

# THE AMPLIFIER

## PSYCHOLOGY

DIVISION OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION

SPRING 2003

## President's Message

*Elizabeth Carll, PhD*



### **The Future of Media Psychology**

The rapid development of technological changes will have enormous influence on electronic communication and human behavior. These sweeping changes will affect all types of relationships from individuals, to groups, to society in general. The evolution of these new technologies will result in long-term changes in how media

psychology is viewed and unlimited opportunities for growth. The future of media psychology is limited only by the boundaries that we create for ourselves.

Princeton psychologist Daniel Kahneman, PhD, the recipient of the Nobel Prize in Economics, described during his talk at the APA February Council meeting how new evolving areas within psychology, which are interdisciplinary in nature, sometimes become the domain of other disciplines. He gave as an example his area of research, behavioral economics, which is based on psychological principles but exists within business programs and economics departments within universities. A similar trend may also be taking place in media psychology with the psychological research and application of new technologies, conducted by psychologists, increasingly taking place in engineering and communications departments of universities. Therefore, it is imperative that we define a clear and accurate image of the diverse areas that make up media psychology, lest newly developing media technologies increasingly become the domain of other disciplines.

My initiatives focus on promoting a comprehensive and accurate image for media psychology, as well as promoting membership

recruitment, retention, and development—especially from this untapped group of technologically involved psychologists and specialists.

### **Div 46's First Virtual Mid-Winter Meeting**

Division 46's Board held its first virtual Mid-Winter meeting in February via conference call and e-mail. This was undertaken in view of our limited resources and the decision to spend our funds on new initiatives and activities rather than on an in-person meeting. Although this entailed more work for some of us, it was well worth the effort. The 2003 activities for our Division were discussed, including my presidential initiatives and a variety of projects to complement the development of these initiatives. These initiatives were designed to lay a foundation for the growth and development of Division 46 in the 21st century.

### **Promote a Comprehensive and Accurate Image for Media Psychology**

The focus for 2003 and the future for Division 46 will be advancing the understanding and utilization of the enormous potential and sweeping changes that communication technologies will have on individuals, groups, and society. Many people, including our colleagues, associate media psychology primarily with the entertainment industry and focusing on "lights, camera, action." In reality, this is a small percentage of what media psychology is all about.

The research and application of psychology to media, as well as the effects of media, will be the dominant role of media psychology in the 21st century. This focus will include the Internet, multimedia telecommunications, virtual reality, distance learning, and telehealth services.

### **Promoting Membership Recruitment, Retention, and Development**

There is a great potential for growth of Division 46 by actively recruiting psychologists and related professionals involved in the research and application of these new evolving communication technologies. The involvement of students from diverse programs will be an important building block in this initiative.

*(Continued on p. 2)*

Projects for 2003

**Upgrade and Redesign Our Website** - to reflect our new image. Our website (<http://www.APADiv46.org>) will include both a member and a public side to facilitate various activities and information. Manny Tau, Division 46 Website Editor, has been doing a super job redesigning our interactive website. Manny will be working together with Joe Ceniti, Website Administrator, in maximizing usage of our website.

**Develop a Media Resource Directory** - listing interested members and their areas of expertise on our website. This will be made available to the media and other organizations.

**New Committees** - to support and expand the above initiatives. We were fortunate to have had two of the committees (*Distance Education, Editorial Policies and Guidelines*) jump started last Fall.

