Presidential Message

Lenore E. Walker, EdD, ABPP

Picture in your mind’s eye the palm trees gently swaying around a lovely crystal clear swimming pool, ocean breezes cooling your suntanned body as you step out of the surf, with boats slowly sailing past. This was the setting in Miami Beach, Florida where your hard working board of directors met in early March to conduct our division’s business. Although such a marvelous environment might be conducive to play, 16 members of the board spent the two days productively reviewing where we have been and where we are going as a division.

Highlights include moving us more into the computer age, first by updating our website and encouraging members to get their own WebPages on-line and second, by sharing important information to our members via our website in addition to the Amplifier. Costs for increasing pages in the Amplifier to add more material are prohibitive for our division even though members want more information, as it becomes available. We had a presentation by Jeff Perlman, senior editor of the L.A. Times WebPages, on how to use both print and electronic media simultaneously to communicate effectively. He shared some of the common problems that even the L.A. Times had when they began following up shorter stories with in dept information on the WebPages. This way all members get a little information about everything while those who are more interested in the details can go to the WebPages for the in depth story. Manny Tau will help us set it up as the board is committed to trying it this year and seeing if our members like it. Marty Williams, chair of the WebPages committee has made arrangements for Silicon Valley WebPages mavens to help our members put up their own WebPages for a fraction of the usual costs. Go visit his website www.psychologistsusa.com and see what can be done!

We have some other new initiatives this year that are off to a good start. It is important to understand how much public opinion is formed by the media response to big events and how much the reporting of those topics themselves influence public opinion. In my Presidential Address I have invited several media psychologists to explore this issue by discussing their roles in studying and commenting on some of today’s social issues. In addition, John Lewis is chairing a committee that will encourage this kind of research. If you are interested in this area, join with him and the committee.

Some of the most interesting issues debated by the courts this year have elicited commentary by psychologists in the media. For example, psychologists on both sides of the Ft. Lauderdale case

Reflections on Columbine: Boys in Crisis

Ronald F. Levant, EdD

I wrote an earlier version of this paper on April 30, 1999, just 10 days after the terrible tragedy in Littleton, Colorado, that left 15 dead, 23 students wounded, and a whole community traumatized. This tragedy is but the most destructive of a series of suburban school killings over the past four years. A series without apparent end, as witnessed in the Santana High School shooting on March 5, 2001, in San Diego, California by 15-year-old Andy Williams that resulted in killing two and injuring 13.

The public discourse on this series of tragedies has identified a range of contributing factors, which include the easy availability of weapons, our violence-soaked culture (with particular reference to the high levels of violence shown on TV, movies, and interactive video games), current forms of music popular with teens, under-resourced schools, the cruelty associated with the social stratification that occurs in high schools, and parental disengagement or abdication.

One factor not receiving much attention is the fact that all of these (Continued on page 10)
buried on her property. The controversy about the reliability of psychological data even-handedly. How can we help the public understand the psychological issues in forensic cases like these?

Kaslow if you are musically talented and Frank Farley if you are a stand-up comic. As some of you know, Frank Farley has been putting on a comedy presentation at the past four conventions. Some of his regulars will be back this year along with some new funny and talented psychologists. If you are still thinking about coming to convention, do it now. San Francisco promises to be one of the largest and best meetings, yet.

Our convention program put together by Elizabeth K. Carll is dynamite. Check it out and come to San Francisco to participate with us. Our program deals with every area that our division members are into plus co-listing and co-sponsoring with so many other divisions. Media psychologists often are the communicators of the psychological data from other specialty areas so it makes sense for us to be in as many places as we can. Florraine Kaslow has done an outstanding job in starting our very own talented "Media Mavens" show with a group of talented division members who will entertain us at our social hour on Monday evening. Our colleagues from around the world in Division 52, International Psychology will join us and we can entertain, relax and socialize with them on the last evening of convention.

Our division will also submit a response to the Ethics Revision Task Force about the fourth draft of the proposed ethics code. Some of our practitioner members are also involved in the Division 42 (Independent Psychology) review of the proposed standards and will send on some of those relevant to media psychology. If you have any comments that you want the board to consider, please send them to David Shapiro’s attention at psyfor@aol.com.

