PRESIDENT’S COLUMN
Reflections on a Busy and Productive Year
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A review of the Spring, Summer and current issues of The Amplifier will clearly indicate that this has been a busy and productive year for our Division. As previously noted, we completed the review and obtained final approval of the revisions in our Bylaws under the capable leadership and dedicated work of Secretary Pauline Wallin and President-Elect Rochelle Balter. We also explored the possibility of revising the name of our Division to more clearly represent the full range of interests of our members. However, in response to numerous and strong responses from our members, including a number of past presidents who continue to be highly active in our programs, the Board unanimously decided to retain our present name, while intensifying our efforts to inform our colleagues of the broad range of the interests of our members.

Division 46 organized and sponsored an outstanding program of activities at the APA Convention in New Orleans, which included a number of excellent symposia, several outstanding invited addresses, a media training workshop, and stimulating poster sessions that included presentations by our members, and by both graduate and undergraduate students. I was especially pleased with the reasonably good attendance at my presidential address on “Measuring Psychological Vital Signs: Anxiety, Anger, Depression and Curiosity,” which was scheduled at the same time as the major presentation by Dr. Phil, and would like to express my appreciation to Dr. Norman Anderson, APA Chief Executive Officer, for taking time from his extremely busy schedule to introduce me.

A major highlight at the APA Convention was the presentation of the American Psychological Foundation Lynn Stuart Weiss Lecture by the Honorable Captain Mike Mukula, Ugandan Minister of State for Health, who spoke on “Psychology as a Means of Attaining

Research into Action:
An Update from the APA’s Public Policy Office
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The American Psychological Association has long been a champion in media advocacy, especially regarding children’s issues—in concert with many of the members of Division 46. APA has been a leader in most of the major telecommunications regulations since 1980 that have attempted to provide a more healthful media environment for children— The Children’s Television Act, the Three Hour Rule for Children’s Educational Programming, the 1996 Telecommunications Act, the Federal Trade Commission Report on the Marketing of Violence to Children, and recently passed Public Interest Obligations for Children’s Digital Media.

APA’s members are actively sought by members of Congress, the federal agencies, and the national press to speak to psychology’s expertise on child development and media. Bi-partisan efforts, rarely seen in other policy areas, are enjoined in this area with APA often serving as the organizing force. The Children and Media Research Advancement Act, a bill funding media research for children at the

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President’s Column
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Peace through World Law.” We worked closely with Division 52 as a co-sponsor of this lecture, which is supported by the American Psychological Foundation. In addition to his lecture, the Honorable Mukula met and spoke briefly at a meeting of the APA Board of Directors. I would like to thank Mary Gregerson for her extensive investment of time and energy in working with Division 52 President Norman Abeles on the arrangements for the Mukula Lecture, and for her outstanding contributions as Chair of our Program Committee for the APA Convention.

Another highlight of the Convention was the presentation by Past-President Peter Sheras of the Division’s Lifetime Achievement Award to Stuart Fischoff for his unique, outstanding, and continuing contributions to Media Psychology. In addition to his exceptional organizational skills and leadership, Stuart continues to stimulate and amuse us with his poetry and his humor, as can be noted in his frequent postings on our listserv. I would also like to congratulate Sharon Brennan who received the Division 46 Community Outreach Media Award for her work in establishing the New York State Psychological Association’s Media Ambassador Program that provides consultation and training for psychologists working with the media.

Preparations for our APA Convention Program were not without difficulty. As in previous Conventions, we initially scheduled our Board meeting and Social Hour for Saturday afternoon. However, in keeping with the needs of some of our Board members who had conflicts or would not be available near the end of the Convention, we rescheduled these sessions for Thursday afternoon and evening. Unfortunately, this put us in conflict with the APA Opening Ceremony, and required a separation in time between the Board meeting and our Social Hour.

I would like to take this opportunity to recognize and congratulate the following Division members who were elected as Fellows at the New Orleans Convention: Drs. Norman Anderson, Linda Berg Cross, Anne Bernstein, Alan Delamater, Rosalind Dorlen, Iris Fodor, Alan Gessner, Ronald Giannetti, Mary Howard, L. Huesmann, Art Kovacs, Lawrence Kutner, Tannis MacBeth, Elizabeth Nair, C. O’Brien, David Shapiro, Richard Velayo, and Arthur Weider. Alan Entin has done a great job as Chair of our Fellows Committee during the past year, especially in identifying members of our Division who were already APA Fellows and well-qualified to be Fellows of Division 46. Please send your nominations to Alan of colleagues whom you feel are well qualified to be considered for election as Fellows of our Division.

Finally, I would like to share with you the good news that our Division has completed the five-year review required by APA, and has been informed by the Committee on Division APA Relations (CODAPAR) that we have been approved. Since we continue to be one of the smaller Divisions of the APA, I would like to encourage our members to recruit and nominate colleagues to join us in helping to “give psychology away,” and to “make psychology a household word,” as advocated by several of our recent APA presidents. We have the potential to make a unique and very important contribution by helping society to understand the many significant ways in which psychology contributes to research and professional practice on health-related problems.

As my term as your President is coming to an end, I have been greatly pleased and impressed with the strong commitment of our members to the goals of our Division, and the important activities in which they are engaged. Assisting psychologists in working more effectively in helping the media to understand and share our research and clinical findings with the general population is, indeed, an extremely important and worthwhile goal toward which our Division must continue to strive.

Division 46 President Charles D. Spielberger, PhD, ABPP is Distinguished Research Professor of Psychology and Director of the Center for Research in Behavioral Medicine and Health Psychology at the University of South Florida, Tampa.
President-Elect’s Column
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We are taking a number of steps to enhance the stature of Division 46 within APA as well as to those outside of APA who are media or communications professionals. To improve our own infrastructure, both Board members and Committee chairs are in the initial stages of writing a Policies and Procedures Manual for the Division. This will ensure continuity and cohesion not only in our day-to-day operations but also as members of the Board rotate off and are replaced by new electees. If you are aware of any policies or procedures that work especially well in other organizations or groups to which you belong, please let us know. I would really appreciate having these submitted to me at RBalt@aol.com so that we can see if they would apply to Division 46.

We are a member-centered division, and as such we really would like to hear about the activities in which you are engaged, any interesting publications you may have found, or any topic you believe needs discussing in The Amplifier. Please send these to our Amplifier editor.

Our listserv activities vary from day to day. However, we would really like to hear from you. We need more member participation. If you are not yet on the listserv, please join it. Please use it to bring up information of interest and issues of importance to Division members. We cannot address member needs if we don’t know what they are.

In 2007, Division 46 will celebrate its 20th anniversary. We are planning a unique Convention program and we truly hope you will join us in celebrating this milestone.

From the Computer of the Editor

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This issue is my swan song as Executive Editor for the APA Division 46 Media Psychology newsletter The Amplifier. Aptly the theme for this final issue is Advocacy. As we bring psychology into the everyday lives of others, we advocate in the mildest form for psychology.

Advocates for psychology persuade not only by their political entreaties but also by their very presence. Our professional presence speaks volumes. Every person with whom we interact who knows we are psychologists leaves our presence with a positive, negative, or neutral attitude toward psychologists. We determine that in our everyday lives. It’s that simple. What’s your track record?

On a more formal level, psychologists representing our profession can have profound impact on our governing populace. This professional level reverberates from the personal level onto the political, which may be noted in Jan Hembree’s personal odyssey into advocacy at the state level (see article starting on p. 5). Readers will discover how one psychologist’s personal choices made advocacy a “must have” element of her life as a professional psychologist. And, she is not a lobbyist who is paid for time and effort. She is a volunteer, an advocate providing pro bono service out of her passion.

What is your passion?

Past Amplifiers have sampled the range of passions motivating media psychologists in all walks of professional life. As such, The Amplifier is a form of advocacy. And, the editorship of The Amplifier is a type of advocacy, but one of pedagogy rather than persuasion. Perhaps the newsletter itself serves less as an advocate per se and more as an ambassador. The diplomacy involved with members relations and outreach to outside experts requires resilience, tact, resolve, and, most of all, good will.

Certainly my bon homie has remained intact and even grown. I still feel genuine in signing many emails, “Smiles.” Although I approach this newsletter with serious intention, the real enjoyment and great satisfaction is in a concrete product, at once both classic and cutting edge. These sentiments should underline the heartfelt “thank you” that I send to each and every member who contributed during my time of leadership for the newsletter, and to every member who prioritized reading this newsletter in their professional day.

I wish this “farewell” to thank personally all those who made this 3-year experience particularly memorable—you definitely know who you are! Particular notice, though, should be given to the three Presidents I have served: Lou Perrott, Peter Sheras, and Charlie Spielberger. They have reigned with velvet gloves and allowed great latitude to experiment with format, with content, and with staff additions. With this final issue, we have returned to the classic format characterizing the editorship of Dr. Lilli Friedland. The newsletter content continues to reflect and emanate from the Division Mission statement. The current staff Jameson Lontz and Sharon Lamb have made a previously solo enterprise more interactive, more collaborative, and better.

Outside of these special mentions, some APA Division 46 Media Psychology members actually mentored me, and for that I will ever be indebted. Some challenged me, and in doing so, actually made The Amplifier better, and, although I generally prefer other means of collaboration if I have a choice, certainly the elevated outcome requires acknowledgement. Some flattered the Division by their constant contributions, and their omnipresence speaks for itself.

Throughout my tenure, The Amplifier received Board support,
Words From the Associate Editors

A Perorated Song

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Every few years, a student at the university where I am completing my doctoral internship is struck by the train that moves through campus. Of course we never really know whether the death is accidental or suicide. In any case, thank goodness that an investment in life insurance can be used to cushion the blow for surviving loved ones. However, if the departed were seeking therapy and concomitant psychopharmaceutical care to treat life threatening depression and potentially assist in longevity, for example, they may not have been able to afford the life insurance! Despite the U.S. Surgeon General’s report that approximately 15% of the general population, i.e., more than 40 million, receives mental health services annually, the erroneous belief of mental illness as an anomaly pervades.

Last week a colleague displayed a fractal on his computer desktop. “What’s a fractal!” I asked. Upon learning that fractals are mere geometrical structures with fragmented design that represents physical properties of the structure to illuminate the probability of various solutions to a problem…, I was dazed momentarily. “Ohhh,” I said, “…kind of like how statistical correlation gives us the probability that two things tend together?” I still do not fully understand fractals, but have at least learned the basic concept because my colleague was able to explain in my language.

One task of a media psychologist, as I understand it, is to clearly define the role of the psychology professional to laypersons. The properties of our communication with others are currently misaligned where individuals become unfairly discriminated against for pursuing a more satisfying and healthy life. There may be no panacea; but, one tool is to address unbalance in current practice by speaking intelligibly in our respective settings. When I discuss the prevalence of mental illness and mental health services with my students, they open up. By simply normalizing their experience, and by communicating in their language, I have, at least, provided impetus to think about another perspective. It seems imperative that we are working to advocate for those who receive mental health services; and, to educate our brothers and sisters in other professions.

Getting to Know You

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As a new member and fan of Mary I took on the job of associate editor willingly, thinking Mary seems nice to work with and I’m a fast writer, so what’s one more little task? What it has meant though is a hurried and sometimes limited look at my new Division.

