From the President: Reflections on Psychology, the Media, and the Road Ahead
Frank Farley, PhD
Temple University

Few members of APA care much about the media in relation to psychology. Division 46 has for a long time been one of the smallest of APA’s divisions. We struggle along on a shoe-string budget working as best we can at connecting psychology to the media and media to psychology, at encouraging psychological research into the media, at training psychologists to work more effectively with the media, at identifying and honoring outstanding depictions in the media of psychology or psychologists, and disseminating the work and ideas of media psychology. These are not all the things we do in Division 46, but we really work hard at these ones. We hope this volunteer effort pays off in strengthening the public understanding of psychology and showcasing for media the best and brightest we have. But it’s a very fragile process where it’s difficult to know if we’re having any impact. We know the impact inside APA is small. APA has its own superb internal media operation, and of course, it should. We are but one part of that far-flung membership archipelago outside the Big House. Teddy Roosevelt once said, “Do what you can, where you are, with what you’ve got.” We do that. But the impact on the public or the larger world of psychology seems very difficult to assess.

The question is, why do we do that? I believe we do it because the road ahead for all psychology is saturated with media and we must understand and engage it, because taxpayers and a literate responsible public needs to know what we’re about and why they should support us in the many ways they do, and finally, because psychology has in part had greatness as a discipline and profession thrust upon it by a public turned on to the popular writings of several of our number. This list would include William James, John B. Watson, B. F. Skinner, Jean Piaget, H. J. Eysenck, Howard Gardner, Mary Pipher, Albert Ellis, Lenore Walker, to mention a few. William James frequently engaged the popular press of his day, writing popular pieces that aroused great interest in the new field of psychology. With the help of a hundred years of persuasive popularizers we have arrived at the end of our first century as a powerhouse among those fields concerned with human affairs. No other discipline comes close. You could combine the major societies representing sociology, anthropology, psychiatry, political science, and economics and probably have a total number shy of the current APA total membership. Psychology is everywhere. Our terms and concepts and theories are everywhere. Increasingly, I believe, the world is coming around to our view—that psychology is at the basis of much of the good, and the bad, of the human condition. Social behavior, political behavior, economic systems, are embedded in psychological processes. We don’t have to have violence, mayhem, rape, sadness, misery, depression, hopelessness, except as they serve our psychology.

Legal Means™
Daniel Kegan, PhD, JD
Elan Associates, Chicago, IL, USA
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Copyright Ownership: Your Words May Not Belong to You

Who owns what you create? Although it may seem that your creations should belong to you, they often do not. Your employer likely owns creations you make on company time, using company equipment, related to your job duties. You likely own creations you make on your own time, on your own equipment, unrelated to your job duties. For media psychologists, whose “creations” are often comments made in print or on the broadcast media, it is important to understand the concept of copyright protection so that you know how much of what you say belongs to you, and how much belongs to media airing your comments.

What is Copyright Protection?

Copyright does not protect ideas (although other legal means may do so). Copyright only protects certain information fixed in a tangible means of expression. Specifically, copyright protects the

(Continued on page 2)
THE AMPLIFIER

People News

Steve Brody, PhD, Division 46 Fellow and Past President, has a new book entitled Renew Your Marriage at Midlife. Co-authored with his wife Cathy, a marriage and family therapist, it was published by Putnam this February. The book is also available on tape through Dove Audio.

Brody, a contributing reporter for CBS News, also did a five-part series based on the book, which was fed to CBS affiliates nationwide. This spring, CBS will feed another of his five-part series entitled Love & Marriage After 50: Keeping the Flame Alive. The Brodys and their book were also featured on Lifetime Television. He can be reached at www.renewyourmarriage.com.

As part of her cable television series Making Connections, Irene Deitch, PhD (Past President of Division 46), produced and hosted programs on diverse topics including aging, domestic violence, physician/patient communication, caring for caregivers, and youth violence. In addition, Dr. Deitch was interviewed on television at the time of the Colorado shooting; presented the keynote address at the annual meeting of the Staten Island Interagency Council on Aging; conducted a workshop at the New York City Police Academy on issues related to youth violence, crisis intervention, and death and dying; and even produced a festival (In Celebration of the 1999 United Nations Year of Older Persons).

Bernard Starr, PhD, has been appointed Delegate to the United Nations by the Institute of Global Education. The Institute, based in Portland, Oregon, is affiliated with the University for Peace of the United Nations and Radio for Peace International—both located in Santa Ana, Costa Rica. In January 1999, Dr. Starr chaired a panel at the Global Meeting of Generations in Washington, DC. In March, he presented a paper on The Economic, Political, and Social Implications of the Worldwide Longevity Revolution at a briefing of Non-Governmental Organizations and the Department of Public Information of the United Nations. Over the next year he will produce and host a 24-part series on gerontology and longevity, which will be broadcast on Radio for Peace International (on short wave radio and the Internet).

