asked for the assistive listening units, will be unaware their facility has them. (Similar receiver/headset units also come with loop systems, for those not yet having suitably equipped hearing aids.)

So, I thought, why not introduce this technology to a pilot American city—my own city of Holland, Michigan? Thanks to support from our community foundation, from local audiologists, and from the local media, Holland has become a model “looped” community, with installations of hearing aid compatible assistive listening in most of its major churches, auditoriums, and fine arts centers, and in various government and public library facilities—some 80 venues in all. Many people have reported being overjoyed (sometimes even in tears) at the ease and sudden clarity of their listening. “Never in my audiology career has something so simple helped so many people at so little cost,” reports the owner of our largest audiology center.

But why stop here? Why not introduce user-friendly hearing aid compatible assistive listening to the nation? With that grandiose aim in mind, I created an informational website (hearingloop.org), have authored sixteen articles for various magazines and trade journals, and have spoken at or attended meetings with hearing industry and hearing consumer leaders. Here are some results of these and other efforts.

First, the initiative has spread to nearby Grand Rapids, Michigan, where many churches as well as government, educational, and convention center facilities are introducing the technology. The Michigan state chapter of the national organization that is “the nation’s voice for people with hearing loss” has recommended that “Michigan’s churches, auditoriums, theaters, courts, airports, and other venues where sound is broadcast install assistive listening systems that broadcast sound directly through hearing aids.” Its counterpart California state organization is now urging much the same.

Second, visible new installations are appearing elsewhere, most notably in the main chamber of the U.S. House of Representatives. When future Presidents deliver their State of the Union addresses, attendees need only activate their telecoils to enjoy customized sound (suited to their own hearing needs) broadcast from inside their ears.

Third, home and office installations are easy, sometimes with a loop system that is as simple as a thin pad that slips under the cushion of one’s favorite chair. Thus if you were to watch television with me, the TV would broadcast to you through its speakers and to me through my hearing aids. Moreover, unlike hearing aid incompatible assistive listening units, the hearing aids allow me to have both the telecoil and mic activated, so I can hear conversation or a doorbell. My office telephone broadcasts sound in both my ears, with greatly increased clarity over typical one-eared listening, even with an amplified phone. (When I take voice mail messages I can set the phone on the desk and listen through my hearing aids.)

My vision for the future is less for loop systems per se than for a revisioning of hearing technology. Perhaps alternative technologies will enable the wireless broadcast of sound to miniaturized, inexpensive receivers that can fit into in-the-ear hearing aids. Regardless, the vision, which today’s loop systems can make a reality, is doubling the functionality of hearing technology, and by so doing doubling the use of hearing aids and diminishing the stigma of hearing loss and hearing aids. Achieving these ends would also reduce the unit cost of hearing aids and increase public support for Medicaid, Medicare, and insurance reimbursement for hearing aids.
So why are we still so far from making this a national reality? It’s largely because vested interests favor the existing hearing aid incompatible technologies, which audio engineers know and love (without understanding the reluctance of hard of hearing people to use it). It’s also because, until recently, only about one third of hearing aids came with telecoils. Thanks to new requirements for “hearing aid compatible” phones—telephones that will transmit a magnetic signal to hearing aids with telecoils—that number is rising, and is up to 48 percent in a recent survey of manufacturers. Moreover, telecoils are now in virtually all the behind the ear hearing aids usually worn by people who most need hearing assistance.

Still, social change requires energy. In Tucson, Arizona, a committed group of hard of hearing people is pushing hard for hearing aid compatible assistive listening, and facing resistance from audiologists and audio engineers who turn (excuse the pun) a deaf ear to the expressed wishes of people with hearing loss. The existing technology we have is the technology we know and prefer.

But supportive new leadership is coming from two kindred-spirited psychologists who happen to lead hearing-related organizations: Terry Portis, the executive director of Self-Help for Hard of Hearing People (the national organization), and Sergei Kochkin, executive director of the education-oriented Better Hearing Institute. Conversations are underway about a possible national initiative promoting hearing aid compatible assistive listening. More and more people seem to be recognizing that broadcasting sound directly to hearing aids is the hearing media of the future. When that future becomes reality, our nation will have become a friendlier place for the 31 million Americans with hearing loss.