I had originally joined because I’m interested in researching media representations and their influence on girls’ development and also in the way the public views abuse and victimization. Quickly I realized that the engine behind this Division seemed to be the media psychologists who present psychology to the public, and not the media psychologists who research media, although these folks are a growing presence.

Why is that? Well, as public persona they have more activist rather than scholarly natures, perhaps. It could also be that the division is no longer attracting the young people who are doing media research and analysis. There are hundreds (thousands?) of graduate students out there who are now working on media effects.

When I’ve told people I’ve joined Div 46, they look surprised and ask, isn’t it full of a bunch of narcissists who like to see themselves on TV? I tell them, no. Actually, they seem quite sane and are interested in how clearly, accurately, and effectively we can present psychological concepts and issues to the public. But I do say that I’m still looking for the people doing media research.

I’d love to see more discussion on the Listserv of interesting studies about the media and its effects. I hope the newsletter will include more information about current research in the media. I can’t see another APA Division that would be better for that.

My own work in this area is recently published in a book with co-author Lyn Mikel Brown, Packaging Girlhood, (St. Martin’s Press), but I also write about representations by the media of sexual abuse and rape victims (see my Op Ed in the Burlington Free Press on 9/1/06) or an op ed in Ed Week on music lyrics and teens that was published this month. I’m on Vermont’s statewide Anti-Violence Partnership and one of our goals in the 5-year Sexual Violence Prevention Plan is to work with the media around the images and stories they’re producing. I’ve also served on APA’s Sexualization of Girls Task Force, the report of which won’t be out before February 2007 but which is chock full of research and theorizing about media’s influence on the sexualization of girls.
My “hobby” as an advocate for psychology got started at a Legislative Day in Richmond, Virginia. There a group of psychologists chased down state legislators to tell them about ourselves. This pursuit was probably a traumatic experience as much as it was a pivotal one. First, we “sold” ourselves, not a very psychotherapeutic role. Second, we “sold” ourselves to attorneys—good luck! Third, I had no idea what I "sold" ourselves to attorneys—good luck! Third, I had no idea what I

Be a Global Ambassador for Psychology: Media and International Advocacy Making Psychology a Household Word Worldwide

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A Brief History of Advocacy and Psychology
Where would psychology be without our advocacy efforts? In the late 1800s, the philosophers who decided to forge a new field called psychology were chagrined that psychological testing would ruin the identity of psychology, and they attempted to make laws that allowed only physicians to finally determine a person’s IQ (based on psychological testing). When at the turn of the century the Massachusetts Medical Society tried to pass a law limiting the practice of psychotherapy to physicians, then APA President William James testified before the Massachusetts legislature and prevented this law from passing. He may have been our first legislative advocate.

 Physicians continue trying to maintain control over the psychology doctorate, which, ironically, was the original “doctor.” Moreover, physicians have said that the only ones who can practice medicine are the physicians. Yet when WWII came along, the supply of medical personnel was short, and many others stepped in to fill the roles needed to treat patients and soldiers. Those mobilized included the nurses, dentists, optometrists, pharmacists, podiatrists, and the list goes on. It should include psychologists. Psychologists were needed in hospitals to do assessment and to treat the psychological wounds of soldiers and others. Clearly many professional types can provide medical expertise, not just physicians.

Not only the medical profession has historically lobbied to control and subdue the field of psychology. Within our own profession, different groups have needed advocates to speak out to make room for all our different areas of expertise. For example, in the 60s the academics did not want psychologists to gain licensure to practice psychotherapy.

My Personal Odyssey into Advocacy
Without political advocacy, we have no voice in the very laws that govern our daily work as psychologists. Promoting the important field of psychology was a bandwagon I personally could get on. I joined local and state psychological associations.

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Be Alert to Opportunities
During a trip to American Samoa, over dinner at a famous beachfront restaurant, Tisa’s Barefoot Bar, the owner, who was running for governor at the time, for the first time shared with me her story of being abused. Since domestic violence was a prevalent but hidden problem in the culture, she agreed to make her story public, and the next day I organized for her to appear on a special half-hour show on the local TV station, with me giving psychological advice. The experience was healing for her personally and for many women in the community.

Brainstorm How to Make Most of an Opportunity
International advocacy requires being creative packaging. I put together “anti-terrorism = peace” at the recent APA convention in New Orleans when the American Psychological Foundation and Divisions 46 and 52 (International Psychology) co-sponsored the Honorable Captain Mike Mukula—then Ugandan Minister of State for Health and now Vice-Chairman—to speak about counter-terrorism. So I invited him to the reception/fundraiser I co-organized for Katrina survivors at the Division 48 Peace Hospitality Suite, where he spoke extemporaneously. Next, I invited a representative to the upcoming UN conference to discuss Uganda’s unique ABC+ approach for HIV/AIDS prevention. Later, at the Clinton Global Initiative, I discussed American models, including mine, for teen HIV/AIDS prevention with his new Ugandan Minister of Health and now Vice-Chairman—to speak about counter-terrorism. So I invited him to the reception/fundraiser I co-organized for Katrina survivors at the Division 48 Peace Hospitality Suite, where he spoke extemporaneously. Next, I invited a representative to the upcoming UN conference to discuss Uganda’s unique ABC+ approach for HIV/AIDS prevention. Later, at the Clinton Global Initiative, I discussed American models, including mine, for teen HIV/AIDS prevention with his new Ugandan Minister of Health. Then, I arranged for my Nigerian student intern from Smith College to write about African and American models for African news services.

Be a Resource and Put Psychology in Context
Many developing countries want to know about America: On a trip to Sierra Leone to visit radio stations supported by the NGO Search for Common Ground, several shows asked me to be on the air to talk about AIDS prevention. Others need education about how issues have psychological angles. The “Dialogue” show on China’s CCTV—the

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Summary of Actions Taken by the APA Council of Representatives at its August 2006 Meeting

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At its meeting during the New Orleans convention, the APA Council of Representatives deliberated the issue of the role of psychologists in national security interrogations.

As it has in its last two meetings, the APA Council of Representatives devoted considerable time to discussion of the ethics of psychologists’ involvement in national security interrogations. Lt. General Kevin C. Kiley, Surgeon General of the U.S. Army, spoke about the work of psychologists in consulting to interrogation teams at the U.S. Naval Station at Guantanamo Bay, Cuba. Kiley emphasized his belief that military psychologists are able to do their jobs and adhere to the APA ethics code. Dr. Steven Reisner, a senior faculty member at Columbia University’s International Trauma Studies Program, also spoke, expressing his belief that psychologists should not be present in any capacity at Guantanamo or places like it. Interestingly, Lt. Gen. Kiley gave statistics on how many military psychologists there are in the Army and it was only 25 full service and 125 in reserves.

The Council also received an update on the continuing work of the APA Ethics Committee concerning the ethics of psychologists’ role in national security investigations from Dr. Olivia Moorehead-Slaughter, chair of the committee. The committee is beginning work on a commentary/casebook which will address how to define such terms as cruel and degrading.

In separate action, the Council adopted a resolution affirming the organization’s absolute opposition to all forms of torture and abuse. The resolution also reiterated psychologists’ duty to intervene to attempt to stop acts of torture and abuse as well as the obligation to report any instances of torture or other forms of cruel, inhumane or degrading treatment. The resolution also affirmed the centrality of United Nations human rights documents and conventions to APA policy.

Council also requested that APA President, Dr. Gerald Koocher, write a letter on behalf of the Council to all military psychologists and those working in the National Guard and Veterans Administration commending them for their many significant contributions and sacrifices.

Council also:

• Adopted Guidelines for the Undergraduate Psychology Major. The guidelines provide support to academic departments by describing a set of learning goals and outcomes for the undergraduate psychology major designed to improve the quality of learning and teaching in psychology. APA’s Board of Educational Affairs (BEA) Task Force on Undergraduate Psychology Major Competencies drafted the guidelines. The guidelines (www.apa.org/ed/resources.html) address development of competencies in students seeking entrance to graduate or professional schools, as well as those entering the labor force. The task force also developed a companion resource on effective assessment strategies for the competencies called the “Assessment Cyberguide.” The guide is available online at www.apa.org/ed/guidehomepage.html.

• Adopted the report of the APA Working Group on Psychotropic Medications for Children and Adolescents. The report cites an urgent need for improved access to evidence based mental health care for children and adolescents and identifies serious gaps in the knowledge base for treatment of young people with mental health disorders. (A press release and full text of the report will be available the second week in September at http://www.apa.org/releases/).

• Adopted the report of the APA Zero Tolerance Task Force. The task force reviewed 10 years of research on zero tolerance policies in schools and found that they did not have the desired effect of reducing violence and disruption and in some instances can actually increase disruptive behavior and drop-out rates. The report recommends that zero tolerance policies not be abandoned but that teachers and school administrators be given more flexibility in the implementation of disciplinary actions.

• Adopted the report of the APA Task Force on Socioeconomic Status and established a Continuing Committee on Socioeconomic Status. The Committee will look at the effects of socioeconomic status on psychological development and well-being.

The Council took two actions concerning the accreditation of programs in professional psychology. The first item adopted as changes to the Association rules the recommendations of the June, 2005 Summit on Accreditation. The item included changing the name of the Committee on Accreditation to the Commission on Accreditation and adding to the membership of that body. The membership changes include additional seats for internship programs, postdoctoral residency programs, a diversity seat, as well as the inclusion of open seats. Further, these changes highlight the continued efforts of the Committee/Commission for the inclusion of individual and cultural diversity in all areas of the accreditation process. The second action deleted a clause in the Guidelines and Principles for Accreditation allowing for doctoral accreditation in “emerging substantive areas” and set forward a mechanism that allows for “developed practice areas” to be added to the scope of accreditation for doctoral programs.
Additionally, Council passed the association’s 2007 budget that included reauthorization of the Association’s public education campaign, modified the eight-year dues ramp-up schedule for early career members and increased the members’ journal credit to $55. Dues for 2007 will be $270 for full members (dues increases are based on the consumer price index) and $50 for APAGS members.

The Council also passed an action item restructuring the Membership Committee into a Membership Board and creating a separate Fellows Committee reporting to the new Membership Board. This action requires a change in the association’s Bylaws. The Bylaw amendment will be sent to the full membership for a vote in early November. If approved, the Membership Board will begin seating members in January 2008.

Corporate Consulting as a Media Psychologist

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Media psychologists—whether we’re clinicians, researchers, teachers or some combination of these—are in an especially powerful position to use our skills to diversify and increase our incomes. Depending upon our interests and experience, we can leverage our expertise in communication and behavior change theories, on-camera performance skills, curriculum development, clinical interviewing, data analysis, writing, telemedicine, Web development or other fields.

Some of us are already doing that, most commonly through commercially published and self-published books. Others routinely give paid speeches or run paid workshops. These can be excellent sources of passive (the books) and active (the speeches and workshops) income.

A potentially much more profitable source of part-time income is corporate consulting. In my work mentoring psychologists on how to develop multiple income streams, I’ve noticed that one thing sometimes holding them back from attempting corporate consulting is that they don’t see the connection between their expertise and the demands and needs of large businesses. Some wrongly believe that one needs a doctorate in industrial/organizational psychology to be a corporate consultant. Others limit themselves to attempting clinical-style work, such as stress reduction, within a corporation.