Dr. Marcella Bakur Weiner’s article “What’s Fair, What’s Not When He has an Affair” was featured in the op-ed column of The Chicago Tribune on April 28, 1999. This centered around her most recent book, Repairing Your Marriage After His Affair: A Woman’s Guide to Hope and Healing (with Armand Di Mele). In connection with her book she has appeared on numerous radio call-in talk shows, and was interviewed by Good Morning America in May. Dr. Weiner’s forthcoming book, on biblical women, will be published by the end of 1999.

FROM THE PRESIDENT
(Continued from page 1)

So human behavior is front stage center in much that humanity judges important. And human behavior is our beat.

Psychology is strong for many reasons, but certainly the long-term interest in our field by the public is one very important reason. And that is Division 46’s raison d’etre.

So we will soldier on. But that’s clearly not enough. The Division needs among other things to (1) increase its membership so as to create a stronger voice in APA, (2) support and burnish the concept of the media psychologist, emphasizing the need for solid scholarship and credibility in all media involvement—my feeling is for a generalist who can speak authoritatively on many subjects in psychology, (3) support those psychologists who already doing outstanding work in the media. I believe that significantly raising the media savvy of psychologists at large is too big a job for 46. There will always be individual psychologists who from time to time will engage the media. But that’s too hit or miss for us to influence. However, a more important challenge in my view is for the development of scientist-practitioners who are broadly knowledgeable of psychology but also highly experienced in the media and enthusiastic about working with the media. We do not yet have a Stephen J. Gould or Carl Sagan in psychology, and we need them, several of them. If we had such people, we could dramatically upgrade the public image and influence of psychology. I would like to see the Division take on the responsibility, perhaps in conjunction with the APA Central Office, to identify and nurture the popularizers and media leaders of the future. I want to see a cadre of credible psychologists everywhere in the media. There are school programs designed to identify and nurture highly gifted kids. I would think of comparable programs at the college level or post-doctoral level directed at media psychology.

Thank you for reading these rambling reflections! I would deeply appreciate hearing from you on the things we need to be doing, and your perspectives on the road ahead. My fax is (215) 204-6015; email, ffarley@astro.temple.edu. Please include your phone or fax number.

About The Amplifier

The Amplifier is published quarterly by APA Division 46, the Division of Media Psychology. Contributions from members are encouraged. Deadlines for articles are as follows: September 1 (Fall issue), December 1 (Winter issue), March 1 (Spring issue), and June 1 (Summer issue). Authors should ensure that their reports are in accord with APA guidelines regarding client confidentiality, use of research participants, etc. If you would like to write an article for The Amplifier, please contact Jill Adaman, PhD by e-mail at jea905@aol.com or by phone at (301) 770-8682.

Movie Review: *Life Is Beautiful*
Harriet T. Schultz, PhD

This is one of the best, most original films I have ever seen—uplifting and emotionally draining, a comedy and a tragedy. First you are captured by its spirit of optimism, romance, and love, then led through a series of wrenching experiences from which there is no escape, as the movie progresses from pre-WWII Italy through life in a concentration camp.

The main character is Guido, played by Roberto Benigni, who wrote, directed, and starred in the film. Initially he appears as a manic buffoon. He meets the lovely Dora, played by Nicoletta Braschi, his real-life wife, as she literally falls into his arms and quickly becomes his adored Princess. He woos her passionately, charming her with his outrageous comic behavior. She leaves her stodgy fiancé and rides off with her new love, in one of the most romantic G-rated scenes ever.

They marry and have a son, Joshua. We learn that Guido is Jewish, and slowly we see signs of the world darkening around them as the Nazi persecution heats up. The young boy wants to know why stores are forbidding dogs and Jews to enter. The father jauntily explains that it’s no big deal. He will place a sign on his store excluding spiders and Visigoths. He never liked them anyway.

Guido’s intent is to protect the son, but I wondered how self-deluded he was about the growing danger. Perhaps no more so than many European Jews who could not believe the terrible things that were happening to them in their own countries. Finally, there comes a point when he cannot escape the truth: he and his son are being sent to a concentration camp.

He tries to reassure the boy by spinning a tale that contradicts the reality of their nightmarish situation. They are in a marvelous place, says the father. If the child hides in his bed all day and never complains about the deprivations, he will earn enough points to win first prize in a camp game. The boy, as ebullient as his father, is so excited about the game that he buys the story.