David Myers (davidmyers.org) is a Hope College psychology professor and author of A Quiet World: Living with Hearing Loss published by Yale University Press in 2000.

For further information on hearing loops and how to bring them to your community or home, visit hearingloop.org.

New Trends in Working With Print Media
(continued from p. 1)

own news source reaching 187 million potential “readers” online, more than any national newspaper. Or join an existing list. Take a computer course, or search the web for free instruction. Blog—at least two million people are doing it already, posting their diaries on the internet and interacting with each other.

Burning to express a point of view, or with files full of unpublished pieces, you can submit already written pieces to existing websites or newsletters. Many of these need content, especially for free.

About compensation: don’t expect much. “Dear Abby”-level syndicated columnists make money, but newspapers cry poverty. Don’t be surprised about being asked to write an original piece for free, enticed that, “It’s good publicity for you.” Many magazines have regressed to offering the same $1 a word (or half that) from 10 years ago.

Getting an assignment to write a story is tougher lately, as staff writers are writing more of the pieces experts once did. As a result, you might be interviewed on so many angles, you could have written the article yourself. Also, magazines are increasingly operating like newspapers, with reporters calling on “deadline” instead of a luxurious three-month lead (so if you’re not available, they’ll just move on to the next person on the list). They may interview you just to test a story idea that may never see the light of day, or question you on one topic but call days later with a different angle because an editor didn’t like the first draft. Patience is a virtue, as is the desire to get the message out no matter what.

Compared to live TV or radio, writing presents challenges like perfectionism since you usually have more time to obsess over revisions. Since the written word can be more easily accessible and permanent than what’s said over the airwaves, it’s also more exposed to others’ review and potential criticism.

Routes to get in print include: a writer doing a story on your work; writing the story yourself; submitting queries to an editor on various topics; or getting hired as staff or a freelance columnist. Two common formats are commentary or advice in Q & A. For the latter, I have a Reassure Model developed over years of radio advice talk—an anagram that focuses on reassurance and includes support, suggestions and referrals.

How to get access? Register your expertise with the APA Media Referral Service, an excellent clearinghouse that many reporters use. Reporters may “Google” a topic to find an expert, so post your work on the web. Check e-mail regularly (now more common than telephoning)—that allowed Vibe magazine to track me down in India for immediate comments on rap song lyrics. Editors might also call you “out of the blue” because they’ve heard of you (as happens to me from years as a TV journalist, radio talk show host, columnist and book author). Publishing a book helps get you known, but since book publishers no longer budget big book tours to local cities, be prepared to do your own publicity. Send out press releases tying your expertise to news events (like child abuse, euthanasia or school violence). Include “reader-friendly” psychological information and advice like the mind of an abuser and how parents can protect kids. Use media sourcebooks to build your contacts database.

Attend and give speeches at public events. At an author’s talk about his political experiences in Myanmar, my question about the psychological aftermath motivated an editor from the South China Morning Post to ask me to write an article about the aftermath of terrorism and other topics.

Network with colleagues already in the media. I welcome integrating advice with expertise and reports of colleagues’ research in my columns, especially in www.nydailynews.com. It feels good to honor or friends’ hard work and also to advance a mission of Division 46 to elevate the visibility and reputation of psychologists to the public.

Good news is that our field has made headway in that some print seek out psychologists’ commentary. For example, the celebrity magazine, In Touch (People and Star’s competition) regularly quotes psychologists on celebrity’s lives. When a pregnant Denise Richards
recently filed for divorce from her supposedly reformed “bad boy” actor-husband Charlie Sheen, I was asked why a pregnant woman would leave her husband. Where once you had to insist your quotes reflect generalities, such magazines are now more responsible in printing that you “have never met nor treated” the person in question.

A 15-minute interview may only result in one sentence in print. But consider that educating journalists as well as the public is a valuable investment and builds relationships. This happened when I was at a conference in Singapore and interviewed about women balancing work and family, and the editor subsequently contacted me to write a relationship column that I still do.