My own field of expertise—child development—is about as far from a hard-core business topic as one can get. Yet I’ve done media psychology-related consulting to several dozen corporations. Some had obvious connections to child development (e.g., General Mills, Disney); others did not (e.g., Drugstore.com, Philips Electronics).

Several of the psychologists I’ve mentored have begun to use their professional training and media backgrounds to do successful corporate consulting. Their experiences show how a bit of creativity can pay off.

Jane Littmann, PhD, a professor of clinical neuropsychiatry and behavioral science at the University of South Carolina School of Medicine, specializes in at-risk children and family therapy. She’s had a multi-year contract to develop, review and critique smoking prevention media materials for Philip Morris USA Youth Smoking Prevention. That includes everything from writing materials for parents to reviewing research literature to monitoring focus groups.

Caroline Clauss-Ehlers, PhD, an assistant professor of educational psychology at Rutgers University, specializes in multicultural issues, especially among Latino families. She’s also a newspaper columnist for Hoy! (Spanish-language Newsday), a magazine columnist for Ser Padres (Spanish-language Parents), has done paid media appearances on Spanish-language television to talk about early childhood development under a contract with Pampers (Procter and Gamble), writes articles in English for Pampers.com, and recently did a television and radio media tour under a contract with Rosetta Stone.

Most graduate school programs do little or nothing to prepare psychologists for this type of work. Yet it can become an integral and profitable part of a media psychologist’s practice.

Lawrence Kutner, PhD, is co-director of the Harvard Medical School Center for Mental Health and Media, and the president of Health Communication Consultants, Inc. There’s more information about corporate consulting at http://www.ThinkingOutsideTheCouch.com.

Facing the Crisis: The Action Coalition for Media Education (ACME) Summit

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I went to the Action Coalition for Media Education (ACME) summit and want to report on just two presentations that I attended that I think will be of interest to psychologists. The first was a plenary talk by pediatrician Michael Rich of Children’s Hospital in Boston. He discussed the body of research investigating the relationship between media use and anxiety, depression, substance abuse, body image problems, attention problems, and obesity in children and adolescents. One of the most interesting points in his talk was about videos called “Baby Einstein.” In fact, videos for babies are a 100 million dollar industry. He reported that these are the number one
Committee Reports

Interactive Media Committee

Violence and the Media: The Role of Psychology in Legislative Advocacy and Social Change

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Violence and the media have a well established connection, with the news reporting of violence, murder, terrorism and mayhem. In addition, violence as entertainment has become big business with increasingly more violent TV shows, movies, and with the evolution of more sophisticated interactive media, specifically video games.

Many psychologists, including members of Division 46, have contributed to the more than 40 years of research indicating the detrimental effects of violent media on children. Since the 1980s, research and attention have focused on the effects of video games and interactive media. In the mid 1990s, Division 46 put forth a position paper on violence in the media. More recently, the Division spearheaded a Resolution on Violence in Video Games and Interactive Media, which was adopted by APA in 2005.

Recommendations of the APA Resolution on Violence in Video Games and Interactive Media

The Div 46 Committee on the Resolution on Violence in Video Games and Interactive Media was co-chaired by Elizabeth Carll and Dorothy Singer, who shepherded the resolution through the various APA committees and boards. This process, which took more than two years and hundreds of hours of consultation with various groups and APA bodies, reflected the intense focus on details and language of the resolution, which was based on the review of the existing body of literature by the resolution committee. This meticulous process was, perhaps, also fueled by the anticipated potential challenges by the entertainment industry and questions from the media.

The APA Resolution recommendations included a call to reduce violence in video games, funding to support research, teaching media literacy to children, encouraging the entertainment industry to link violent behaviors with negative social consequences, and developing and disseminating a content-based rating system that more accurately reflects the content of video games and interactive media and encourages the distribution and use of the rating system by the industry, parents, caregivers and educational organizations.

Interactive Media Committee

The Interactive Media Committee, initiated by Elizabeth Carll, aims to facilitate the recommendations contained in the APA Resolution on Violence in Video Games and Interactive Media with a specific focus on working with the Entertainment Software Rating Board (ESRB), which has developed the rating system for video games and interactive media. In addition, the Interactive Media Committee will focus on continued legislative advocacy regarding the implementation of the recommendations of the resolution.

The Interactive Media Committee, in collaboration with the APA Public Policy Office, has begun a formal dialogue with the Entertainment Software Rating Board (ESRB). Elizabeth Carll, Jeff McIntyre, and the APA Public Policy Office, met with the President of ESRB and other representatives to discuss the APA Resolution, industry issues, and the rating system. Subsequent meetings are in the planning to further dialogue and develop recommendations.

Senate Hearing on Violence in Video Games and the First Amendment

In view of recently released video games, legislative interest has focused on the impact of violence in video games on children. Senator Sam Brownback (R., Kansas) chair of the U.S. Senate Judiciary Subcommittee on the Constitution, Civil Rights and Property Rights, extended an invitation to Elizabeth Carll to testify at the March 2006 hearing on violent video games and the first amendment, relating to statements she made concerning the resolution in the media. Dr. Carll’s testimony, which covered information about the effects of video games, recommendations from the APA Resolution, and concerns about the rating system, was reviewed by the APA Public Policy Office. The hearing was interesting and lively and included psychologists from other institutions, as well as legal/legislative representatives. The testimony, as well as the text of the resolution, can be accessed at http://judiciary.senate.gov/testimony.cfm?id=1824&wit_id=5195.

As a result of the hearing, Dr. Carll was asked to participate in a House of Representatives briefing organized by the Congressional Sex and Violence in the Media Caucus. Although hearings on violence in video games and interactive media have frequently been spearheaded by Republican legislators, this issue has bipartisan support.

The above hearing and briefing reflect the ongoing need for psychologists to participate in the legislative process in efforts to influence social change. Elizabeth Carll testified at the first statewide hearings on video game violence in 1999 before the New York State legislature, and other psychologists have participated in national and regional hearings since that time. The Interactive Media Committee will continue its efforts to work toward improving the rating system of video games and related areas.

The Interactive Media Committee includes Elizabeth Carll, chair, and members Brad Bushman, Karen Dill, Jeanne Funk, Dale Kunkel, and Dorothy Singer. Appreciation is extended to the committee members for their dedication and work on behalf of this important issue. For further information, please contact Elizabeth Carll.
The education committee was formed this year. I am working to assimilate into the Division 46 infrastructure. A number of activities have been started. Media Psychology is the subject of a session at Digital Hollywood on October 24. This session highlights Media Psychology in the entertainment industry. A number of universities have formed The University Project and are doing sessions to related education to the entertainment industry. Some of the participating universities are The New School, USC, UCLA, Pepperdine University, The American Film Institute, The University of Hartford, and Art Center College of Design. Sun Microsystems has been sponsoring University Project events. I am now writing a monthly column in the Greentree Gazette, which is the largest trade publication in higher education. While I am very busy, the education committee is just getting under way. As chair, I would appreciate your suggestions and your sending information that is relevant in the area of education in media psychology. My contact information is (805) 495-0355. Thanks.

News Media, Public Education, Public Policy Committee

Trudeau of NPR Wins 2006 News Media Recognition Award

The news media plays a pivotal role in the dissemination of information and the shaping of public opinion. In recognition of the importance of news reporting, the News Media Recognition Award for excellence in the reporting of psychological information and research was launched in 2002 by the News Media, Public Education, Public Policy Committee.

Michelle Trudeau, Contributing Science Correspondent for NPR was awarded the 2006 News Media Recognition Award for excellence in the reporting of psychological information and research. Michelle Trudeau’s work has provided an excellent service in keeping the public informed about important psychological information to benefit their well-being. Michelle Trudeau has a long track record of outstanding radio programs and has been recognized for her coverage of human behavior, child development, brain research, and mental health.

I would also like to thank the members of the News Media, Public Education, Public Policy Committee: Joanne Cantor, Jina Carvalho, Alan Entin, Stuart Fischoff, Helen Friedman, Roger Klein, and Dorothy Singer for their work in determining the recipient of this important award.

Please send nominations for the 2007 News Media Recognition Award to Elizabeth Carll before April 1, 2007.
Meeting the Media on a Level Playing Field

Rhea Farberman, APR
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As more experienced members of the division of media psychology know, leveling the playing field with the media requires forethought and an understanding of what reporters and producers want from news sources. A productive relationship with the news media is based on two principles—respond quickly, but not too quickly; and speak in language that the reporter can understand and accurately report to his or her readers or viewers.

The Interview before the Interview: Think of your first contact with a news reporter or producer as an interview before the interview. This first contact is your opportunity to ask questions and garner information that will lead to a successful interaction. Ask the reporter the following questions: Outlet they are calling from? (Are you familiar with this outlet—if not ask more about it); What information does the reporter need from you?; Who else have they spoken to in the course of their reporting?

These questions will help you do two things—ascertain if you are the right person to do the interview and get a sense for how well the reporter knows the subject area, that is, how much “educating” about the subject will the reporter need?

If it’s an electronic interview you’ll want to find out: Will the interview be live or taped? Will there be other guests? Will you be interviewed remotely or as an in studio guest?

Consider the media format and audience when crafting your message points. For example, a long magazine article will allow you more time with the reporter and the luxury of slightly longer responses and message points. An interview with a local radio reporter or the Associated Press will require extremely fast response and very brief message points.

Do Your Homework: Every time you agree to an interview, you should do so with a plan for what you want to accomplish—that is, what is the headline or take away message you want people to remember after reading the resulting story?

Getting good news coverage takes preparation. I encourage all psychologists who work with the news media to limit their interviews to a few topic areas. Select topics that you are most familiar with and keep up on the current research and clinician experience through your everyday work and professional reading. Being up-to-date...
with your knowledge is half of the preparation challenge. The other half—probably the more difficult half—is the ability to translate your knowledge into succinct language that fits the media format and that the reporter and the general public will understand.

It will be helpful to spend time before you receive the reporter’s call crafting a few succinct and plain English message points about your topic areas. Review these message points before doing any interview. During the interview they will give you guideposts for your responses. Repeating them emphasizes to the reporter that they are important. You may also need to use bridge phrases to move from the reporter’s question to your message points. A bridge phrase like, “I don’t know the answer to that question, but what I do know and what’s most germane to this topic is”—deliver your message point.

During the Interview: Interviews, especially live ones, go by very quickly. You will need to use your time wisely. There are a few techniques you should know:

1. Use flags—Flags can be words or body language, they signal to the reporter that a piece of information is particularly important.

2. Think of questions as diving boards—A diving board gets you into the pool, a question gets you into the interview. Answer questions and then use bridges to talk about what you want to talk about.

After the Interview: If you can, tape the interview (with the permission of the reporter). Use this tape as a teaching tool. Review it and ask yourself the following questions: Did I deliver my message points? Did I bridge from the reporter’s questions to my message points? Did I correct the reporter’s information if a question was based on a false premise or a misunderstanding of the research data?