We are active in persuading our colleagues to pay their dues and to join our division. Only with the strength of numbers can we truly be effective in making an impact in media psychology. The board has accepted the challenge of asking five psychologists who are involved in some aspect of media psychology to join us. Why don’t you do so, too? Pay a colleague’s first year dues, sign up a new psychologist, or invite some of your students to join.

Exciting Convention Activities Planned

Elizabeth K. Carll, PhD, Division 46 Program Chair

An exciting and diverse array of programs has been planned for the APA 2001 Convention in San Francisco. Division 46 programs, listed on page 3, focus on three areas: electronic media/internet technologies with application to practice, behavioral medicine and research; psychology and the news media; psychology and the entertainment media. I would like to thank Joanne Cantor, Mary Gregerson, Harriet Schultz, and Dorothy Singer who generously volunteered their time to serve as program reviewers.

In addition to highlighting emerging areas within media psychology, my goal has also been to increase our Division’s visibility and increase collaboration with other divisions. To that end I have arranged for co-sponsored and co-listed programs with Divisions 1, 2, 5, 7, 8, 9, 12, 13, 15, 18, 20, 21, 26, 27, 28, 29, 35, 38, 40, 41, 42, 45, 48, 51, 54, 55, APAGS, APA Board of Educational Affairs, and APA Public Policy Office.

We look forward to seeing you in San Francisco.
FRIDAY, 8/24/01

08:00 - 09:50 AM Symposium - Computer Distorting Technology: Defining Body Ideals and Assessing Media’s Impact - Patricia R. Owen, Chair; Jessica Ferguson; Tiffany D’Mello; Jose A. Aguilar; Lisa Ortiz; Jessica Consuegra; Margit B. Gerardi

10:00 - 10:50 AM Symposium - Interactive Media-Based Tools for the Chronically Ill: Development & Research - Lilli Friedland, Chair; Jordana R. Huchital; Tal Gilad; Alexandra L. Quittner; Melissa A. Davis; Eric Larsen; Joseph P. Bush

10:00 - 11:50 AM Symposium - Representations of Women in the Media - Ellen Cole, Chair; Jessica Henderson Daniel; Silvia Sara Canetto and Laura Burlingame Boston; Elizabeth K. Carll; Karen E. Dill; Stefanie Gilbert and J. Kevin Thompson; Janis Sanchez-Hucles and Patrick Hudgins

11:00 - 12:50 PM Symposium - Clinical Outcomes Data on Virtual Reality Therapy in Psychology - Brenda K. Wiederhold, Chair; Mark D. Wiederhold; Brenda K. Wiederhold; Lauren W. Gavshon; Shannon B. McGehee; Giuseppe Riva Glueckauf; Susan X. Day; Thomas F. Nagy; George J. Alexander; Celia B. Fisher

SUNDAY, 8/26/01

08:00 - 08:50 AM Workshop - The Journalist as Patient: Treating Emotional Detachment and Social Estrangement - Thomas P. Demaria, Chair; Thomas P. Demaria

10:00 - 11:50 AM Symposium - Reality TV: Psychology in Prime Time - Kate M. Wachs, Chair; M. Gene Ondrusek; Richard W. Levak; Scott Messick; Sonja Christopher; Kate M. Wachs

01:00 - 02:50 PM Symposium - Electronic Media and Children: Current Issues and Future Research - Dorothy G. Singer, Chair; Todd Tarpley; Kareri Subrahmanyam; Sandra L. Calvert; Jennifer A. Kotler; Brad Bushman; Neil Malamuth; Ricki Goldman-Segall

02:00 - 03:50 PM Symposium - Analyze This 2: Motivations and Professionalism of Hollywood’s Movie Therapists - Shirley P. Glass, Co-chair; Harriet T. Schultz, Co-chair; Stephen D. Young; Beverly Paden; Shirley P. Glass

02:00 - 02:50 PM Symposium - Using New Technologies for Positive Emotions, Stress, Health and Performance - Lilli Friedland, Chair; Deborah Rozman; Jack G. Wiggins

03:00 - 03:50 PM Discussion - Honoring T George Harris, Founding Editor of Psychology Today - Frank Farley, Chair; Raymond D. Fowler; Ellen McGrath; Robert E. Thayer; Philip Zimbardo; Frank Farley

MONDAY, 8/27/01

08:00 - 10:50 AM Business Meeting

11:00 - 12:50 PM Symposium - Maintaining Integrity and Standards as a Media Consultant - Mary B. Gregerson, Chair; Dawn K. Wilson; James L. Spira; Mary B. Gregerson; Susan Kastl; Sally S. Horwatt; Jessie Gruman

