Committee on Public Relations for Psychoanalysis  
Annual Report 2010

In the past year our committee has actively pursued a number of initiatives aimed at making psychoanalysis once again a household word, one that sheds its outmoded representations. It is a difficult task to undo the stereotypes about the discipline and the field.

Our efforts to create a modern take on psychoanalysis have included appointing a social media expert Emily Lee Dunn, a recent graduate of Simmons College. Ms. Dunn regularly posts items to various social media about articles that appear relating to psychoanalysis, whether in popular or scholarly media. Shortly we will be launching several possible discussion groups through “Linked In” that our members may join, again, in the interest of spreading the word about the vibrancy of psychoanalysis. We regularly post items in *Insight* about our committee’s undertakings as much to spur our members to think proactively about positioning psychoanalysis in the public’s awareness as too to elicit ideas from Division members.

At the Spring meetings in New York a subcommittee of Daniel Hsu, Sean Murphy, Susan Parlow and Mary Beth Cresci presented extensive reports of the survey of our members that we conducted in 2010. The survey was designed to explore the ways in which our members characterize the domain of psychoanalysis so that we could be sure in our efforts to reach out beyond our own community that we were representing the field in ways that our members would agree with. The quantitative and qualitative analyses the subcommittee conducted were particularly informative. We used some of these results in preparing materials for the National Multicultural Conference and Summit of which the Division is a gold sponsor.

The committee is currently searching for public spokespeople who could be encouraged to tape Public Service Announcement spots (PSAs) “endorsing” psychodynamic therapy from their own experiences. We have publicized our efforts in *Insight* in the hope of making connections to notable people through our members. Equally, we are exploring the possibility of having “podcasts” of panels available from the April Spring Division meetings in Santa Fe.

Respectfully submitted:

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