- **Student Committee** - for recruitment of students and early career development. The committee will also be responsible for developing a resource list of training programs in media psychology and media-related studies that will be available on our website. Please contact committee chair June Wilson, MA ([June.Wilson@medcenter.stanford.edu](mailto:June.Wilson@medcenter.stanford.edu)) if you are a student interested in participating on this committee.
- **Long-Term Strategic Planning Committee** - to develop a five-year plan for the growth and development of Division 46. The committee consists of Board members who have been actively involved in the division over the last few years and have experience as presidents of Divisions. The committee is chaired by Lilli Friedland and includes Elizabeth Carll, Alan Entin, Gloria Gottsegen, Florence Kaslow, Lou Perrott, and Charles Spielberger.
- **Distance Education Committee** - to develop projects relating to distance education. The committee is chaired by Barry L. Gordon. Our first Division 46 distance education course, *Integrating Internet and Information Technology into Your Practice*, is scheduled for June 7, 2003. The live CE course is co-sponsored by Division 6 (Media, Technology and Communication) of the California Psychological Association, and the Orange County Psychological Association. For additional information about the distance education course, please use the link on our Division 46 website at <http://www.APADiv46.org> or e-mail Barry Gordon at [div46ce@attbi.com](mailto:div46ce@attbi.com).
- **Editorial Policies and Guidelines Committee** - will develop and integrate policies and guidelines for both electronic and print publications such as the website and *The Amplifier*. If you are interested in participating, contact Committee Chair Leslie Drozd at [ldrozdphd@aol.com](mailto:ldrozdphd@aol.com).
- **Film and TV Usage in Therapy Committee** - will evaluate and identify movies and TV programs that can be utilized as resources in psychotherapy. Films and TV programs will be used as resources to illustrate a variety of life problems and diagnoses. Brochures will be developed for use by public and professionals. If you are interested in participating contact Committee Chair Armond Aserinsky ([armond@ix.netcom.com](mailto:armond@ix.netcom.com)).

**Member Recognition** - establishment of annual awards in recognition of the accomplishments of our members.

- **Lifetime Achievement Award** - recognition for career contributions of senior members.
- **Excellence in Research in Media Psychology/Excellence in Applied Media Psychology** - research and applied awards will be given in alternate years.
- **Student Dissertation/Research Award** - includes a \$200 stipend and a free one-year membership in Division 46.
- **Early Career Award** - periodic award in either research or applied media within ten years of receiving doctorate.

**Video Game Violence Resolution** - position paper regarding the effects of violent content video games upon children. The paper is in the process of formulation by Division 46 and experts in the field to be adopted by APA.

Please send nominations for the *Lifetime Achievement Award*, the *Excellence in Research Award*, and the *Student Dissertation/Research Award* to Rhoda Fisher ([rorschack@aol.com](mailto:rorschack@aol.com)) and Lilli Friedland ([lillif@aol.com](mailto:lillif@aol.com)) by **April 30, 2003**. Recipients will be honored at the 2003 APA Convention. In addition, we will be having a special recognition at the convention for all former Division 46 Presidents.

Our 2003 APA Convention programs will also reflect state-of-art developments in communication technologies. Important ongoing projects such as the *Golden Psi Award* for excellence in the fictional portrayal of mental health professionals, the *News Media Recognition Award* for excellence in the reporting of psychological research and information, and the work of the Telehealth and New Technologies Committee will also continue and help to promote the value of psychology to the public.

It is a privilege to have the opportunity to serve as President and work with so many dedicated individuals. I would like to thank the Board and committee chairs for their commitment and work on these projects on behalf of our membership. Should you have any questions or suggestions please feel free to e-mail me at [ecarll@optonline.net](mailto:ecarll@optonline.net).

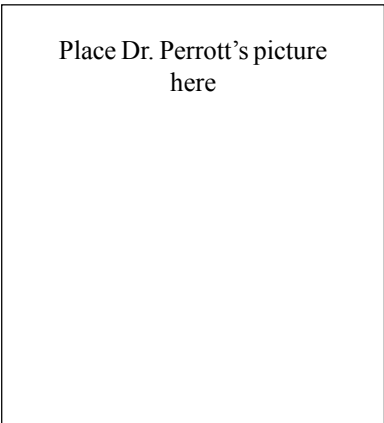
### Publication and Submission Guidelines

*The Amplifier* is the official newsletter of APA Division 46, Media Psychology, and is published three times each year (Spring, Summer, and Fall). 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 by e-mail at [cyberdoc@attbi.com](mailto:cyberdoc@attbi.com). Submissions must be received by February 1 for the Spring issue, April 1 for the Summer issue, and October 1 for the Fall double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

## From the Editors

Louis A. Perrott, PhD

As I begin my term as Division 46 President-Elect, this is the last issue of *The Amplifier* that I will have edited. Our Division is fortunate to begin benefiting from the talents and editorial experience of Barry L. Gordon, PhD, Co-editor of this issue. He has been Editor of the California Psychological Association's newsmagazine *The California Psychologist* since 2001, and will assume full editorship responsibilities for *The Amplifier* effective with the Summer 2003 issue. I sincerely appreciate having had the opportunity to serve as Editor over the past year.