11:00 - 12:50 PM Symposium - When Bad Things Happen to Good Psychologists: Using Humor Therapeutically - Irene M. Deitch, Chair; Charles Hersch; Shirley P. Glass; Kate M. Wachs; Joseph Richman; Rhoda Fisher; Margot Tallmer; Frank Farley

04:00 - 04:50 PM Presidential Address - Media Psychologists and Hot News - Lenore E. Walker, Chair; Toby Kleinman; Leslie Drozd; Christina Antonopoulou; John E. Lewis

05:00 - 05:50 PM Invited Address - The Media Mavens: A Talent Show of Division 46 Members - Florence Kaslow, Chair

06:00 - 06:50 PM Social Hour - Co-sponsored by Div 46 & Div 52
THE AMPLIFIER

Spotlight On: Louis Perrott, PhD

Alan D. Entin, PhD, ABPP 2000

Louis Perrott, PhD, has been elected to Fellow Status by the Board of the Division of Media Psychology. Election to Fellow status is an honor bestowed upon members who have made an "unusual and outstanding contribution or performance in the field of psychology." The career of Dr. Louis Perrott demonstrates his commitment to advancing the independent practice of psychology, as well as the achievement of significant and lasting contributions to the field which have had a national impact on the independent practice of psychology.

After achieving his doctoral degree, Dr. Perrott joined the staff of a community mental health center, one of the first to be funded by the NIMH. His interests in the training and education of psychologists led him to design, initiate and become the first director of the clinical psychology internship training program in Davenport, IA. After relocating several years later to Roanoke, VA, he became director of psychology at a private psychiatric hospital and was responsible for more than doubling the size of the psychology staff from 3 to 8 independent practitioners.

Dr. Perrott left that practice to develop an independent practice that is quite unique: It focuses on business issues with local companies. It is now one of the largest multidisciplinary outpatient practice groups in southwest Virginia and maintains its activities in the areas of business issues such as personnel selection, work conflicts, manager training and team building. These ideas have been very innovative and used for a model by the Virginia Academy of Clinical Psychologists, co-funded by CAPP, which became known as the Virginia Marketing Study.

His experiences in this arena led Dr. Perrott to expand his ideas into the field of corporate consultations, and he became a "business psychologist." This is a significant shift: applying his clinical skills and knowledge in a business setting, applying his people skills for hospitals and clinics to the corporate setting. In doing so, Dr. Perrott developed a new niche for independent practitioners, and a new term, "business psychologist," to refer to those skills and practices. His experiences led to the publication of his highly acclaimed book, Reinventing Your Practice as a Business Psychologist. It is an important contribution because it describes how independent practitioners can transition from a health care model which relies on managed care to a corporate practice which can survive and flourish independent of managed care. It is a "best practice" model that is gaining acceptance across the nation.

Another important aspect of Dr. Perrott's career has been his political advocacy and leadership in the state psychological association governance. In 1995 he received the Virginia Psychological Association's Federal Advocacy Award for his years of lobbying state and national legislative officials. He has served as the President of the Virginia Psychological Association and is currently Treasurer of its Academy of Clinical Psychologists. He has also been the Virginia representative to the Practice Directorate's Business of Practice Network, evidence of his national leadership in the newly emerging niche marketplace he has helped establish. At the national level, Dr. Perrott is active in the Psychologists in Independent Practice and is the current membership chair. In the Division of Media Psychology, he has been the co-chair of the State and Provincial Psychological Association Liaison Committee, surveying the media needs of the states and designing and implementing strategies to help the division help the states, and he is the current Treasurer.

It is clear from these highlights of Dr. Louis Perrott's career that he has dedicated himself to the goals of the Division, especially the furtherance of high-quality, innovative psychological services. At a time when many independent practitioners are either ratcheting down their practices or leaving the field due to the effects of the industrialization of healthcare, Dr. Perrott's conceptualizations have enabled them to retool themselves by using the clinical skills they already possess, not merely to survive, but to flourish. In recognition of his contributions to psychology, Dr. Perrott has also been elected a Distinguished Practitioner in the National Academies of Practice.