Rhea Farberman, APR, is Executive Director, Public and Member Communications, APA.

Countering Terrorism: The Role of Participatory and Democratic Governance for a Peaceful Co-Existence

A Lynn Stuart Weiss Lecture on Psychology as a Means of Attaining Peace through World Law 12 August 2006, New Orleans Louisiana

by Hon. Mike Mukula

Introduction
“Terror has become the code word of our times. We live in terror: Terror created either by the corporate hijack of our economies, resources and lives, or terror created by angry young men called terrorists who use the logic of a terror system to pull it down while they actually reinforce it, or terror created by police states which label peace-loving, democratic activist citizens as ‘terrorists’ because these states themselves see their primary duty as the defense and protection of corrupt and greedy corporations and their illegitimate rights, rather than protection of their citizens and ecosystems.”

Terrorism is one of the fundamental challenges to good governance and peaceful co-existence in the 21st century. It refers to any act including, but not limited to, the use of force or violence and/or threat thereof of any person or group(s) of persons whether acting alone or on behalf of, or in connection with, any organization(s) or government(s) committed for political, religious, ideological, or similar purposes, including the intention to influence any government and/or to put the public or any section of the public in fear. The U.S. Department of Defense defines it as “the unlawful or threatened use of force or violence against individuals or property to coerce or intimidate governments or societies, often to achieve political, religious, or ideological objectives.”

Objectives of terrorism may be to gain publicity for some cause, or desire to obtain concessions or bring about social change. As Lang (1990) has pointed out, however, there is no universally accepted definition of terrorism. The word “Terrorism” traces its roots in the English language to the French Revolution (1789–1794). A Germany Philosopher Immanuel Kant used the word terrorism in 1978 to describe a pessimistic view of the destiny of humankind; a Russian anarchist Peter Kropotkin (1842–1921) called it propaganda by “deed”; and Carlos Marighella (1930) wrote in the Latin American handbook on terrorism, claiming it required adherence to a “higher morality” and that one man’s terrorist is another man’s liberator. Countries such as Ireland, Algeria, Tunisia and Israel might not have become independent republics if not for “terrorism.”

Terrorism may be classified in different ways, depending on the interests of the classifier. For example:

- Domestic—in the terrorists’ own country against their own people
- International—in another country by non state actors.
- State-sponsored—by a government against their own people or in support of International terrorism.

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Countering Terrorism
(continued from p. 11)

Terrorism may also be looked at in another typology as:

- Political—for ideological and political purposes
- Non-political—for private purposes or gain
- Quasi-terrorism—skyjacking and hostage taking
- Limited ideological—Ideological but not revolutionary
- Official or state—used by nation against nation or people

None of the above or any other definitions are satisfactory, and overlap is quite common, depending on the subjective feeling.

Nevertheless, it suffices to say, that the psychology of terrorism causes it to command so much attention compared to other threats to life. For example—many countries have so many markets always going on, but a terrorist act poses threats to everybody even if the numbers of casualties may be much fewer (in the USA September 2001 attack, 3016 deaths were reported and yet official estimates registers 16,000 murder cases yearly in recent years).

There is also a “perception aspect” of terrorism. Some political groups may not see the violent or armed attack on a National Television network as a terrorist act.

Although it has both global and local ramifications, it is mainly rooted in the particular cultural, political, ideological, and religious values that foster a sense of fundamentalism in the minds that subscribe to such values. This lecture, therefore, argues that in order to effectively counter the menace of terrorism, it is pertinent to promote and protect mechanisms that can enhance good governance, tolerance, and peaceful co-existence at global, regional, and local levels.

Terrorism: A Brief Historical Glance

Terrorist acts or the threat of such action have been in existence for millennia. Despite having a history longer than the modern nations/states, the use of terror by governments and those that contest their power remains contentious. While the meaning of the word terror is clear, when it is applied to acts and actors in the real world, it becomes confused.

Part of this is due to the use of terror tactics by actors at all levels in the social and political environment. Is the Unibomber, with his solo campaign of terror, a criminal, terrorist, or revolutionary? Can he be compared to the French revolutionary governments who coined the word terrorism by instituting a systematic state terror against the population of France in the 1790s, killing thousands? President Museveni of the Republic of Uganda has argued on many occasions that a freedom fighter like himself should not be confused with a terrorist.

So we see that distinctions of size and political legitimacy of the actors using terror raise questions as to what is and is not terrorism. The concept of moral equivalency is frequently used as an argument to broaden and blur the definition of terrorism as well. This concept argues that the outcome of an action is what matters, not the intent. Collateral or unintended damage to civilians from an attack by uniformed military forces on a legitimate military target is the same as a terrorist bomb directed deliberately at the civilian target with the intent of creating that damage.

Simply put, a car bomb on a city street and a jet fighter dropping a bomb on an army tanker are both acts of violence that produce death and terror. Therefore (at the extreme end of this argument), any military action is simply terrorism by a different name. This is the reasoning behind the famous phrase “One person’s terrorist is another person’s freedom fighter.” It is also a legacy of legitimizing the use of terror by successful revolutionary movements after the act. 5

Human Rights Good Governance in Nation States
A panacea for local (domestic) terrorism

Good governance—sound policies, mature institutions and accountable systems—is a basic condition for stability and prosperity in all societies and countries. Open, accountable and transparent institutions and sustainable policies help deliver security, respect for human rights and economic development. 5

Democracy and good governance

Although the term good governance is not easy to define, it is synonymous with values such as: Human rights promotion and protection, transparency, accountability, democratic participation, consensus, rule of law and tolerance. According to the Vienna declaration and program of action 1993, Democracy is based on the freely expressed will of the people to determine their own political, economic, social, and cultural systems and their full participation in all aspects of their lives. In the context of the above, the promotion and protection of human rights and fundamental freedoms at the national and international levels should be universal and conducted without conditions attached.

Good governance consists of several dimensions. One is the capacity of the state to function in the service of the public good. Effective functioning requires knowledge of the policies and rules that best serve the public good, and hence training of state officials in their various professional realms. It requires a professional civil service with a set of norms and structures that promote fidelity to public rules and duties, in part by rewarding those who perform well in their roles. This relates intimately to the second dimension of good governance commitment to the public good. Where does this commitment come from? It may be generated by dedicated and charismatic leadership. Or it may derive from a cultural ethic that appreciates and a structure of institutional incentives that rewards disciplined service to the nation or the general community. In every modern society, however, it must (at a minimum) be reinforced by institutions that punish betrayals of the public trust, and so this normative element is strongly linked to the concrete institutional ones.
A third dimension of good governance is transparency, the openness of state business and conduct to the scrutiny of other state actors and of the public. Transparency requires freedom of information, including an act to ensure that citizens can acquire information about how government makes decisions, conducts business, and spends public money. Needless to say, it requires full openness and competitiveness in public procurement, but it also requires openness with regard to the personal finances of government officials. I will come back to this point in conclusion.

Transparency is intimately related to accountability, the fourth dimension of good governance. Governing agents are more likely to be responsible and “good” when they are answerable for their conduct to the society in general and to other specific institutions that monitor their behavior and can impose sanctions upon them. Effective oversight requires open flows of information, and, hence, transparency, so that monitors can discover facts and mobilize evidence. This requires a system of government by which different institutions check and hold one another accountable, compelling them to justify their actions. Power is thus constrained, bound not only “by legal constraints but also by the logic of public reasoning.”

Transparency and accountability are thus intimately bound up with a fifth dimension of good governance, the rule of law. Governance can only be good when it is restrained by the law: when the constitution and laws (including individual rights under them) are widely known, when the law is applied equally to the mighty and the meek, when everyone has reasonable access to justice, and when there are capable, independent authorities to adjudicate and enforce the law in a neutral, predictable, and efficient fashion. Both effective government and well functioning markets require that there be clear rules about what constitutes acceptable conduct in all realms of economic, social, and political life. All actors, public and private, must have confidence that those rules will be observed. Only under a rule of law can property rights be secure and contracts enforceable. Only through a rule of law can individuals be secure against arbitrary harm from the state or powerful private actors.

A fifth dimension of good governance consists of mechanisms of conflict resolution. Participation is one means for doing so. Development is not only about choice at the individual level but also about making difficult choices at the collective level. Often there is no clear answer to the question of what is in the public interest. Only through a process of political participation and dialogue can conflicting interests be reconciled in a way that is deemed minimally fair by all (or most), and that generates broad commitment among the relevant constituencies or stakeholders in the policy arena. But participation in itself can also stimulate conflict. Conflict resolution requires, as well, fairness, justice, and transparency, and often more specific mechanisms to ensure that all groups are heard and included and that power and resources are decentralized and dispersed in a way that gives each community or region some real control over its own affairs.

Finally, when good governance functions in the above five ways, it also breeds social capital in the form of networks and associations that draw people together in relations of trust, reciprocity, and voluntary cooperation for common ends. The deeper a country’s reservoirs of social capital, and the more these are based on horizontal relations of equality, the more vigorous is coordination for and commitment to the public good. Social capital thus not only fosters the expansion of investment and commerce, embedded in relations of trust and predictability, it also breeds the civic spirit, participation, and respect for law that are crucial foundations of political development and good governance. In other words, it generates a political culture of responsible citizenship. All of this, in turn, breeds political legitimacy and stability—further deepening the society’s appeal to investors who must risk capital in the effort to create new wealth. In many respects, then, good governance constitutes a “virtuous cycle” in which the several elements reinforce one another in a dense interplay, further motivating them to be key stakeholders as active participants in the defense of their political rights. This alienates terrorism amidst such a society.

The international community should support the strengthening and promoting of democracy, development and respect for human rights, and fundamental freedoms in the entire world. It ought to be born in mind that global terrorism is mainly rooted or reinforced by domestic causes that include but are not limited to: Dictatorial governments that have no respect for the fundamental rights of their citizens and that derive their support from propaganda geared at creating intolerance for certain domestic or foreign groups of people; the exclusion of minorities from decision making by majorities or vice versa; and the indiscriminate imposition of ideologies, values, or beliefs on all by a certain section of society. Therefore states ought to institute legislative and policy mechanisms to guarantee civil, political, cultural, economic, and social rights for all irrespective of sex, race, tribe, religion, and social status.

Corruption and Terrorism
Corrupt leaders with their demand for bribes at every step of the development have become a major threat to a sound economic and social development that is increasing terrorism. If leaders fail to lead the moral crusade for justice and human dignity, if they fail to enunciate the essentially humane part of politics, the deprived will choose to forget the humaneness of politics, but will use it for violence and even become terrorists. If politics does not become part of the solution, it will motivate hate. The principal obstacle to the country’s growth is the corruption among leaders in general and among the politicians in specific. Bribery, and corruption in all its forms, is now a major cause of poverty, backwardness and terrorism, because the majority are excluded from participating in governance which should be the aim of what a truly democratic society would offer.

Corruption by political leaders at the decision making levels is because of their greed to earn more money, and they don’t look anymore at the benefit of the people. They should think about the poor roads, inadequate drinking water supply in villages, absence of proper buildings for schools in the rural areas, teachers’ salaries which sometimes don’t get paid, lack of hospitals, bridges around the country. But what we see today is the inability of many governments

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APA 2006 Convention Photos

The Div 46 Social Hour included, from left to right, Drs. Frank Farley, Florence Kaslow, and Div 46 President Dr. Charles Spielberger as well as Drs. Irene Deitch, Lilli Friedland, and Peter Sheras.