It is in this gut-wrenching part of the movie that the father’s character and personality shine. He suffers at his labors yet continues the charade with his son. When the boy comes close to danger, the father intervenes, often in a comic manner. He joyfully finds ways to communicate with his beloved wife across the expanse of the camp. Despite the grave risks, his imagination soars as he demonstrates his love for his family. You know the movie cannot end happily, yet you are buoyed by this man’s selflessness and sacrifice.

Some have criticized the film because they misperceive it a comedy about the Holocaust. I believe it is best interpreted as a fable, given its aura of unreality. In a real concentration camp the father could not have maintained the deception for so long, nor would the boy have endured such deprivation without complaint. The man would have been punished for some of his behavior.

Like a fable it has a message: that one can triumph in spirit over the grimmest conditions. It is a message gaining influence in our field, as we are encouraged to focus more on a patient’s strengths than deficits, more on how a person uses his attributes than on a diagnosis. It is also a message that comes through at the intersection of spirituality and psychotherapy: finding beauty and love in everyday life.

From slapstick figure to hero, the father uses his gifts toward a noble purpose, all the while showing us that Life is indeed Beautiful.

Navigating Psychotherapeutic Harmony in *The Sopranos*
M. Banks Gregerson, PhD

Therapy between young Italian psychotherapist Jennifer Melfi and middle-aged mobster capo Tony Soprano drives the new Home Box Office hit series *The Sopranos*. His difficulties with The Family and with his own family of wife, children, aging Mother, and mob rival Uncle make Tony faint. Various plot lines are driven by and intensely infuse Dr. Melfi’s unfolding relationship with this older, inefably troubled client in a therapy typical in some ways, yet atypical in others.

For the most part, Dr. Melfi’s healing approach provides direction through the murk momentarily overwhelming this otherwise strong man. What happens to Tony can happen to the best of us. Furthermore, what happens to Dr. Melfi as she faces many thorny professional issues with this smooth “tough” guy client can happen to the best of psychotherapists.

Defining moments in and out of therapy clearly establish Dr. Melfi’s consummate professionalism. She skillfully guides Tony to understand the precipitant of his fainting, that is, his inability to face, discuss, and navigate unpleasant emotions from challenging life situations. She anchors Tony firmly inside psychotherapeutic healing by explaining the ephemeral nature of initial palliation and limitations of psychopharmacological adjuncts like Prozac. Her ethics also reveal such competence.

Ethical issues of boundaries and confidentiality appear early and often. Tony’s outside-the-law profession, euphemistically called waste management, easily translates into egregious therapeutic violations like clear and present danger confidentiality dilemmas, unprofessional familiarity, forceful romantic transference, and intrusions into Dr. Melfi’s personal life. In turn, Dr. Melfi gently, respectfully empathizes while firmly, discreetly confronting and setting limits.

Dr. Melfi’s ethical therapeutic authority moors Tony. Like all clients he learns that human frailty, including his, often precludes optimal solutions. As therapy progresses Tony begins to remain alert rather than faint but still reels from unarticulated distress. Sounds to me like real life and excellent therapy.
THE AMPLIFIER

Division 46 Convention Program, Boston, 1999

Program Chair: Frank Farley, PhD

Be sure to check the Program Supplement in Boston for any last-minute changes. The listing below also includes the Board of Convention Affairs Miniconvention on Sex, Love, and Psychology, which is co-sponsored by Division 46.

FRIDAY, AUGUST 20

1. Presidential Conversation Hour, Frank Farley 1:00 PM-1:50
   Hynes Convention Center
   Meeting Room 308
2. Discussion: Sex, Lies, Infidelity—Books, Video, and Psychology 2:00 PM-2:50
   Sheraton Boston Hotel
   Fairfax Room A
3. Poster Session 3:00 PM-3:50
   Hynes Convention Center
   Exhibit Hall A
4. Discussion: What to Do When the Media Calls 4:00 PM-4:50
   Sheraton Boston Hotel
   Gardner Room