Media Psychology and the Law

Dr. David Shapiro has been appointed by Dr. Lenore Walker to consider the possibility of including in the Amplifier news regarding important judicial decisions that may impact on psychological practice especially regarding psychologists in the media. This will take two forms. First, similar to the Judicial Notebook in the APA Monitor, we will try to submit an analysis of significant case law. Members are encouraged to submit such cases. Secondly, Dr. Shapiro will solicit input from members on certain controversial topics regarding media psychology; the format will be that of a debate (point-counterpoint) on a particular issue, for instance, a pro and con discussion about whether it is permissible for a psychologist to comment in the media about someone she/he has not examined. Please email suggestions to Dr. David Shapiro at psyfor@aol.com.

New Division 46 Website

Division 46 has a new website at http://www.apa.org/divisions/div46/, created and designed by Joseph Ceniti, PhD. The purpose of the site is to disseminate accurate and research-based information to professionals and the public regarding psychological issues in mass media. Please let us know what you think of the website — your suggestions are welcome!
How to Get Your Self-Help Book Published

Harold H. Dawley, Jr., PhD, ABPP
Publisher, Selfhelpbooks.com*

Got an idea for a self-help book? Have you written a book, but haven’t done anything with it? Or perhaps you’ve even had a book published only to see it go out of print after a few short years. If any of these situations apply to you, there’s hope for getting your book published.

Two years ago, I started Selfhelpbooks.com, the Internet’s largest publisher/bookseller exclusively selling self-help books. We publish a number of former best sellers or near best sellers such as Andrew Salter’s Conditioned Reflex Therapy, Lynn Bloom’s The New Assertive Woman, Herb Goldberg’s and George Bach’s Creative Aggression, and Lonnie Barbach’s The Intimate Male, plus many more. Internet book publishers offer new opportunities for psychologists to re-publish out-of-print books or publish new self-help books.

Based on my experience as a user, author, publisher, and seller of self-help books, I have the following suggestions for anyone wanting to write a self-help book. They are: (1) Have a catchy title that amply describes the book, (2) Keep it simple, (2) Touch a nerve, (3) Be positive and use inspiring examples, (4) When possible, self-disclose, (5) Get exposure.

1. **Have a catchy title.** The title of your book should be catchy and immediately convey what your book is about. Try to keep the title under 10 words. Examples of such titles are evident in such best sellers as *How to Win Friends and Influence People* and *Your Erroneous Zones*. These titles immediately convey what the book is about. People browsing in a bookstore or on the Internet will look at your title first. If it catches their eye, they stop and browse. If the title is boring or confusing, they move on.

2. **Keep it simple.** Focus on the single most important point you have and don’t stray from it. Do an outline and limit the book to the main point you are making. As a publisher, one of the major problems I see with books that are submitted to us is that the author is not focused enough on the main point he or she is making. Not too long ago, we received a book entitled Multicultural Health and Self-Help Protocols, submitted by a Chairman of the Department of Nutrition at a leading school of public health. The title gives no idea as to what the book was about, and the book was also hard to follow because the author presented several major issues instead of just one. After some work, all of the extraneous material was deleted and the book was limited to the unhealthy aspects of the Western diet. It read better. All that was needed next was a title. We finally came up with Eating Ourselves to Death: How to Survive the Western Diet.

3. **Be positive.** People buying a self-help book want to be inspired. They want to feel good after reading the book. This can be achieved by using numerous examples of people who overcame the same problem. In *How to Win Friends and Influence People*, Dale Carnegie describes how successful business leaders, politicians, and others benefited from using approaches similar to what he is advocating in his book.

4. **Self-disclose.** People love to read books by people who had the same problems they have. One of our more successful psychologist/authors was sexually molested in her youth. This psychologist openly admits this past molestation and the harmful effects it created for her in her later life. This author’s ability to self-disclose has generated a large and loyal following.

5. **Get exposure.** Exposure such as getting on major talk shows, interviews in leading newspapers, and so forth will not guarantee a best seller but it sure will help. There’s the story told about Wayne Dywer loading the back seat of his car and traveling across America getting on as many talk shows as possible. There is little doubt that his aggressive marketing of his book was an important factor in *Your Erroneous Zones* becoming a best seller. Note the catchy title and how the book was simple and to the point.