The Div 46 Social Hour included, from left to right, Drs. Frank Farley, Florence Kaslow, and Div 46 President Dr. Charles Spielberger as well as Drs. Irene Deitch, Lilli Friedland, and Peter Sheras.

Div 46 President Dr. Charles Spielberger presents a Presidential citation plaque to Div 46 2006 Annual Convention Program Chair and the Div 46 Amplifier newsletter editor Dr. Mary Gregerson.

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APA CEO Dr. Norman Anderson (center) accepted his election as a new Div 46 Fellow from Div 46 President Dr. Charles Spielberger (left) and Div 46 Fellows Committee Chair Dr. Alan Entin (right).

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Div 46 Fellows Dr. Irene Deitch and Alan Entin enjoy a Social Hour.

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Drs. Lillian Comas-Diaz, newly elected Div 46 Member-at-Large and Tammy Martin Causey looking on. 2006 Div 46 Fellow Committee Chair Dr. Alan Entin (center) displays one of his photographs of water, which Div 42 Psychologists in Independent Practice bestowed upon psychologists who volunteered to work with victims of Katrina, Rita, and other hurricanes, received.

At the Social Hour honoring this occasion after Div 46 2006 Annual Convention Program Chair and American Psychological Foundation (APF) Lynn Stuart Weiss Div 46 Liaison Dr. Mary Gregerson (center) presented tokens of appreciation. Div 46 President Dr. Charles Spielberger (left) congratulated the Hon. Capt. Mike Mukula (right), the newly elected Ugandan Vice-Chairman (East) for his APF Lynn Stuart Weiss Lecture on Psychology as a Means of Attaining Peace through World Law (see this Amplifier p. 11 for the text).

Div 46 President Dr. Charles Spielberger (far left) joins (from his right to left) Dr. Elizabeth Nair from Singapore, Rosalind Dorlen, Lawrence Kutner, and Div 46 Fellows Committee Chair Dr. Alan Entin (far right).

American Psychological Foundation Gold Medal Award for Lifetime Achievement in the Practice of Psychology winners Drs. Jack Wiggins (left), former Div 46 Board Member and 2006 Fellows Committee member, and Alan Entin (right), 2006 Div 46 Fellows Committee Chair and former President.

At the 1995 Annual APA Conference Div 46 Social Hour, Drs. Florence Kaslow, Kate Wachs, 1995 Div 46 President Irene Deitch, Richard Broder, Lilli Friedland, Stuart Fischoff, Steve Brody, and Elaine Rodino celebrated with a special cake.

Divison 46 Photographs from Dr. Irene Deitch’s Archives

At the 1994 Mid-Winter Board Meeting, Division 46 leaders gathered (from left to right): Renee Norton, Florence Kaslow, Elaine Rodino, Alan Entin, Ellen McGrath, Lilli Friedland, Bob McCall, Irene Deitch, and Fred Koenig.
Media, Myths, and Mental Illness

Lenore Walker, EdD
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This presentation was done with multimedia, using clips from various movies and interspersed with the myths of mental illness that they portrayed and the actual facts. Co-chaired by Lenore Walker and David Shapiro, the presentations were done by the forensic psychology doctoral students as part of their practicum seminar. Implications for the difficulties in persuading lay juries and judges about the realities of the mentally ill offender were also described. Charles Spielberger and Danny Wedding served as discussants.

The insanity defense is one that is frequently misunderstood by the public. Unfortunately, the media play a large part in these misperceptions, because of their need to dramatize many features which we as psychologists know to be untrue. Because of the sensationalized media portrayal of insanity cases, the public misperceives the frequency with which an insanity defense is successfully asserted, when in reality the numbers are miniscule. Another myth propagated by the media is that it is easy for a defendant to “fake” mental illness and fool the Court, walking out of the doors as a free person. With the media portrayal of mental illness, the public has come to know mentally ill people as violent people who foam at the mouth, flail their arms, and constantly behave in a psychotic manner. Jurors are part of the public and are not immune to the influences of the media. When not educated on the various aspects of mental illness, jurors and the public tend to develop preconceived opinions. The impact of mental illness is based on the portrayal of mental illness in the media. These myths conveyed by the media impact the family system affecting the individual’s relations and interactions with his or her family. It is from these misperceptions channeled through the media that we as psychologists need to educate the public about mental illness to assist in extinguishing these myths.

Richard Bedrosian, PhD
rbedrosian@MySelfHelp.com

This presentation detailed efforts to create a family of Internet-based self-help programs that address a broad spectrum of mental health problems and related psychological issues. Initial assessments indicate that the programs can be effective resources for several disorders, including depression and bulimia.

The presentation demonstrated a number of general capabilities of the programs, including self-monitoring tools, e-mail reminders, exercises designed for repeated usage, as well as methods for storage and retrieval of previously entered information. As illustrated, users are offered a number of ways of exploring the interactive programs.

Our programs, which are grounded in empirically supported treatment techniques, have seven key clinical components: motivational enhancement, cognitive restructuring, symptom management, management of affect, relapse prevention, social support, and consumer empowerment. Specific examples were presented to illustrate how our programs approach each of these clinical components. For example, exercises promote cognitive restructuring in a variety of ways: (1) Mimicking Socratic dialogue, in order to teach users how to question their thinking; (2) Providing rational responses to scores of specific dysfunctional beliefs; and (3) Promoting long-term recovery, by focusing on basic schema reflecting issues such as low self-esteem and poor body image.

The presentation addressed ethical issues associated with the dissemination of self-help Internet programs, including breaches of confidentiality and the handling of high-risk symptoms, while offering suggestions on how to minimize the impact of such issues. Lastly, a number of future development goals were outlined.

Richard Bedrosian, PhD, presented work based on this abstract for the “Cool Tools” Symposium at the 2006 APA Annual Conference in New Orleans, LA. Dr. Bedrosian is affiliated with the University of Massachusetts Medical School and is President of MySelfHelp.com located in Northboro, MA.

Cool Tools in Health: Games, eHealth, VR, SimPatients & Podcasting

A Family of Self-Help Internet Programs

Richard Bedrosian, PhD
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This presentation detailed efforts to create a family of Internet-based self-help programs building on the work described in the previous presentation. The programs are designed to be both clinically effective and commercially successful.

As described in the presentation, the development process required us to employ many sources of feedback on content and usability (e.g.,
focus groups, expert reviews). As a result of making our programs available on the Web to paying customers, however, we found that our members were far more critical than those who used the programs for free in the laboratory.

After offering our programs on the Internet for over a year, we made major revisions in every aspect of our programs. The presentation detailed these modifications, which included changing the basic user interface and information architecture, adding a social support component, and developing new interactive exercises.

As summarized, initial assessments of program effectiveness with depression, binge eating disorder, bulimia, and insomnia have been quite encouraging. The presentation discussed other signs of progress, such as increased member retention, and adoption of our programs by healthcare organizations. Lastly, we described a number of continuing challenges sites like ours face, including simplifying language and concepts to make our programs accessible to the widest possible audience, and providing users with speedier ways to identify and access the interactive exercises that address their most significant concerns.

As a result of our experiences, we have concluded that our site will always be a work-in-progress, involving a never-ending process of clinical revisions and technical refinements, based upon feedback from consumers and clinicians.

Richard Bedrosian, PhD, is at the University of Massachusetts Medical School and is President of MySelfHelp.com, Northboro, MA.

**Puppet Theater Creates Videos to Teach Children Money Management**

Mary Gregerson, PhD
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Puppet Theater adapts classic psychodrama for children’s imagination and emotional sensibilities. Psychodrama as Puppet Theater uses action, modeling, and role playing to teach life skills ostensibly to children, and inadvertently to their parents. This creative technique is a type of play therapy adapted for family therapy.

Puppet Theater is needed usually because the parent(s)’ own lack of life skill has created a lacunae, or gap in the warp and weave of social fabric transmitting to the child, or generation to generation. Money management is one common modern day lacuna perhaps attributed to the idea that finances are the modern societal taboo that often escapes the life skills set parents impart to children. Imparting fiscal skill in a playful mode properly frames money as a means to good living rather than a life-or-death end in and of itself.

Psychodrama activates subtly the attitudinal, emotional, behavioral, and mental elements that quietly compose the subterranean “scripts” or cognitive schema that direct one’s life. Puppet Theater invokes play therapy with whimsy, drama, comedy, and creative license substituting new scripts for the old for parents as well as children. When parent(s) accompanies the child in the session, then a gentle lesson with the child and puppets modeling can teach the parent.

The indirect presentation of psychodrama evades resistance and reactivity to lessons perhaps too painful when faced head on. The outside view of puppets experiencing a painful reality provides psychological distance which at once allows acceptance of “what is” while permitting the embracing of “what wants to be.”

Then videotaped feedback from the Puppet Theater session allows contemplation and savoring the previous experience. A child’s earlier experience is chronicled so that reliance upon sometimes faulty natural memory is unnecessary. Children have become mesmerized, watching their earlier skill, and proudly noting their increased current ability. So, emphasis can be underlined, a developmentally appropriate self-acceptance furthered, parent and child discussion fostered, and removal distance even further from the possible pain of the awkward.

Presentation of what exists currently is as important as the goal behavior. Watching non-living stuffies stumble, bumble, and fail creates a gentle identification, and acceptance if presented with affection and positivity. Rather than dooming the child to the parent(s)’ clumsiness, though, an alternative is presented side-by-side in puppets with know-how, dexterity, and ingenuity that triumph. Then child chooses which “way of being” and practices through playing with the puppets.

Both parents and children identify with the puppets. Moments of therapeutic ingenuity occur when a parent spontaneously reaches in to join the puppet play. Parent and child cooperation, spiritedness, joy, and capability epitomize the excellent example of positive psychology at work.

Mary Gregerson, PhD, is in private practice in Alexandria, VA and is also an Adjunct Professor of Psychology at Northern Virginia Community College, Loudoun Campus. She is also Managing Editor, Homeland Defense Journal and IT*Security Magazine.

**A Showcase on Creativity and Psychology**

**On Becoming a Filmist with Your Friends**

Mary Gregerson, PhD
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Ever walk out of a film and want the experience to continue? How about simply walking out before the film ended? Has a second screening made richer the first film viewing? Then, you have the makings of a filmist.

A filmist “devours” movies, digesting them in conversation with friends and family. So a filmist does not just “go” to a film, but rather, a filmist “does” a film. This “doing” involves choice before going, alert yet passive attention while at the movies, and then discussion afterward.
Showcase on Creativity and Psychology

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The discussion after the film is the piece de resistance for the filmist. This discussion guide being developed forms the basis for a Friends Film Social Club for filmists. Based upon screenwriting principles called dramaturgy, this 12-month guide overall provides consummate movie viewing. Yet each month stands alone in its value and purpose. Both the year and monthly topics provide a foundation for discussion, for socializing among filmists.