Louis A. Perrott, PhD

Psychological Association and Orange County Psychological Association.

As always, we appreciate and encourage you to submit any articles, news, book reviews, or letters to the editor regarding our Division and/or media psychology. Submission guidelines are published in each issue. Please e-mail me your submissions or suggestions at [cyberdoc@attbi.com](mailto:cyberdoc@attbi.com). Thank you.

Barry L. Gordon, PhD  
Chair, Distance Education Committee

The Division 46 Board created a new Distance Education Committee during their November 2002 Board meeting. The Committee's goal is to advance the objectives of Division 46 by educating members about, promoting, and implementing distance education programs to enhance their professional activities. For continuity, the Committee Chair also serves as Liaison to the APA Board of Education Affairs (BEA).

Our first Division 46 distance education course, *Integrating Internet and Information Technology into Your Practice*, is scheduled for June 7, 2003. The live CE course is co-sponsored by Division 6 (Media, Technology and Communication) of the California Psychological Association (CPA) and the Orange County Psychological Association (OCPA).

Participants will be able to hear and ask questions on their telephones, while viewing all lecture slides on their Web browsers. The course will be presented on Saturday, June 7, 2003, from 12 to 2 PM EDT, and is being offered for 2 hours of APA CE credits. Additional sessions will be scheduled for members living in Hawaii and the Pacific Basin if we receive enough requests.

Course instructors Barry L. Gordon, PhD, and Manny Tau, PsyD, will discuss how psychologists can use the Internet and other information technologies to enhance their professional services. The course includes legal, ethical, and technical issues, as well as practical examples and resources to help participants develop and successfully integrate electronic services into their practice.

Detailed instructions and an online registration form is available on our new APA website (<http://www.APADiv46.org>) and the OCPA website (<http://www.ocpapsych.com/APADIV46>). **The completed Registration form and a check for the \$35 registration fee must be received by June 4, 2003.** Registrants will be e-mailed course materials, including instructions and access codes to the toll-free teleconference number and website with the lecture slides. For more information, please e-mail Barry L. Gordon at [Div46CE@attbi.com](mailto:Div46CE@attbi.com) or call (707) 769-1445.



Barry L. Gordon, PhD

I wish to thank Dr. Perrott for his kind words and dedicated service as Editor of *The Amplifier* over the past year. Many of the articles in this Spring 2003 issue reflect goals outlined by Division 46 President Elizabeth Carll, PhD, in her *President's Message*. As the Division of Media Psychology, it is especially important for us to continue improving communication with our members by integrating print and electronic media. Innovative uses of low-cost information technologies, such as

teleconferencing for the 2003 Mid-Winter Board meeting, have already begun to save our Division substantial expenses.

Another effective communication tool is our **DIV46-MEDIAPSYCH** Listserv. Surprisingly, only about 25% of our members have thus far subscribed to this valuable free service. We encourage you to please join your fellow members and colleagues to have your voice heard, and to keep current about Division news and events. Instructions on how to subscribe are printed in this issue.

Our Division website has been significantly updated, reorganized, and relocated to its own Internet domain at <http://www.APADiv46.org>. Website Editor Manny Tau, PsyD, has added many new cutting edge interactive features for members, colleagues, and the general public.

The first Division 46 distance education CE course will be held in early June. This groundbreaking course will be presented live across the country, and is co-sponsored by the California

## APA Council Report, August 2002

Council Representative

### Highlights

**Ethics Revision:** The APA Council approved the *Ethical Principles of Psychologists and Code of Conduct* (Draft 7, as amended). This revision of the Ethical Principles represents a multi-year effort of updating and incorporating the systematic reassessment of the current Ethical Principles by the relevant APA offices, boards, and committees and the feedback of individuals and divisions. The final version of the 2002 Ethics Code is available in 3 formats on the APA website at <http://www.apa.org/ethics>.