There are 50,000 self-help books in print at any given time. About 5,000 new self-help titles come out every year and 5,000 self-help titles go out of print. The good news is that many of the authors of these books are psychologists. The bad news is that there has been a significant reduction in the number of major publishers of self-help books. Within the last five years, about half of the established publishers have been swallowed up by other publishers in mergers and buyouts. But the Internet provides another publishing outlet for psychologists. Internet book publishers can do print-on-demand books that are sold through the usual book distribution channels and E-books that can be downloaded directly for a nominal fee. For psychologists seeking to publish a self-help book but who are frustrated at trying to find a traditional publisher, the Internet offers another opportunity.

*Note: Selfhelpbooks.com is not a vanity publisher. If a book is found acceptable, the author receives a standard contract (20% royalties on print, 50% for e-books). The book is subsequently edited, typeset, and printed as a “print-on-demand” book by a division of Ingram Books. In 2000, Selfhelpbooks.com was identified as one of the top 10 e-publishing sites by Foreword magazine in their rating of non-subsidy e-publishers. Selfhelpbooks.com will serve as the on-line bookstore for OneWorldLive.com, a celebrity website with over 1.3 million unique visitors per month.*
Edward Abramson, PhD was quoted on sex differences in food cravings in the January 2001 issue of *Fitness Magazine*, and on "how to help your husband lose weight" in the February 2001 issue of *Parents Magazine*. He was also interviewed for articles in upcoming issues of *Cosmopolitan*, *Health*, and *Ladies Home Journal*. Dr. Abramson writes a monthly column on relationships and weight for e-Diets.com, a weight control website. His books include *Emotional Eating: What You Need to Know Before Starting Another Diet* (Jossey-Bass, 1998) and *To Have and To Hold: How to Take Off the Weight When Marriage Puts On the Pounds* (Kensington, 1999).

Dr. Lawrence Balter, a former President of Division 46, has signed with CBS TV's *Early Show*, the network morning program with Bryant Gumbel and Jane Clayson. Larry will be an on-air psychologist to attend the Republican national convention in Philadelphia. He was the subject—a Democrat and parenting and child development expert. He was formerly an on-air expert/feature reporter at WCBS TV News 2 at 5:00 and at WABC TV Channel 7's *Eyewitness News* in New York. He still has his "day job" as professor of Applied Psychology at NYU. Please note his new email address: lawrence.balter@nyu.edu.

Dr. Frank Biasco hosts a weekly show called *Pensacola Viewpoint* which runs from 7 PM to 8 PM each Tuesday on UWF-TV. The program is a live, one-hour, call-in, talk show featuring prominent guests in the community. Dr. Biasco was the only psychologist to attend the Republican national convention in Philadelphia. He was the subject—along with a Democratic psychologist—in a recent issue of the *Monitor*, and wrote a story about politics and psychologists in the AAP news magazine. Dr. Biasco can be reached by e-mail at fbiasco@att.net.

Mike Brickey, PhD, ABPP has discussed his book, *Defy Aging: Develop the Mental and Emotional Vitality to Live Longer, Healthier, and Happier Than You Ever Imagined* on over 50 radio stations and 20 television stations including CNN Sunday Morning. Endorsers have included Dr. Bernie Siegel, Betty Friedan, and Dr. Ronald Klatz (President of the American Academy of Anti-Aging Medicine). Dr. Brickey also has a free biweekly e-mail newsletter, *The Defy Aging Newsletter* (subscribe@DrBrickey.com).

Irene Deitch, PhD was featured in the articles "Psychologists and Death and Dying" (*National Psychologist*, December/January issue), "Pets in Psychotherapy" (*Practice Strategies*, January issue); and "Psychotherapy With The Bereaved" (*Practice Strategies*, February issue). She also wrote "When the Founder of a Small Family Business Dies" for the January issue of *The Family Business Doctor*. Dr. Deitch hosted a continuing education workshop on developmental and clinical issues in aging, and is Chair of the Interdivisional Committee on Psychologists Working With Quality of Life Issues. She also hosted a workshop on "Conflicts in Small Family Business" for the Staten Island Chamber of Commerce in December.

Nancy Kalish, PhD had a story about her research on lost loves published in *Parade* magazine (the Sunday newspaper supplement). She was recently taped for the TV talk show *Men Are From Mars/Women Are From Venus*, also on the rekindled romance topic (air date was May 14).

Harriet T. Schultz, PhD, Chair of the Division 46 Media Watch Committee, will be President of the Houston Psychological Association, beginning June 1, 2001.