This presentation introduced the filmist process and the 12-month guide. First a background established the importance of films in the U.S. social fabric. Next how to become a filmist was explained as a process. Finally, a brief overview of the Friends Film Social Club guide illuminated the overall and individual value of this schedule.

The demonstrations of the second half of the Showcase provided an experiential taste for those interested in how becoming a filmist to increase the value of viewing.

Mary Gregerson, PhD, the 2005–2006 Executive Editor of APA Division 46 newsletter the Amplifier, is in private practice in Alexandria, VA. Dr. Gregerson served this year as Program Chair for the Annual Convention in New Orleans, LA, and will serve as 2007–2010 Member-at-Large for the Division 46 Board.

Ethical Considerations in Media Psychology—Part II: Advanced Tips

High Profession Forensic Cases and Media Ethics

Lenore Walker, EdD, ABPP
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This presentation dealt with the issues raised by high publicity cases that the forensic practitioner encounters when testifying as an expert witness. Knowing when to disclose and what details is important prior to getting on the witness stand. Responding to reporters questions, especially when trying to follow the ethics code for psychologists, can be daunting particularly if the reporters have their own agenda that distorts psychological data. Examples were given from several high-publicity murder cases.

Lenore E. A. Walker, EdD, ABPP, presented a talk based on this abstract as a part of a symposium on advanced media ethics. Dr. Walker, of Walker & Associates, LLC a member of the Forensic Psychology Group in Hollywood, FL, is the Division 46 APA Council Representative.

Responding to Media Requests Ethically

Pauline Wallin, PhD
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Journalists often ask us to let them interview our clients, or to speculate about the motives of people we’ve never met. We may unintentionally step outside of our ethical bounds because:

- We want the gig—we want to be quoted. This can foster a kind of desperation whereby we end up stretching way beyond our expertise.
- The media want snappy, black-and-white answers. Psychologists generally think in shades of gray. We tend to speculate: it could be this . . it could be that . . . When we do this we risk being misquoted.
- We are eager to please. In an effort to answer a reporter’s question, we may find ourselves going out on a limb with speculation.
- We like to talk. Sometimes we talk too much. Later we may find that it’s our parenthetical comments that get printed or aired.

How to stay within your ethical bounds:

- Anticipate speculative questions. Your interview is usually connected to a larger issue.
- Craft your own sound bites. Try to think of one or two phrases of 15 seconds or less, especially if you’re being interviewed for TV. Make your statement powerful, using action verbs, imagery, and inflection.
- If given enough notice, prepare a fact sheet with bullet points. This will help emphasize what’s important, and keep you and the reporter on track.
- Avoid off-the-cuff remarks.

Tips for responding to sticky questions:

- Don’t immediately say, “I don’t know” or “That’s unethical.” Instead, stall for time by saying, “Hmm . . . That’s an interesting question . . .”
- You can refuse but still be positive—”What I CAN say about that is . . .”
- Use your clinical skills: “Tell me more about this issue.”
Advocacy and What It Means

That is the advocacy/diplomacy legacy of consistent yet adaptable, and predictable process. The constancy of top notch Presidential input have also created a smooth, flagship sectional newsletter, and, we do! Not only is the product strongly that APA Division 46 Media Psychology should have the I leave for future editors a legacy of highly professional newsletters. I would have a chance to be invited to Uganda. These experiences have been the icing on the cake, so to speak, but they are the ones that make this fervor of mine so exciting.

From the Computer of the Editor

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guidance, and attention. It’s been really fun and interesting to work with three different Boards. I encourage every reader to get involved, first, with Committees, and then with leadership. I have developed fundamentally as a professional, felt valued for my contributions, and, in turn, also contributed to the development of the Division, too, and value highly this APA interest group.

I leave for future editors a legacy of highly professional newsletters. At my first Division 46 Mid-Winter Board Meeting I stated strongly that APA Division 46 Media Psychology should have the flagship sectional newsletter, and, we do! Not only is the product professional, but the addition of energetic, involved staff and the constancy of top notch Presidential input have also created a smooth, consistent yet adaptable, and predictable process.

That is the advocacy/diplomacy legacy of The Amplifier.

Advocacy and the Media

was “selling.” I followed the lead of our legislative chair and lobbyist at the time by spitting out the sound bite we were told to say. If the legislator had asked me a question about what I had said, I would have frozen. Luckily, they were too busy dashing off to this meeting or that office to digest our message. I realized then that this was not the way I wanted to “sell” psychology.

I knew intuitively, which means I would put words to it later, that I needed to do with legislators what I do with patients. I needed to forge trusting relationships with them or anyone I wanted to teach about psychology. It’s all in the relationship. This we learned about psychotherapy. And it applies to advocacy too.

So I did. I set up breakfast meetings with one legislator at a time. I made it personal. I wrote letters to legislators whenever I had something to say with which I thought they could connect. I sent them information if I knew they were working an issue on which I had some information. I went to fundraisers. I solicited funds for fundraising. I paid money to go to fundraisers! Party affiliation did not matter. My party was psychology. And if I could get any legislator to just remember me I was happy.

After years of showing up on a regular basis, certain legislators began to recognize me. This is where the fun began—then and only then could I really talk to a legislator and have a meaningful dialogue. I learned how to talk to them in short sound bites, and how to use language they understood. No talk about Rorschach’s here! I have always thought that if a professional really knew their stuff then they should be able to explain it in anyone else’s language or vernacular.

This translation became a new challenge to me, that is, to speak with attorneys and legislators about psychological issues in ways that they understand. This skill I developed with much help from our Virginia Academy of Clinical Psychology lobbyist, from the American Psychological Association (APA) leadership conferences, from APA’s public, educational, legal and regulatory affairs departments, and from other like-minded psychologists. This training experience now has turned my hobby into an avocation.

My “hobby” has led me into situations I never thought I would be in: I never thought I would have a Republican Attorney General call me one day just to see how I was doing. I never thought I could get a state law passed. I never thought I would meet and talk with the nation’s law makers and even argue with them a bit. I never thought I would have a chance to be invited to Uganda. These experiences have been the icing on the cake, so to speak, but they are the ones that make this fervor of mine so exciting.

Advocacy and the Media

The media was essential to “making psychology a household word,” a public education campaign APA paid a California company to develop years ago. I knew it would be a huge success—one day while getting dressed for a State Leadership Conference, I heard the sound of someone hurting, a sound which grabbed my heart. On TV someone was talking about needing to get help for stress. I was galvanized as only a therapist can be.

Afterwards, I realized this TV image was the APA public education ad! I knew then that we had to get that ad on the air in the Tidewater Virginia area, and finally we did. In fact, this ad, played in key areas throughout the nation, was a wonderful use of our dues money. It played to the heart and soul of anyone who heard it. It put the ethos of what we do before the public to experience.

If all politics is local, all media is personal. Each one of us can do this!

Jan Hembree, PhD, is the current President of the Virginia Academy of Clinical Psychology, a private practitioner in Virginia Beach, Virginia, and a frequent visitor and writer to many state and national legislators’ offices in the pursuit of her advocacy efforts on behalf of psychology.

Pauline Wallin, PhD, presented this work as a part of APA 2006 Symposium “Ethical Considerations, Part 1: Dr. Wallin is a licensed psychologist in Camp Hill, PA, and serves as Secretary for Division 46 Media Psychology.
most watched English-language program—always addressed news topics and interviewed politicians, but after often providing background information to the producers about psychological angles of important issues in China. They eventually asked me to do an hour-long show on AIDS prevention. While I presented issues in terms of political and economical contexts to be appropriate to the program, the host asked more general questions about relationships, which led to doing other programs on psychological subjects. In general, the most common questions I am asked by local reporters are: what are the most interesting trends in America?; and how do I perceive that their country differs from the United States?

Get Involved in International Organizations
The Committee on Mental Health at the United Nations offers opportunities for members and guests to attend monthly workshops, and participate in working groups, on psychological topics like aging, youth, gender, refugees, and trauma (www.mentalhealthngo.org). In my role as NGO representative to the United Nations for the International Association for two international psychology organizations, and on the media committee for the NGO annual conferences, I always include psychological angles in our panels and workshops. Also, in hosting the UN profiles for the Turkish-based Light Millennium NGO, I asked questions of the interviewees about their childhood memories and parents’ lessons, which turned out to be of great interest (http://lightmillennium.org/unngo_profiles/list.html).

Involve Young People and Students
This year’s annual DPI/NGO conference at the United Nations had a special emphasis on involving youth. My own midday workshop was on “Model Partnerships for Youth: Education, Business and Technology Projects to further Peace, Community Action, Well-being and Resilience” in keeping with contemporary psychological emphasis. I selected the panel participants specifically to represent Americans working in different contexts with some psychological intention: an MIT student whose program Middle East Education through Technology brings together Israeli and Palestinian high school students to develop tolerance while learning computer science, and a Stamford University freshman who teaches people in the Amazon rainforest about sustainable living and self-transformation. In another effort to package psychology, media, and advocacy, I figured out that our pioneer program of the Media Committee which credentialed student journalists to cover the UN conference, afforded the opportunity for me to work with a team from the Global Youth Connect project to videotape the panel to produce a documentary.

Trust But Be Wary
After a lecture about relationships at a conference in Tehran, Iran, the audience asked me questions about sex. A magazine editor in the audience then asked me to give at their offices a public lecture, which they would publish. I hesitated but agreed, after Iranian colleagues recommended doing it, since an American can say things that a local professional cannot. In contrast, more wariness was warranted in Israel after a tragic bombing when I was asked by a TV show to talk about the helpfulness of foreign support missions. Against many people’s advice, I went to a “hot spot” for the interview, only to be interrupted and whisked away in a bulletproof car by the producer who assessed that the situation was becoming dangerous.

There are many opportunities and rewards to being a Citizen Ambassador for Psychology, putting American training and experience to use to help others around the world eager to learn, and to build international bridges through media psychology.

Dr. Kuriansky, a Fellow of Division 46 and one of the founders of the Association of Media Psychology that became Div46, is a columnist for newspapers in New York, Singapore, Japan and China, has hosted radio advice shows in the U.S and Japan, and has been featured on CBS News and China’s CCTV. Media consultant for APA’s Peace Division, she is a United Nations representative in the Department of Public Information/NGOs for the International Association of Applied Psychology and the World Council for Psychotherapy, and on the Executive Board of the NGO Committee on Mental Health which brings mental health issues to the global agenda at the UN.

Facing the Crisis
baby shower gifts in America. In spite of booming sales, there is absolutely no research that shows that watching these videos has any mental or health benefit to babies. And there is no research that kids under the age of 30 months can make intellectual use of any screen media. Still, 68% of children 0–2 watch TV daily.

I hoped to hear a talk by Dr. Sanjukta Ghosh from Castleton State College entitled “Islam, Arabs, and the U.S. Media” but missed it because of a time change. What she did in her talk was discuss the misconceptions of the Islamic world as represented in commercials, cinema, and news reports. Psychologists might be interested in how such misconceptions foster fear, hate, and also affect children and adults who are of Islamic heritage who see themselves represented in this stereotypical way by the media.