Pictorials are replacing words. One of my columns has gone from 800 to 650 words due to larger pictures. Print has also caught MTV fever: shorter bits of information for assumed shorter attention spans. While the New York Times and the New Yorker still run intensive pieces, many want “just quick hits.” Recently, I was asked to change a column from one continuous topic, to cover three different subjects.

A typical Internet article is 700 words, so being at my 1,000 word limit here, I’ll close and look forward to saying more another time.

A Circuitous Journey

(continued from p. 1)

Luckily I was selected, and went on to host the show for one year on the local Group W affiliate. Each week we had live actors and I posed a fairly common problem which they enacted extemporaneously in a discordant manner. I then scripted how they could behave in a more understanding and cooperative fashion and move toward problem resolution. The show drew to an end when I relocated to Florida. It had served as an excellent training experience for me, and familiarized me with behind-the-scenes at the studio, as well as the being on air part.

Subsequently I became a founding member of Division 46 Media Psychology, and have served on its Board almost continually since the Division’s inception—first as a Chairperson, then as Secretary, President and Past-President, and have remained active as a Member-at-Large and Chair of the Division’s Publication Board. With my guidance as Editor-in-Chief of the Division’s Book Series, Volumes I and II have been published, and Volume III has just gotten underway with Lenore Walker as the Editor. It promises to be an exciting and informative volume. Tentative focus is on Portrayal of Sexual Themes in the Media.

Part of my own career that bears special mention lies in the use of the printed word to convey ideas and messages. In keeping with the maxim “the pen is mightier than the sword,” I have been a prolific writer. Over 180 of my articles have been published in professional journals and newsletters, here and abroad. I am now diligently working on two more edited books that are under contract, which will bring the total to 30 when published.

A favorite project in my recent Division 46 Media Psychology activities was the initiation of the APA Talent Show, under Division auspices, for which I selected participants, and served as producer, director, and MC. When I presented the idea to Lenore Walker, who was then the President of the Division, I focused on the talents of so many of our members. She gave the idea her blessings and told me to run with the ball. We presented the show at the Division’s Social Hour, and at the APA President’s Reception for two years during Noreen Johnson’s and Phil Zimbardo’s Presidential years. Many Division members participated, and the show was well received. Perhaps we will be invited to do it again in the near future; it seems loads of interest remain.

During this time, I did the TV talk show circuit also, appearing on such shows as Oprah and Phil Donahue, and continued “walking-the-talk” and “talking-the-talk,” while being mindful of the ethical parameters surrounding the guest role.

In the past 25 years my horizons expanded, and international psychology and family therapy captured my interest. In addition to guest lecturing and doing workshops in over 50 countries, I have served as President of two international professional organizations—the International Family Therapy Association (IFTA) and the International Academy of Family Psychologists (IAFP). Interestingly, in other countries the work of distinguished visitors is showcased a great deal more than in the United States. This has meant being on panels with renowned politicians, judges, clergy and mental health professionals covered by the print and TV media, being whisked from the airport to a TV studio to have an interview, as well as having many on-site interviews by members of the press. There is rarely any advanced notice, so arriving and always being well groomed “just in case,” and being willing to have one’s work videotaped and/or televised has become par for the course. Working with interpreters and translators has also become SOP (stand operating procedure).

One of the high-water marks of this era for me was a 10-year weekly radio show on Voice of America. I was interviewed by phone from the VOA studios in Washington, DC by Irene Kelner, MD, a marvelous VOA staff member who is a broadcaster in the Russian Sector. The program was variously called “Focus on the Family” and “Psychology Corner.” I was interviewed on a bevy of current topics of interest to her huge listening audience in Eastern Europe, where it was aired at prime time. Tapes of each session were made available to staffers in all sectors, and at times the program was translated into dozens of languages for distribution to a variety of countries. It was fascinating to learn which subjects were not selected by which countries because they were taboo. For example, anything concerning sexuality was not selected for transmission to Moslem countries. Those in the listening audience often e-mailed questions, and the program received an award for excellence.