Dorothy Singer, PhD and Jerome Singer, PhD edited the *Handbook of Children and the Media* (Sage Publications, 2001) and wrote *Make-Believe: Games and Activities for Imaginative Play* (APA Books, Magination Press, 2001).
APA Council Report

Lilli Friedland, PhD

August 2000 Meeting

In its August 2000 meeting, the APA Council approved the following revised Guidelines for Council Resolutions:

The following information must be provided for all resolutions submitted to Council: (1) The purpose and rationale for the resolution stated clearly, and documenting its relevance to psychology or psychologists; (2) The issue’s importance to psychology or to society as a whole; (3) Representative scientific or empirical findings related to the resolution; (4) The likelihood of the resolution having a constructive impact on public opinion or policy. Resolutions approved by Council are understood to reflect what APA values or believes and, in most cases, do not commit APA to any action. If approval of the resolution requires that specific action be taken, the following information must also be provided: (5) Suggestions on how it should be implemented, if it is passed; (6) Breakdown of staff resources or association funds needed to implement the resolution.

Council voted to direct all directorates and governance groups to identify strategies specific to that directorate or governance group and implement appropriate mechanisms that will provide opportunities for newcomers.

A task force will consider methods of providing that each division and state association has at least one seat on Council.

A Task Force on Membership Retention and Recruitment was given $27,000 to formulate a systematic plan to foster the retention of members and appropriate outreach to nonmembers.

Ethics

One additional seat on the Ethics Committee Task Force for the constituency of Policy and Public Safety, Correctional or Military Psychology was approved and given $3,300. The unique nature of this constituency of psychologists and the ethical issues they face include consultations with immediate life or death outcomes (hostage negotiations, timing of interventions in the presence of SWAT Teams, dual roles by regulation in prison riot situations), coaching of interrogators during investigative interrogation, development of profiles for investigative purposes, and special situations involving confidentiality and prescribed dual roles (working with military clients and their dependents);

Council discussed the item “Adding health to APA’s mission statement.”

“Fostering Career Development of Young Professionals” was reported to Council.

Council approved the inclusion of $7,000 for the Training guide-lines for Practice in Clinical Geropsychology.


Council received an update on the new-business-in-progress item Change in Council’s Name. The discussion, which is being continued revolves around the designation of the term “board of directors” to apply to Council who has the fiduciary responsibility for the organization and the current Board of Directors, which may be given another name, such as executive committee.

Media, Public Information, and Publications

Council voted to approve the continuation of funding for the Public Education Campaign at the current level of $1,000,000 per year as a regular line in the Association’s budget, with the proviso that the ongoing program assessment be continued and reported to the Finance Committee and Council every three years beginning in 2003.

Council voted to adopt the following APA policy statement on freedom of scientific inquiry and presentation of research results:

The American Psychological Association is committed to fostering a vigorous science of psychology through the open exchange of ideas and data. A productive and healthy science requires freedom of inquiry and freedom of expression. Researchers must be free to pursue their scientific investigations within the constraints of the ethical principles, scientific principles, and guidelines of the discipline. Editors, too, after seeking appropriate peer review, must be free to publish that science in their journals even when findings are surprising, disappointing, or controversial.

The publication of a scientific article by a journal of the American Psychological Association does not constitute its endorsement. The Association will not condone any attempt to censor the reporting or discussion of science within its journals so long as it has been conducted ethically and meets the scientific standards of the profession. Further, the Association will neither retract a published paper nor censure authors or editors for ethical scientific activities that yield potentially controversial findings. Scientific investigation is an evolving process: The ultimate evaluation of scientific results depends on a continuous exchange of ideas and reexamination of ideas and findings.

Council voted to allocate $25,000 from its 2000 contingency funds to support the expansion of the number of weekly press releases publicizing psychological science published in APA journals.

Council voted to support the recommendations of the Board of Scientific Affairs and the Publications & Communications Board to increase our efforts to attain greater publicity and visibility of research published in APA journals. The Council further voted to
APA boards and committees on all issues affecting testing and assessment as it involves policy, practice, and science; (d) monitor actions of government and other organizations concerning regulation and control of assessment and testing practices and make appropriate recommendations; [and], (e) maintain a knowledge of and concern regarding current policy issues on the use of tests and assessment in clinical, counseling, educational, and employment settings, and (f) promote the appropriate use of tests and sound assessment practices. Insofar as possible, the Committee shall have expertise in IDe theory, evaluation, and use of tests in clinical, counseling, school and industrial/or- ganizational psychology and shall represent the concerns of diverse groups that may be affected by testing. This may include but not be limited to persons with disabilities, women, and ethnic minorities.