The talk by Joe Kelly of Dads and Daughters presented research from SEE JANE, a program that Dads and Daughters supports which is spear-headed by actress Geena Davis. Their first study of gender unbalance in PG films showed that only 17% of any crowd in crowd scenes are female, that less than one in five narrators are female, and that only about one in three speaking characters are female. A recent study of boys represented in the films discusses boys’ representation as dominant, disconnected, and dangerous among other things. The study of professions as represented in films showed that the top profession that women have in PG films (thus showing girls what they might aspire to) is “entertainer.” These results can be viewed on their web site www.seejane.org.
ACME—www.acmecoalition.org—was formed in the awareness that we are the most heavily mediated society in world history. Powerful media tools—print, radio, television, the Internet—can bring a rich diversity of information into every home and school. Yet just a few corporate players control much of the media system that shapes our culture. Free of funding from Big Media corporations, ACME aims to Develop, distribute and promote media literacy curricula that encourage critical thinking and free expression, examine the corporate media system, and inspire active participation in society; Advocate independent media-making as a critical part of a democratic society and vibrant culture; and Support local, state, and national media reform efforts.

Sharon Lamb, EdD, is Professor of Psychology at Saint Michael’s College in Vermont, and serves as Associate Editor for The Amplifier newsletter for Div 46.

Countering Terrorism

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to control the spread of corruption. People have to build a mass movement in which all can join so that corruption in politics, politicians, and public life can end. The blame for the corruption lies in the lack of transparency in the rules of governance, extremely cumbersome official procedures, excessive and unregulated discretionary power in the hands of politicians and bureaucrats, and a lax judiciary.

The organization Transparency International has recently called on the world leaders at the Johannesburg UN Summit on Sustainable Development to combat corruption as a matter of urgency as growing corruption has damaged efforts to establish peaceful rule, and is a direct cause of financial and social disasters. Honest political leadership, an efficient tax collection mechanism, and macro-economic policies would be steps in the right direction to eradicate corruption and terrorism. Qualified and clean political leadership is required to understand and implement such policies.

Economic injustice provides a fertile ground for terrorism. The authorities have to take a stern step against the corrupt leaders. Bad governance and poverty bleeds political instability and violence. Similarly, unresponsive state institutions may fuel corruption and terrorism. Thus, Anti-corruption efforts must be targeted for the long-term, and must be realistic and achievable. Anti-corruption campaigns should focus on those responsible for the misuse of public funds.

Because corruption is deep rooted where crime and corruption is rampant and the perpetrators are mostly brutal in their actions, so most people get fed-up about the situation. The most fundamental thing is nation-building with all components of national society contributing to it in a selfless manner and, of course, with a view to promoting national harmony in which its people can’t bear the brunt of the country’s violent armed conflict or terrorism. The terrorists often target against the infrastructure community projects, hydro plants, bridges, telephone stations, and office buildings. The society, fully engaged in a participatory and democratic good governance become key defenders of such institutions.

International funding agencies are not interested in investing in violent countries because there is financial instability, legal uncertainty, or increasing terrorist crime. The leaders should know that corruption prevents the efficient allocation of resources and is a disincentive to foreign investment. Eradicating corruption at all levels in the bureaucracy should become a priority. Leaders who succumb to bribes become alienated by the general population, lose their standing in the international community, and ultimately lose their political legitimacy. In every culture, political and economic systems need justification. This involves acceptance by the general people, which will happen only if people see that system as efficiently serving their needs.

The action by anti-corruption bodies has its own importance and should not be discouraged in an attempt to produce a good government. However, attention should be paid to other options of checking corruption. Financial loot by simple revenue officials to high officials and ministers made the country poor and individuals rich. Decentralization, open economy and competition, transparency in all areas of government practice is the most effective instrument to control corruption which helps to control terrorism.

Corrupt governments fail to give peace and fail to give security. Terrorists’ activities easily take root among the poor and illiterate, although the leaders may be the opposite of their followers in economic prosperity. Proper and equal provision of rights of employment and human rights will definitely reduce this curse. An effective way to deliver a just government system is by building one that possesses a mature check-and-balance system, one that limits the effects of corruption, and, therefore, helps to protect the civil rights of every citizen of the country which most often leads to social and economic progress.

The Ethics of Tolerance and Peaceful Co-existence

In the battle of countering terrorism, the virtues of tolerance and peaceful co-existence should not be compromised, whatever the case. In addition, the right to freedom of expression, association, and assembly should be jealously guarded in order to foster cultural, tribal, religious, and political dialogue for peaceful co-existence. Democratic governance must entail the rule of the majority and the respect of the views of the minority in terms of equal participation in decision making, regular free and fair election, equal share of the national cake, and equal access to employment both in the private and public sectors. Citizens should no doubt have a sense of nationalism but not at the expense of tribal, racial, and religious intolerance. Governments ought to refrain from nepotism, cronyism, and propaganda that is geared at ostracizing and creating hatred for certain groups or peoples.

The Participation of Civil Society in the Countering of Terrorism

The term civil society includes: Local and international non-governmental organizations, community based organizations, faith based organizations, voluntary organizations, and even the media.
Countering Terrorism
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The Universal declaration of human rights and the international covenant on civil and political rights guarantee the rights of freedom of expression including the right to receive, seek, and impart information.

Civil society is a very vital partner in the fight to counter terrorism and must be guaranteed the right to receive and impart information in possession of the state, and should be free to monitor and critique the political and democratic processes in a particular state or institution. Of course civil society institutions like the media have been compromised, say, by genocide perpetrators in the 1994 Rwanda genocide, but this should not be used to completely curtail the right to freedom of expression of the civil society by putting in place Draconian laws in the name of fighting terrorism.

Using Human Rights to Counter Global Terrorism

All human rights are universal, indivisible, and interdependent, and interrelated. The international community must treat human rights globally in a fair and equal manner, on the same footing, and with the same emphasis. While the significance of national and regional particularities and various historical, cultural, and religious backgrounds must be borne in mind, it is the duty of States, regardless of their political, economic, and cultural systems, to promote and protect all human rights and fundamental freedoms. Democracy, development, and respect for human rights and fundamental freedoms are interdependent and mutually reinforcing.

September 11, 2001, will be remembered in the United States and in many other countries as one of the darkest days of modern history. Surpassing every possible forecast, terrorism was able to convert three commercial jets with passengers on board into powerful bombs, two of which hit the Twin Towers in New York while the third one hit the Pentagon in Washington D.C. Intelligence placed at the service of the crudest kind of violence killed over seven thousand people and plunged their families and friends into mourning.

It was an execrable act of madness against the most important symbols of the economic and military power of the present-day empire—the United States. Since then the international community has painstakingly instituted interventions to counter terrorism both at local and international levels. On 28th September 2001, the UN Security Council adopted Resolution 1373 under Chapter VII of the UN Charter, obligating States to implement more effective counter-terrorism measures at the national level and to increase international cooperation in the struggle against terrorism. The resolution created the Counter-Terrorism Committee (CCTC) to monitor action on this issue and to receive reports from States on measures taken. In resolution 1456 (2003), the Security Council declared that: “States must ensure that any measure taken to combat terrorism comply with all their obligations under international law, and should adopt such measures in accordance with international law, in particular international human rights, refugee, and humanitarian law.” Human rights law has sought to strike a fair balance between legitimate national security concerns and the protection of fundamental freedoms.

It acknowledges that States must address serious and genuine security concerns, such as terrorism. The balance is reflected in the UN International Covenant on Civil and Political Rights (ICCPR) as well as in regional instruments. Despite the enhancement of international human rights protection and promotion by the United Nations among other international, regional and domestic human rights players, the forces of economic globalization and alienation are far much stronger than the ones spearheading human rights protection.

Terrorism and Economic Globalization

“Analyzing terrorism as something separate from globalization is misleading and potentially dangerous. Indeed globalization and terrorism are intricately intertwined forces characterizing international security in the twenty-first century.”

Audrey Kurth Cronin, March 2002.

Globalization has many definitions, but at its root it is about the planet getting smaller and the free flow of people, goods, capital, and ideas across borders. Globalization has been sped up by technology (computers, jets, etc.) and it makes traditional notions of sovereign nation-state powers more and more irrelevant. Terrorism is connected to the principles of globalization and the principles of anti-globalization. Coming to grips with what those connections are and what they mean is crucial for people on both sides of the globalization debate. The terrorist network at work today uses the technological tools of globalization, and they ignore (or attempt to transcend) the normal definitions of the nation-state. Furthermore, the extreme Muslim fundamentalists (and others) worry that unbridled globalization can exploit workers and replace ancient cultures with McDonald’s and Mickey Mouse.

Vandana Shiva argues that Globalization in the form of coercive rules of trade and trade liberalization—whether embodied in the structural adjustment of the World Bank and International Monetary Fund or in the rules of the World Trade Organization (WTO)—is clearly a form of terrorism. The financial conditions of the World Bank and the trade sanctions of the WTO are the systematic use of terror against the poor to coerce them to give up what little they have and transform it into commodities for global corporations. This terrorism is particularly vicious in the area of vital resources such as biodiversity and water, and basic needs such as food. In this sense globalization is genocidal.

Social and political polarizations are also useful as threats to push through the agenda of corporate globalization against which there is worldwide resistance. There is a comfortable partnership between the supporters of globalization and the promoters of the politics of hate. By keeping peoples’ energies diverted from issues of basic needs and economic democracy, xenophobia and communalism help keep an unjust and inequitable economic order in place.

In the language of those supporting corporate globalization, defense of democracy and standing up for human rights equals terrorism.
This is a recipe for fascism. Instead of addressing the root causes of terrorism and fundamentalism in the growth of economic insecurity and collapse of economic democracy, by ensuring peoples’ needs are met and their livelihoods protected, states across the world are equipping themselves with laws to shut down democracy and freedom in the name of fighting terror.  

**Poverty as a Recipe for Terrorism**

Some scholars have argued that it is not too difficult to examine whether there is such a correlation between poverty and terrorism, and all the investigations have shown that this is not the case. The experts have maintained for a long time that poverty does not cause terrorism and prosperity does not cure it. In the world’s 50 poorest countries there is little or no terrorism. A study by scholars Alan Krueger and Jitka Maleckova reached the conclusion that the terrorists are not poor people and do not come from poor societies. A Harvard economist has shown that economic growth is closely related to a society’s ability to manage conflicts.

More recently, a study of India has demonstrated that terrorism in the subcontinent has occurred in the most prosperous (Punjab) and most egalitarian (Kashmir, with a poverty ratio of 3.5 compared with the national average of 26 percent) regions and that, on the other hand, the poorest regions such as North Bihar have been free of terrorism. In the Arab countries (such as Egypt and Saudi Arabia, but also in North Africa), the terrorists originated not in the poorest and most neglected districts but hailed from places with concentrations of radical preachers. The backwardness, if any, was intellectual and cultural—not economic and social. These findings, however, have had little impact on public opinion (or on many politicians), and it is not difficult to see why. There is the general feeling that poverty and backwardness with all their concomitants are bad—and that there is an urgent need to do much more about these problems. Hence the inclination to couple the two issues and the belief that there is an urgent need to do much more about these problems. Therefore, a better way to fight terrorism is to fight its causes.

The war on terrorism is winnable by focusing on breaking the vicious circle of poverty and hopelessness. Tackling global poverty is a major issue internationally as stated in the 2000 Millennium Development Goals. Because of many intrinsically linked problems, poor countries are getting poorer, while the rich countries get richer.  