It’s been a fabulous journey, and I hope there are still many miles to
traverse, many more countries to visit, and more guest appearances on significant shows. For many reasons, APA Division 46 Media Psychology will continue to occupy an important place in my professional and personal world. I believe media psychology must be perceived broadly to encompass print and televised media, plus all of the new electronic avenues for dissemination of thoughts and information.

I think it is imperative that members of the Division continue to interface with all the various kinds of media if we are to bring psychologically accurate and relevant information and interpretations to the public in an informed and ethical manner. It can be a challenging and rewarding aspect of practice.

2005 APA Convention
(continued from p. 1)

Our invited programs will prove to be crowd pleasers:
—Division President Dr. Peter Sheras will chair a session organized by Dr. Lisa Firestone on “Sex and Love—Health and Unhealthy Media Portrayals.”
—Dr. James Bray will chair a session on “Scientists Talking to the Media: Sharing Psychology with the Public” with Rhea Faberman of the APA as one of the presenters.
—Dr. Elizabeth Carll organized a symposium on “Innovations and Best Practices in Violence and Disaster Intervention.”

In addition, there will be other symposiums on:
Paradigms of Problematic Patterns of Internet Use
Clinical Topics on the Internet
Media Portrayal of Bad Girls
Innovative Practice Opportunities With Media Psychology
Newhart to Frasier to Huff—Turning Lemons Into Lemonade
Stereotypes in the Media
Virtual Reality
Getting Your Book Published

The complete program will be published on a tear-out page in this edition of the Amplifier.

The Division 46 board of directors meeting will be Thursday, August 18, 2005, from 3 to 5 pm in the Renaissance Washington Hotel Meeting Room 7, and all Division 46 members can attend.

Be sure to attend our social hour on Thursday evening to honor our award winners, new fellows and members of the media. It is be GREAT fun!!!

Symposium: Stereotypes in the Media
(continued from p. 15)

can magnify to titan proportions the implications of a concept like a stereotype. Media psychologists also realize those in the media have a responsibility to choose wisely their words, their images, and their concepts to eschew stereotypes and embrace more fruitful approaches like prototypes.

This symposium provides a forum for media psychologists to analyze selected stereotypes in the media. This forum offers, first, a conceptual framework to distinguish stereotypes and prototypes, then three examples of media stereotypes, and, finally, a discussion of how the media might apply this information.

For the conceptual framework of the three critiques, Mary Gregerson, PhD, a media psychologist also expert in social psychology, will distinguish between stereotypes and prototypes, which differ fundamentally from each other and are often confused. A stereotyped concept that produces psychological and social casualties is a label rather than a prototypic model serving as a beacon for individual development congruent with societal needs. The media can choose whether to contour prototypes rather than perpetuate stereotypes.

Next, three presenters will explore different types of stereotypes in the media.

First, June Wilson, RN, media psychology graduate student will present gender differences in weight and overweight considerations in the popular media. The recurring characteristics associated with weight reveal negative implications mitigated by gender.

Second, Rochelle Balter, PhD, JD, a media psychologist and media lawyer will analyze media stereotypes of disability and their social meanings. The transition from marginalization to iconization of negative presentations in the media of those with disability reveals societal prejudices.

Third, Stuart Fischoff, PhD, a professor emeritus in media psychology will report on an empirical investigation into the use of gender and ethnic stereotypes when casting movies. Traditional casting practices are compared with ethnic and gender preferences.

Finally, Lawrence Balter, PhD, a distinguished media psychologist from the New York City area will discuss these critiques.

Symposium: How to Get Your Book Published
The Journey from Idea to Publication—and Beyond
Saturday, 20 August 2005, 12 PM to 12:50 PM
Washington Convention Center, Meeting Room 150B
Linda Sapadin, PhD, Chair

Many psychologists aspire to be published authors, yet lack the focus and knowledge to make their dream a reality. Getting your book published in the popular market has become more difficult due to economic forces, competition from celebrity authors and the

(continued on p. 20)
Symposium: How to Get Your Book Published
(continued from p. 19)

need to switch from academic writing to writing non-fiction page turners.