Educational Affairs

Council voted to formally confirm the recognition of Behavioral Psychology as a specialty in professional psychology.

Professional Affairs

Council approved the Criteria for Evaluating Treatment Guidelines which replaces the Template for Developing Guidelines: Interventions for Mental Disorders and Psychosocial Aspects of Physical Disorders.

Council endorsed the Practice Parameter: Screening and Diagnosis of Autism.

Council rejected a motion requesting that APA establish a database to enable patients to access their psychological records from their deceased psychologists’ estates.


Council heard an update on the College’s Development of Psychopharmacology Examination: Examination Offered to Qualified Psychologists.

Council received an update on the new-business-in-progress item Taxonomy for Professional Psychology.

Council received a report on Coalition Building to Design and to Implement Health Care Reform.

Scientific Affairs

Council approved amending Association Rule 140-5.1 as follows:

Committee on Psychological Tests and Assessment:

There shall be a Committee on Psychological Tests and Assessment whose responsibility it shall be to: (a) [consider] address problems regarding sound psychological testing and assessment practices, and initiate discussions with specific agencies and institutions outside APA concerning sound testing and assessment practices; (b) review regularly the [Joint Technical] Standards for Educational and Psychological Testing and recommend revision, when necessary; (c) serve as technical advisors to other APA boards and committees on all issues affecting testing and assessment as it involves policy, practice, and science; (d) monitor actions of government and other organizations concerning regulation and control of assessment and testing practices and make appropriate recommendations; [and], (e) maintain a knowledge of and concern regarding current policy issues on the use of tests and assessment in clinical, counseling, educational, and employment settings, and (f) promote the appropriate use of tests and sound assessment practices. Insofar as possible, the Committee shall have expertise in the theory, evaluation, and use of tests in clinical, counseling, school, and industrial/organizational psychology and shall represent the concerns of diverse groups that may be affected by testing. This may include but not be limited to persons with disabilities, women, and ethnic minorities.
the APA dues annually by an amount linked to the consumer price index for all urban consumers (CPI-U); and (2) a $4 dues increase from $215 to $219 for the 2001 dues year.

Council voted to approve the 2001 Preliminary Budget with a deficit of $198,400, in principle, including the reclassification of the $1,000,000 partnership cash flow (historically referred to as the building subsidy).

Council approved a Net Worth Allocation Plan: namely, that the Association strives to maintain a net worth equal to at least one year’s operating budget subject to the consideration of pressing priorities that may arise.

Council was informed of the decision to not purchase the warehouse at the increased sales price.

Organization of the APA

There shall be a Committee for the Advancement of Professional Practice whose responsibility it shall be to (a) be the administrative agent of the Board of Directors exercising general governance supervision over the relevant affairs of the Office of Professional Practice] Practice Directorate, (b) recommend to Council through the Board of Directors procedures for the protection, defense, and enhancement of human welfare through the professional practice of psychology, (c) identify projects important to the professional practice of psychology, and (d) recommend to the Board of Directors the needed funding for such projects. The Committee for the Advancement of Professional Practice shall report to Council through the APA Board of Directors.

The funds generated by the annual assessment of health service psychologists shall be sequestered by the Board of Directors and, in a manner consistent with APA policy, shall be used exclusively for the support of the Office of Professional Practice, for the operation of the Committee for the Advancement of Professional Practice, and for such special projects as are recommended to the APA Board of Directors by the Committee for the Advancement of Professional Practice. This budget shall be reported in the consolidated APA annual budget. Council voted to approve the name American Psychological Association Practice Organization as the name of the 501(c)(6) organization.

February 2001 Meeting

In its February 2001 meeting in Washington, DC, the APA Council of Representatives addressed the following issues:

Psychology and Policy Makers

President Norine Johnson, PhD, reported on her initiatives on her theme of “Psychology: Building a Healthy World” which aim to inform the policy-makers about psychology’s contributions to building healthy families, healthy communities and healthy workplaces. Ray Fowler, PhD, Chief Executive Officer, described changes of leadership in Washington to the Republican Administration that can affect APA and how APA is positioning itself with the change. The issues to be emphasized in Congress include: Parity for mental health; Patients’ Bill of Rights to include legal responsibility of HMOs; and Medicare GME funding. Members will be asked to send messages to Congress regarding these important issues.