**Conclusion**

In my concluding remarks as we remember Lynn Weiss, it is important to reflect on terrorism as one of the worst nightmares of human kind in the 21st century. It is a violation of fundamental human rights such as life, peace, and freedom from fear, and has no justification whatsoever. In order to counter terrorism humanity ought to respect the principles of good governance, democratic decision-making, and social justice, and must not tolerate any violation of human rights with impunity within both state and international jurisdictions. States must inculcate cultural, political, and religious tolerance and peaceful co-existence; must make a concerted effort to establish just and democratic mechanisms and institutions to counter both domestic and international terrorism; and must respect International law.

Global development institutions such as the World Bank, International Monetary fund and World trade Organization ought to emphasize the principles of good governance, because the opposite creates tendencies that are the recipe for hatred, intolerance, and terrorism. States, civil society, and the international community must have a zero tolerance for absolute poverty as it breeds frustration and hopelessness in individuals and hence make them easy prey for terrorist propaganda.

Endnotes

2. www.ecis.org/finance/paisdefin.htm
13. iceberg/shiva218.htm
15. Vandana Shiva, Opcit.
17. International Institute for justice and development, on http://www.ijjd.org/GPI.html
Research into Action
(continued from p. 1)

Centers for Disease Control and Injury Prevention, is sponsored by the unusual pair of Sen. Hillary Clinton (D-NY) and Sen. Rick Santorum (R-PA). Their bill passed the Senate in September and awaits a vote in the House of Representatives.

Advocating about media issues is only the tip of the iceberg of opportunity for APA to get its message across to the general public. Consider a school shooting by an adolescent immersed in violent media. (We saw this recently with fatal shootings in Montreal, Colorado, and Wisconsin.) When these events occur, APA responds to multiple requests for information, experts, and research. While the popular press often looks for a simple cause—Marilyn Manson, Grand Theft Auto, or Goth culture—psychology can use the platform to speak about a variety of concerns concerning children and violence (e.g., access to weapons, school safety, and mental health parity).

While violence in the media has garnered a great amount of attention recently, there are other media areas that APA is concerned about and involved in. The 2004 APA Task Force on Advertising and Children report detailed concerns regarding children’s unique vulnerability to commercial exploitation via commercialization substituting messages in schools, contributing to the growing obesity trend, and the blurring of commercial and non-commercial content in children’s media. Sometime over the next year, the APA Task Force on the Sexuality of Girls will release its report detailing myriad influences that media and society have on our nation’s young girls. In September, APA was named to be part of a Federal Communications Commission (FCC) Task Force on Media and Obesity. The intent of this FCC task force will be to put all of the stockholders (child advocates, industry officials, media companies, advertisers, health care groups) into one conversation to move forward in addressing the media’s contribution to the epidemic of childhood obesity.

Psychology has a unique contribution to make regarding media, especially regarding new media. While the data on media influence in children’s lives dates back several decades, there is an emerging catalog of research regarding the influence of interactive media on children. Learning from watching television is a passive experience defined by the object and the viewer; however, interactive technologies take this a step further.

Child psychologists have long understood that children learn by doing. But what does a child learn by ‘virtually’ doing something? How much does a child learn by interacting in an environment where certain experiences are controlled, such as in video games? The implications for psychology are numerous. The learning dynamics that demonstrate how a child understands and performs in an interactive environment may speak to new directions for distance learning, advanced methods for rural health care, and better human factors research (e.g., cockpit/flight simulators).

As we emerge into this new age of media and media research, media psychologists will be needed to translate research and clinical experience. This need for better translation has been demonstrated by a series of judgments in the state courts over the past year. While struggling to engage local concerns regarding minors’ access to violent videogames, many states have passed laws to mitigate children’s access to those games. The video game industry has filed suit to overturn those laws and has, thus far, won all of its cases. Regardless of the merits or criticisms of the individual state’s legislations, a disturbing trend becomes apparent in reviewing the opinions in each of these decisions—there is a basic lack of knowledge on the judicial level regarding what research is and how it can be used. In these decisions, judges are confusing literary reviews and opinion polls with behavioral research that points to probabilistic outcomes.

In order for psychologists to make true advancements and inform the national conversation regarding psychological science, media psychologists must adapt their language to a less methodological terminology. In the Public Policy Office, it is our task to translate psychological research for policymakers. We often joke that our job is akin to translating the works of Shakespeare in 10 words or less. Psychologists must do that for decades of methodological literature. If APA is “to advance psychology as a science and profession and as a means of promoting health, education, and human welfare,” language and its delivery in the media will be an important place to start.

Member News

**Bernie Luskin, EdD**, has recently been involved in a number of media psychology activities. Media Psychology is the subject of a session that will be at Digital Hollywood on October 24. This session will highlight Media Psychology in the entertainment industry. Dr. Luskin is now writing a monthly column in the *Greentree Gazette*, which is the largest trade publication in higher education. One article was titled “Who might be tomorrow’s CIO.” This article underlined the importance of media psychology. The second article had its focus on the psychology of emergency management, and the third and fourth centered on incidents without precedent, and the psychology behind the media response. Anyone who wishes copies may either e-mail Dr. Luskin, or download them from his website: www.LuskinInternational.com. In other activities, Dr. Luskin reports that the Media Psychology program at Fielding Graduate University continues to grow, as there are now 65 students in the media psychology PhD program in the School of Psychology and 20 students in the Media Studies concentration in the School of Educational Leadership and Change. Ten students at Fielding Graduate University have now received master’s degrees in media psychology. bluskin@Fielding.edu

**Jameson Lontz, MA**, presented “A Study of Defensive Attribution: Measuring the Effects of Media Bias” at the APA Convention in New Orleans. In this most recent research, Jameson predicted with significance defensive attribution by participants in a Web-based study that gathered data in three states. Jameson is currently on internship at Michigan State University. He provides individual and group therapy for students, staff, and faculty while developing specialization in empirically based treatment of mood and anxiety.
disorders, and where he continues to hone skills in treatment of personality disorders and assessment. lontzjam@msu.edu

Linda Sapadin, PhD, will have a new book published in October entitled NOW I GET IT! Totally Sensational Advice for Living and Loving (Outskirts Press). This book is a collection of 62 columns packed with creative ideas and poignant stories on building competence, enhancing communication, enriching relationships, getting along with difficult people and promoting change. Dr. Sapadin has a chapter titled “What’s Stopping You?” in a book that was published in September entitled 101 Great Ways to Improve Your Life (Vol. 2), (Self-Growth.com). Additionally, recent work in the media includes: A live print discussion for the Washington Post on Time Management; An interview for Overcoming Resistance to Change for Weight Watchers magazine; An interview on Stress and Worry for Redbook magazine; An interview on Finding Realistic Fitness Plans for Real Simple Magazine; and, An interview for Psychology Today on What to Do If You Can’t Stand the Person Your Friend is Dating. LSapadin@aol.com

Sharon Lamb, EdD, has a new book entitled, Packaging Girlhood: Rescuing Our Daughters from Marketers’ Schemes. Dr. Lamb and her co-author, Lyn Mikel Brown, review, categorize, and analyze the stereotypes with which the media and marketers continue to bombard girls. From pretty in pink to hot sexy shopping divas, the two look at the song lyrics, TV shows, movies, clothing, and extracurricular activities marketed to girls 3 through 18. For more information, go to www.packaginggirlhood.typepad.com. You can read an excerpt published in the Christian Science Monitor or view the video clip from the CBS Early Show appearance. Both are available on the Web by Googling the book title and the venue. Dr. Lamb has also recently published, Sex, Therapy, and Kids: Addressing their Concerns through Talk and Play (W.W. Norton). slamb@smcvt.edu

Margaret Backman, PhD, a Clinical Health Psychologist in New York City, has just published a book based on her work of more than 25 years with individuals with polio. In The Post-Polio Experience: Psychological Insights and Coping Strategies for Polio Survivors and Their Families, Dr. Backman examines the survivors’ psychological reactions to their earlier experiences and to their current struggles with the late effects of polio. The book provides guidelines on: Coping with the emotional and interpersonal aspects of Post-Polio Syndrome (PPS); Managing stress and depression; Negotiating relationships with family and friends; Developing a positive self-concept; Improving doctor-patient communication; and, Facing an uncertain future. Although many regard polio as a disease of the past, many survivors presently find themselves developing symptoms that are reminiscent of the time when they were diagnosed. These new symptoms trigger frightening memories that had long been repressed, along with current anxieties about what the future holds. Family and friends of polio survivors will learn how to deal with the changing roles that they and the survivor now face and gain insight into their own needs, which interact and sometimes conflict with the polio survivor’s needs. Mental health providers and physicians will find insights that help them gain a better understanding of their patients’ psychological reactions to PPS—paving the way for more effective treatment. An entire chapter is written for physicians to aid them in their interactions with polio survivors. The Post-Polio Experience can be purchased online through the publisher: www.iuniverse.com, or by phone: 1-800-288-4677, Ext. 501. It can also be ordered through Barnes & Noble bookstores or: www.barnesandnoble.com. The cost is $18.95, plus shipping and sales tax, where applicable.

Mary Gregerson, PhD, in August completed her summer term as Managing Editor for the Homeland Defense Journal and I*TSecurity Magazine. Also in August she and APA Div 46 President Charlie Spielberger hosted at the 2006 APA Conference in New Orleans, LA, the Ugandan delegation of the Hon. Capt. Mike Mukula, then Minister of State for Health, and Dr. Fred Kigozi, Manager of the Butabika National Referral Hospital in the Ugandan capital of Kampala (see photos on page 11 of this issue of The Amplifier). Capt. Mukula, just elected Vice Chairman in Uganda, presented the 2006 American Psychological Foundation Lynn Stuart Weiss Lecture on Psychology as a Means of Peace through World Law. In the upcoming two years Dr. Gregerson has been selected to edit a book on films, psychology, and the media for the APA Division 46 Media Psychology Book Series. oltowne@aol.com

Pauline Wallin, PhD, now has a preview of her Internet Techniques course available online at http://drwallin.com/teleseminars.shtml. After clicking on the link, scroll down to the player button near the bottom of the page. She covers: Google tricks and shortcuts; Search engines you may not know about; and, Special search words that bring the most relevant results to the top. While the recording is playing, open a new window in your browser by pressing the Control key and N at the same time (On a Mac, it’s Command N). This will enable you to surf along while listening. Then note how much you can learn in 30 minutes. While this may seem like an advertisement for Pauline’s 8-hour course, (with CE credits included), we thought it was really worthwhile for interested Div. 46 members to know about the 30-minute session. drwallin@drwallin.com
Insert APAIT ad here
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Publication and Submission Guidelines

_The Amplifier_ is the official newsletter of APA Division 46, Media Psychology, and is published periodically throughout the year (Spring, Summer, Fall/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, whose contact coordinates for e-mail and snail mail and Submission Deadlines are found on the Division website: http://www.apa.org/divisions/div46/newsletter.html. Submissions must be received by February 1 for Spring issue, May 1 for the Summer issue, and October 1 for the Fall/Winter double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

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