This symposium is oriented toward aspiring writers as well as though who have already been published.

Drs. Linda Sapadin, Elizabeth Carll and Deborah Forest, all published authors, will discuss ideas and “how-to” strategies to help psychologists get their nonfiction book published. The symposium will include:

- Shaping and focusing your ideas,
- Writing a strong book proposal,
- Finding a good agent and publisher,
- Working with a co-writer,
- Exploring alternative publishing options,
- Working with the media to promote your book,
- And much more.

Group Therapy in the Cinema: History and Trends Through Decades—A Conversation Hour With Film Clips
Sunday, 21 August 2005, 9:00 AM to 9:50 AM
Washington Convention Center, Meeting Room 144C

John V. Flowers, PhD, and Steven Schandler, PhD

This conversation hour will show and discuss clips of the group therapy films to demonstrate historical trends and the power of film to shape public opinion. Therapy presentations in cinema begin in 1899; however group therapy begins 5 decades later with positive portrayals in self help groups such as Come Back Little Sheba and documentaries such as The Quiet One. In the late 60s and through the 70s the portrayals lean toward the negative culminating with One Flew over the Cuckoo’s Nest and Night Porter. As opposed to individual therapists, who are also shown as negative in the 70s, and become ever more so in the following decades, group therapist portrayals rebound and become increasingly powerful and positive in films such as with Down Came a Blackbird, and even comedies such as Gun Shy show a good group therapist. The reasons for this divergence between individual and group therapists will be discussed.

Maintaining Standards is the Challenge Inherent in Media Psychology
(continued from p. 11)

representation signifies some thirst for “more”—more history, more collateral events, more future implications, more lessons learned, more raison d’etre.

The “more,” though, can vary among the audience members. We need be ever mindful of the multiple levels of education, experience, and understanding in the audience that will receive our message. For one person, “bomb” might mean something panned, while another might find a meaning of exceptionality. In another instance, one person might be soothed by detailed information about, say, post-traumatic stress symptoms, while another person might be made anxious by such intricacy. Finding that middle ground to reach as many as possible while still eschewing the bane of mediocrity is the professional challenge many of us embrace vigorously, tirelessly, and with good humor.

We at once serve and protect. We serve both the public and the profession. For the public we provide, usually pro bono, access to arcane psychology. For the profession, usually gratis, we warm the public to our specialty. We protect both the public and the profession. The public is protected from chicanery and misinformation. The profession is protected from exploitation and sensationalism. At our best, we imbue quality in both directions. That is our challenge. That is our reward.

2005 Convention Activities in Washington, DC

Save the Date: Division 47 Exercise and Sport Psychology presents The 27th Annual Running Psychologists’ APA 5K “Ray’s Race and Walk” on Saturday, August 20, 2005, at 7 am. Bus transportation from APA hotels will be provided. The registration form is available online at http://www.psyc.unt.edu/apadiv47/pdf/RaceApp2005.pdf.
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Dr. Nordal is Chair of APA’s Committee for the Advancement of Professional Practice (CAPPI), former member of the APA Board of Directors, Fellow of APA and the Mississippi Psychological Association (MPA), past president MPA, and Finance Chair of APA’s Division 2 (Independent Practice).

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Publication and Submission Guidelines

The Amplifier is the official newsletter of APA Division 46, Media Psychology, and is published four times this year (Spring, Summer, Fall, and Winter). Unsolicited contributions from members are welcomed and encouraged. Articles must be relevant to media psychology and should not have been published elsewhere. All submissions should be sent to the Editor, Mary Banks Gregerson, PhD, by e-mail at oltowne@aol.com. Submissions must be received by March 1 for Spring issue, April 15 for the Summer issue, July 15 for the Fall issue, and September 15 for the Winter double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

Invite a Friend to Join Division 46

Know someone who should belong to the Division of Media Psychology? Ask them to send this form to: Division 46 Administrative Office, American Psychological Association, 750 First Street, NE, Washington, DC 20002-4242 to get more information. Or they can call 202-336-6013 or email kcooke@apa.org for an application.

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