SATURDAY, AUGUST 21

5. Paper Session: Research in Media Psychology 10:00 AM-10:50
   Hynes Convention Center
   Meeting Room 308
   Hynes Convention Center
   Meeting Room 112
7. Miniconvention on Sex, Love, and Psychology: The Great Sexologists: A Conversation with Albert Ellis on Sex 12:00 PM-12:50
   Hynes Convention Center
   Meeting Room 112
8. Miniconvention on Sex, Love, and Psychology: A Peace Conference in the Gender Wars, Ronald Levant, Lenore E. Walker, and Audience 1:00 PM-2:50
   Hynes Convention Center
   Meeting Room 112
9. Invited Address: Stuart Fischhoff 1:00 PM-1:50
   Hynes Convention Center
   Meeting Room 112
10. Miniconvention on Sex, Love, and Psychology 3:00 PM-3:50
    Invited Address: Edward Donnerstein
    Hynes Convention Center
    Meeting Room 112
11. Miniconvention on Sex, Love, and Psychology: The Development of Healthy Boys: A Dialogue with Lenore E. Walker and William S. Pollack 4:00 PM-4:50
    Hynes Convention Center
    Meeting Room 112

SUNDAY, AUGUST 22

12. Business Meeting: Division 46 8:00 AM-8:50
    Sheraton Boston Hotel
    Berkeley Room
13. Workshop: How to Get Your Book Published in the Popular Press 10:00 AM-10:50
    Hynes Convention Center
    Meeting Room 108
14. Miniconvention on Sex, Love, and Psychology: Sex, Lies, and Politics: A Conversation with June Reinisch 10:00 AM-10:50
    Hynes Convention Center
    Meeting Room 112
15. Miniconvention on Sex, Love, and Psychology 11:00 AM-11:50
    Hynes Convention Center
    Meeting Room 112
16. Miniconvention on Sex, Love, and Psychology: Love and Sex in the Media: A Conversation with Dr. Joyce Brothers 12:00 PM-1:50
    Hynes Convention Center
    Meeting Room 112
17. Workshop: Media Watch—Rating How Psychologists Are Portrayed 1:00 PM-2:50
    Hynes Convention Center
    Meeting Room 303
18. Miniconvention on Sex, Love, and Psychology Symposium: The Second APA Comedy Jam, with the Sexual Peccadillo Players 2:00 PM-3:50
    Hynes Convention Center
    Meeting Room 112
19. Symposium: Violence on American Television—Content and the V-Chip 3:00 PM-3:50
    Hynes Convention Center
    Meeting Room 108
20. Discussion: Miniconvention on Sex, Love, and Psychology, A Town Hall Meeting with Miniconvention Speakers and Audience 4:00 PM-4:50
    Hynes Convention Center
    Meeting Room 112
21. Social Hour: Division 46 and the Sex, Love, and Psychology Miniconvention 5:00 PM-6:50
    Sheraton Boston Hotel
    Beacon Room A

MONDAY, AUGUST 23

22. Symposium: Internet in Motion—Social and Therapeutic Value Revealed 8:00 AM-9:50
    Hynes Convention Center
    Meeting Room 309
23. Board Meeting 8:00 AM-11:00
    Sheraton Boston Hotel
    Conference Room
24. Symposium: Discussion of Film The Last Transfer—Mental Health Needs of Holocaust Survivors 11:00 AM-11:50
    Hynes Convention Center
    Meeting Room 101
Pre-APA Convention Workshop
Thursday, August 19, 1999
1 pm to 5 pm
Westin Hotel Copley Place
Boston, MA

Co-Sponsors
Division 46, Media Psychology
S.A.I.L., Inc. Media Services
who maintain responsibility for the program.

Television Training
In Front of the Camera
with Skill and Confidence
Introductory Level Training for Clinicians and Academics.

Presenter
Dr. Susan Kastl is a clinical psychologist and the
president of S.A.I.L., Inc. Media Services. She is a
popular media expert and collaborator, workshop
leader, and producer of her own television show.

Objectives
Identify television outlets for psychologists.
Learn how to network with television personnel.
Acquire effective television presentation techniques.
Gain experience in front of the television camera.

Agenda

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<td>Television Outlets</td>
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(Full refund if sponsor cancels workshop.
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Support the Division 46 Book Series

The first book of our Division Series, *Psychology and the Media*, debuted in 1997. Edited by Division 46 members Sam and Diane Kirschner and published by APA, it is the first book devoted exclusively to this topic. The book includes four chapters each on research issues and practice issues, as well as an epilogue addressing future directions in the field. Volume 2 (edited by Lita Linzer Schwartz) will be published by the end of 1999. If you have not yet ordered your copy of *Psychology and the Media*, please do so today! Use the order form to the right. Division 46 Past President Florence Kaslow is consultant for the book series.

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For psychologists, who were trained in an academic environment, it is important to remember that academic norms and legal rights are not the same. For example, it is accepted practice in academic journals to cite portions of another’s work, as long as the work is properly attributed to its author. However, unauthorized copying or paraphrasing of copyrighted works is illegal, even if you fully cite the author and source.