**Board of Directors Name Change:** Council *rejected* the motion to have Council of Representatives be changed to Board of Directors, and another name be used to refer to the current Board of Directors.

**Health as part of APA Mission statement:** Council voted to amend the Association Rules to include health in the APA mission statement.

**Psychology Awareness in Secondary Schools:** Council adopted the Psychology Awareness Initiative in Secondary Schools. (Council had previously reviewed a proposed syllabus for teaching psychology in secondary schools.)

**Guidelines on Multicultural Education, Training, Research, Practice and Organizational Change:** Council adopted the *Guidelines on Multicultural Education, Training, Research, Practice and Organizational Change for Psychology* as APA policy.

**Dues Increase:** APA approved a \$10 increase in dues for the 2003 dues year.

**Finances:** Council approved, in principle, the Net Worth Allocation Plan, pending the revised forecast that reflects refinancing of the APA headquarters building and the G Street building. Council voted to authorize APA to purchase NASW's interest in the G Street building.

Proposed APA Bylaw Changes:

**Student Representative:** Council voted to forward to membership a bylaws change to include an APAGS representative to Council who will be a non-voting member of the Board of Directors. Council voted not to include pro/con statements with the Bylaw Amendment Ballot. Discussion had indicated that bylaws are typically voted down when pro/con statements are included.

**Education as part of APA Mission Statement:** Council voted to forward to membership a bylaws change to include education as part of the APA mission statement. If adopted by the membership, APA's missions statement would read as follows: "The objective of the APA shall be to advance psychology as a science and

profession and as a means of promoting health, education and human welfare..." Council voted not to include pro/con statements with the Bylaw Amendment Ballot.

**Affiliate Membership for 2-year College Teachers:** Council voted to forward to membership a bylaws change to offer 2-Year College Teacher Affiliate status to individuals who are not otherwise eligible for APA membership. Council voted not to include pro/con statements with the Bylaw Amendment Ballot.

Information Items

### Items in progress:

Council items still in progress include the following: Disclaimer for Guidelines Documents, Impact of School Size on Psychological Well-being and Educational Achievement of Students, Coalition Building to Design and to Implement Health Care Reform, Primary Care Psychology, and Rural Children's Mental Health Services.

## People News

**Elizabeth K. Carll, PhD, Division 46 President,** organized and spoke at a first-of-a-kind program on the news media and mental health at the *United Nations 55th Annual NGO Conference*. The conference took place at the United Nations in New York City. Dr. Carll, a trauma psychologist and a pioneer in working with the news media to help the public in the aftermath of violence, crises, and terrorism, proposed the workshop, *Peace Building in the Aftermath of Terrorism: The Role of Media and Mental Health Professionals*, to address the international aspects and benefits of collaboration between mental health professionals and the news media to help communities recover following terrorism.

**Al Cooper, PhD,** edited a new book, *Sex and the Internet: A Guidebook for Clinicians*, published in 2002 by Brunner-Routledge. Over thirty respected authors representing a wide variety of scholars, clinicians, and academicians contribute 14 multidisciplinary articles to the book. The comprehensive articles address different cultural, behavioral, or psychological aspects of the effects of sex on the Internet. Articles review important issues in accessing sexual material on the Internet including possible advantages and dangers, Internet sexuality at work, effects on partners and family members, the disabled, pedophilia, and effects on children and adolescents. More information about the book is available on the San Jose Marital and Sexuality Centre website (<http://www.sex-centre.com>), on Amazon.com, and from Brunner-Routledge at (800) 634-7064.

**Division 46 Past President Rhoda L. Fisher, PhD,** was recently hospitalized for emergency surgery to arrest endometrial cancer. She is reportedly doing fabulously! Division 46 sent her a magnificent flowering plant, which really brightened up her hospital room shortly into her recovery. She was released from the hospital on February 24, where she will rest and recuperate at home. All the e-mails and support from Division 46 members have been greatly

appreciated. Past President Fisher wishes to thank everyone for all for their warm wishes. Additional mail can be addressed to her at: 7484 Armstrong Road, Manlius, NY 13104.