Membership

Retention of members in APA has become a key issue because membership is not gaining significantly, due primarily to aging members who are dues-exempt. (By 2013 there will be 24,000 dues-exempt members.) Convention attendees have recently dropped. A new format will be tried for the 2002 Chicago Convention. The duration of the Convention will be cut to four days.

New Divisions

Two new Divisions of APA were approved: the Division of Clinical Child Psychology (Division 53) and the Society of Pediatric Psychology (Division 54).

Proposed Ethics Revision

The Ethics Code Task Force is seeking comments on the Draft of the Ethical Principles of Psychologists and Code of Conduct. (The Draft was published in the February 2001 APA Monitor.) There will be an open session in San Francisco at the APA Convention about the proposed revision to the ethics code. A proposal is being discussed at Council that ethics adjudication by APA’s Ethics Committee be limited to expellable behaviors. The proposal recommends that educative efforts of the APA Ethics Committee be enhanced and expanded.

Passage of Resolution on Assisted Suicide

Council passed a Resolution on Assisted Suicide. This resolution neither endorses nor opposes assisted suicide at this time, but supports the APA in preparing the profession to address the issue of assisted suicide and encourages those psychologists who wish to work in this area to obtain training in the area of ethics as it applies to end-of-life decisions and care.

Proposed Licensure Changes

A Commission on Education and Training Leading to Licensure in Psychology presented its report, which was accepted by Council. The report will now be circulated to appropriate APA Committees and other governance groups. It will also be sent to external groups, including State Associations, for review. At a later date the report can be amended or changed, prior to a decision by Council to adopt the recommendations.
killers are male. While I do not mean to imply that all males are potential murderers, nor that females are never violent, I do want to suggest that masculinity is a strong predisposing factor in school violence. In the view of leading members of the Society for the Psychological Study of Men and Masculinity (APA Division 51), based on clinical and empirical research conducted over the past two decades, the socialization of boys to conform to the norms of traditional masculinity (toughness, aggression, dominance, and the restriction of emotional expression) has particularly damaging effects which potentiate violence. The wider culture reinforces these norms, learned initially in the home, playground, and school. Television, movies, interactive video games, and popular music are not only drenched in violence, but they also actively construct the image of the violent, powerful, and dominant male as the cultural norm.

This serious problem of youth and school violence in fact demands that we find solutions. The public discourse on solutions spans the range from greater security measures (school uniforms, metal detectors at school entrances) to greater psychological measures (strengthening children and families, and helping parents learn how to be more effectively involved in their children’s lives).

Psychologists can make a difference here through the roles we play in science, practice, education and public policy. An excellent example of the contribution we can make in public education is the videotape Warning Signs, which was produced by the APA Practice Directorate in partnership with MTV. The release date of Warning Signs was moved up in response to the Colorado tragedy. It was combined with local public education efforts, and a Guide for youth, parents and teachers on the warning signs of violence that was both posted on APA’s webpage and available thorough calling 1-800-268-0078. Overall, the campaign has been extraordinarily timely and very successful, with 138,000 “hits” on the web version of the Guide and the dissemination of the entire first printing of 50,000 copies of the Guide.

We have much science-based expertise to offer to the formulation of public policy on such matters as school violence, which the Public Interest Directorate has long been doing. I believe that psychologists need to take a broader view and consider the impact that psychological knowledge might have on their community at large. We must venture outside our consulting offices and become actively engaged in the social and political arenas. We must learn to use authority and exercise leadership in the community. Happily we are increasingly represented in public policy commissions and boards, and in elective offices at the local, state and national levels, with two psychologists now in Congress (Brian Baird, PhD, and Ted Strickland, PhD). It is vital that we build on this trend and find ways to get more psychologists actively involved in the public policy arena.

We are at the proverbial fork in the road as a society in dealing with this problem. There are many ways that psychologists can help, and I have sketched just a few of them. The stakes are high. If we can help, we must.

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This article is based on a paper presented in a Division 46 symposium, Violence, Children, Teens, and the Media, at the 108th Annual Convention of the American Psychological Association in Washington, DC, August 5, 2000.+

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