Copyright Issues in Academia

If you work in an academic setting, you should know that copyright issues in this area have not been definitively resolved. Many colleges now have written patent policies for faculty; research grants often specify ownership and control for the faculty and employed researchers. However, few institutions have established policies for copyrights. Ownership issues become especially complex when academic teams create intellectual property which may have commercial applications. Traditional academic practices, generally granting faculty full copyright rights for scholarly paper publications, are being questioned when applied to potentially profitable areas of multimedia, media productions, computer software, and distance learning.

Maximizing Your Copyright Ownership

You can maximize your copyright ownership by creating original material, having prior written agreements with all media for your ownership and their editing and distribution rights, and registering your copyrights with the Copyright Office. Be accurate, concise, and newsworthy in your media comments.

Remember, ownership is not impact. You may prefer to get your message out, even though your interviewer and the corporate media may own the copyright to a particular interview. You don’t have to own everything, but you should know who owns what before you donate your words and wisdom to the media.

Legal Means summarizes legal issues relevant to media psychologists in the USA. No general column can incorporate your particular factual context; moreover, the law changes. For particular legal questions, consult an attorney. *Legal Means* welcomes questions likely to be of interest to *Amplifier* readers. Questions can be addressed to daniel@keganlaw.com.
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DIV. 46 FORMulates MISSION STATEMENT

Purposes and objectives

1. Assist psychologists to use the media more effectively for informing the public about the science and profession of psychology.

2. Develop a set of theoretical frameworks for the study and practice of media psychology.


4. Encourage adherence to APA ethical standards and guidelines in the use of media.

5. Facilitate mass media efforts focused on improving quality of life physically, emotionally, and environmentally.

6. Present workshops at psychological association meetings and consult with other APA divisions to train psychologists for effective and ethical media activities.

7. Prepare psychologists to disseminate information about their activities to the public, institutions, and other health care professionals.

8. Collaborate with the APA Public Communications Office and Public Information Committee (PIC) on projects and programs of mutual interest.

Psychologists at Forefront in Media and New Technologies

☆ Work as program hosts, expert guests, and writers of books, articles, and scripts.

☆ Consult about program content, creative strategies, or “on-air” crisis management.

☆ Research artificial intelligence, branches of cognitive science, distance learning in formal education, real and virtual learning.

☆ Develop new technologies and software to be more user friendly and effective.


☆ Work with new technologies in applied areas such as industrial-organizational settings.

☆ Research the effects of program content such as the effects of violence or stereotypes.

☆ Develop advertising strategies, product positioning, and consumer preference in commercial fields.

☆ Study media effects such as intercultural dissonance, political and mass communication strategies, and other public interest issues.

☆ Develop products for improving the lives and environments of challenged populations.

☆ Utilize media techniques to conduct forensic evaluations.

☆ Develop training for hostage negotiators or workers with deviant or criminal populations.
THE AMPLIFIER

1999 APA Telehealth Mini-Convention

- Innovative Practice and Research Opportunities
- Top Telehealth Experts Explain How to Get Started
- See, Hear, & Experience the Future of Psychology

10 Sessions—47 Presentations—10 Discussants—Live Hands-On Demonstrations

Sponsored by APA Division 31 and co-sponsored by Divisions 46, 38, 42, 18, 1, 2, 29, 35, and APAGS, whose generous support has made this Mini-Convention possible

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Co-Chairs: Toni Anker, PhD, Robert Ax, PhD, Denise Bartizal, PhD, Joanne Callan, PhD, Barry Gordon, PhD, Mary Gregerson, PhD, Leigh Jerome, PhD, Paul Schneider, MA, Walter Penk, PhD

Location: Hynes Convention Center, Meeting Room 100

Saturday, August 21
I. Telehealth: Technology and Mental Health, 8-8:50 AM
II. Telehealth: Media, 9-10:50 AM
III. Telehealth: Corrections, 11-11:50 AM
IV. Telehealth: The Courts, 12-12:50 PM
V. Telehealth: Advocacy in Graduate Education, 1-2:50 PM
VI. Telehealth: Health Psychology, 3-4:50 PM

Sunday, August 22
VII. Telehealth: Research Methods & Outcomes, 8-8:50 AM
VIII. Telehealth: Research on Effects of Internet Use, 9-10:50 AM
IX. Telehealth: Legal and Ethical, 11-12:50 PM
X. Telehealth: Women Get Their Turn, 1-2:50 PM

Mini-Convention coordinated by Division 31’s Convention Program Chair, Jeffrey Barnett, PsyD. Telehealth Mini-Convention is an outgrowth of work begun by Dr. Maheu, who developed and chaired the Telehealth Topical Series at APA 1998.

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