**Barry L. Gordon, PhD**, received the *Silver Psi Award* from the California Psychological Association at their 2003 Convention in San Jose, California. He was cited for his outstanding contributions that included developing innovative uses of telehealth and distance education technologies, helping to significantly increase graduate student participation in division governance, and revitalizing the *California Psychologist* newsmagazine as Editor by increasing access and integrating print and electronic media.

**Mary Banks Gregerson, PhD**, was appointed **Chair of the Disaster Mental Health Services Committee for the National Capital Area Chapter of the American Red Cross**. ARC is consolidating 3600 national chapters into 900. Through these auspices, among other mandates, Dr. Gregerson intends to explore methods to employ the media to combat terrorism and its trauma. The National Capital Area will include the District of Columbia, Montgomery County, Fairfax County, and Prince George's County in July 2003.

**Florence Kaslow, PhD**, recently appeared as a guest on an NBC-affiliate television station. She was interviewed by Orly Greenberg concerning the pros and cons of couples getting married at a later age.

**Bernard J. Luskin, PhD**, authored a new book, *Casting the Net Over Global Learning: New Developments in Workforce Training and Online Psychologies*, published in 2002 by Griffin Publishing Group. Dr. Luskin explains why and how the competitive edge for companies in the next quarter century will center on their global strategies for education and training, analyzes advances in media and learning psychologies, and details effective media communication and learning. He also examines trends in K-12, college, and corporate education in the context of new literacies, emerging learning psychologies, the Internet, workforce training, and education. More information about the book is available from Griffin Publishing Group at (800) 472-9741, and from Dr. Luskin at (818) 783-7629 or [bjluskin@cs.com](mailto:bjluskin@cs.com).

**Dorothy Singer, PhD**, recently had an article on *Play* published in the *International Encyclopedia of Marriage and Family (Second Edition)*, published by Macmillan Reference, New York (2003). Her other new article, *Television and its Potential for Imagination*, was published in the German periodical *Televizion*. An English translation will be published in the Spring 2003 issue. **[Barry, are you referring to the Spring issue of the Division newsletter, i.e., this issue, or another periodical?]**

**Manny Tau, PsyD**, received the *Silver Psi Award* from the California

Psychological Association at their 2003 Convention in April for his long-time passion for digital technologies and continued promotion of their use in professional psychology. Dr. Tau's newest project is **Psywerx.com** (<http://www.Psywerx.com>), a HIPAA compliant e-mail and web hosting service specifically designed for psychologists to promote a professional online presence. Permanent e-mail addresses, websites, and domain hosting are available at very low cost. Only a limited amount of accounts will be accepted, ensuring high levels of web server performance and personalized technical support.

**Marcella Bakur Weiner, PhD, EdD**, has 2 new books in print: *Psychotherapy and Religion: Many Paths, One Journey* (co-edited/ authored with Paul Cooper and Claude Barbre) and *The Love Compatibility Book: The 12 Personality Traits That Can Lead You To Your Soulmate* (co-authored with Edward Hoffman, PhD). She was also interviewed for the *New York Post*, the *Star-Ledger*, *Health, Money and More* **[Barry, are Money and More two separate magazines?]** magazines, and appeared on the Ananda Lewis TV show and *The Positive Mind* radio show (with Blema Felinsein, PhD).

## Corrections

### Subscribe to Division 46 Listserv

Looking for a forum to join with others interested in a dialogue about Media Psychology issues? To subscribe to the Division 46 listserv, send an e-mail message to [listserv@lists.apa.org](mailto:listserv@lists.apa.org). Be sure to leave the subject line blank, and type the following in the message:

**subscribe DIV46-MEDIAPSYCH** **firstname lastname** (e.g., **subscribe DIV46-MEDIAPSYCH Ima Sample, PhD**).

## 2003 Nominations and Elections Committee Report

Louis A. Perrott, PhD

Division 46 President-Elect

Chair, Nominations and Elections Committee

The Nominations and Elections Committee announces that the proposed By-Laws changes were unanimously approved by the membership. They will be incorporated into the existing Division 46 By-Laws.

The Board offers congratulations to the following Division 46 members who have been nominated for 2003 offices in the upcoming Division election:

### President-Elect

Rochelle M. Balter

Eve P. Fisher Whitmore

Peter L. Sheras

### Treasurer

Gloria B. Gottsegen

Mary Banks Gregerson

### Members-at-Large (3 seats open)

James H. Bray

Barry L. Gordon

Florence W. Kaslow

Harriet T. Schultz

Charles D. Spielberger

## Redesigned Website for Division 46!

Manny Tau, PsyD

Our Division 46 website has undergone a major redesign, giving it a new look, and adding interactive features for the general public, colleagues, and Division 46 members. We now also have our own Internet domain and new address at <http://www.APADiv46.org>. We are asking our Division members to please help us with populating content germane to Media Psychology.

Articles from members are highly encouraged. Please e-mail your submissions in MS Word format, along with any photos of yourself as a separate file (e.g., JPG, BMP, TIFF). An example of an article with an included photo is by Dr. Carll, found in the **Articles** section of the website.

If you don't have a publisher's permission to reprint an article, please submit its reference for listing in our **Recommended Resources** page. The page has comprehensive listings of recommended books and articles, as well as Graduate Programs offering Media Studies. We need more content. For example, the

Media Psychology series edited by Florence Kaslow, PhD, should be included, as well as the excellent books by the Singers. Please send these references as well as any others you think would be helpful for both professionals and the public.

Please email your submissions to Manny Tau, PsyD, at [mtau@nothreat.com](mailto:mtau@nothreat.com). If your files are too large (over 5 or 10 MB) for your e-mail service provider, or you are having problems with attachments being sent through an AOL email account, there is a **File Upload** area on the website.

Be sure to visit our website often, as new interactive features are being designed and implemented on an ongoing basis, making our site more useful and accessible to everyone interested in media psychology—real-time solutions for the real-world! So what are the new interactive features of the site? Go to <http://www.APADiv46.org> and find out today! Enjoy!!

## Media Psychology Book Series

*Perspectives on Psychology and the Media* (1997) is the first volume of the series, and was edited by Drs. Sam and Diane Kirschner. It has chapters on current research and practice issues in media psychology, as well as an epilogue pointing to future directions.

*Psychology and the Media: A Second Look* (1999) is the second volume, and was edited by Lita Linzer Schwartz, PhD. A third volume with the proposed title *Media Psychology: New and Future Technologies* is currently being edited by Harvard Professor Larry Kutner, PhD.

Division 46 Former President Florence Kaslow, PhD is consultant for the Media Psychology book series. The series is a significant outlet for sharing media psychology research, and increasing awareness of these issues to others. Purchasing these volumes is an excellent means of staying current with prevalent thinking in the field.

To order one or more volumes, please call **(800) 374-2721** and press **1**.

### *Perspectives on Psychology and the Media*

Item No. 4316870

ISBN 1-55798-433-6

APA Member/Affiliate: \$19.95; List \$24.95

### *Psychology and the Media: A Second Look*

Item No. 431625A

ISBN 1-55798-578-2

APA Member/Affiliate: \$24.95; List \$29.95

To receive an application for membership in the Division of Media Psychology, Please contact Keith Cook at [kcooke@apa.org](mailto:kcooke@apa.org) or phone 202-336-6197 or fax 202-218-3599

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Join the Division 46 listserv by sending an e-mail to the [listserv@lists.apa.org](mailto:listserv@lists.apa.org) address. Leave the subject line blank. In the message, type the following: **subscribe DIV46-MEDIAPSYCH first name last name**

Also, be sure to check out our *new* website, totally redesigned by Website Editor Manny Tau, PsyD. The website is located at <http://www.APADiv46.org>

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### Inside This Issue

Presidential Message .....	1
Publications and Submissions Guidelines .....	2
From the Editors .....	3
Distance Education Course Offered in June .....	3
APA Council Report, August 2002 .....	4
People News .....	4
Corrections .....	5
2003 Nominations and Elections Committee Report .....	6
Redesigned Website for Division 46 .....	6
Media Psychology Book Series .....	6
Division 46 Board Directory .....	11
Division 46 Listserv and Website .....	12
Division 46 Officers .....	12



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