As one of my favorite poets once wrote:

And now it’s time
And now it’s time
And now it’s really, really time!

Here we are at the end of the year and it is time to look back at what has been accomplished and to look forward to the possibilities of the future. It seems like just yesterday my term as President began, and now, sadly, it is time to leave. I am excited that the Division will be led by Charlie Spielberger for next year, the most capable President we could have. While we are anxious to look forward to the possibilities for next year, I want to take stock of what has happened this year and acknowledge a few of our members who have made a huge difference. So many of you have been involved in projects this year that have enhanced the Division that I do not have space to thank you all. Please know that I am grateful for your contributions and your interest.

First and foremost, I am pleased to report that the state of the Division is very healthy. Every five years APA Division Services reviews each Division to determine if they are in compliance with APA guidelines and have been regularly meeting their record keeping and budget obligations. This year we received a high rating regarding our compliance, and this indicates that Division 46 is on solid ground. With the help of our Secretary, Pauline Wallin, we have updated and revised our bylaws, and the new version is contained in the Fall edition of the Amplifier. It is a sign of a healthy organization that it is able to upgrade its operating procedures on a regular basis to reflect growth, flexibility, and the development of new vision.

Under the leadership of Rochelle Balter, our Membership Chair, we have realized growth in membership and are ahead of growth projections for the year. This expansion of our membership base enriches the diversity of our division and raises revenues as well. We have experienced more participation in committees and task forces this year and continue to look for new opportunities. Under the direction of Florence Kaslow, our Book Series Editor, we are planning a third volume in the media psychology series that will be completed, hopefully, within a year. Mary Gregerson has expanded and updated the Amplifier over the past two years and has made it an interesting and useful source of information about the Division, and, more importantly, about advances in Media Psychology as a field. James Bray, our Convention Program Chair put together an excellent program for our meeting in Washington, DC this past August on topics ranging form the portrayals of sex and relationships in the media to the training of scientists to speak with the media. We have tried to position the Media Psychology Division to inform and meet the needs of it members, but also to be of service to APA and psychologists around the country.

For many years we have wanted to work together with APA to share our expertise in the media. This year we have created an exciting new relationship with the APA Office of Public Communications and its Director, Rhea Farberman. I appointed a Task Force on Media Training and Curriculum to meet with Rhea and members of the Public Communications staff to share information about training and to help, with their support and training, provide more media education to psychologists in State Associations and other Divisions. The Task Force met in Washington, DC this past June, with the aid of the Office of Public Communications, and we spent two days sharing information and learning about the current needs for media training of psychologists and creating a method for working with APA members across the Association. In addition to myself, the members of the Task Force are Frank Farley, Lenore Walker, Phyllis Koch-Sheras, Marion Gindes, Roger Klein, and James Bray. They will continue to work into next year with the help and support of Rhea Farberman’s office to put together training that can be given to groups requesting them.

The Division of Media Psychology also fulfilled its function of recognizing those in the media who make a contribution to the realistic portrayal of psychology and the sharing of its science and insights.

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President-Elect Paragraphs

Making Progress

Charles D. Spielberger, PhD, ABPP

I continue to be greatly impressed with the creativity and dedication of the members of our Board, and with the progress we have made during the past six months under the dedicated leadership of President Peter Sheras. A major achievement has been the revision of our Membership Brochure under the administrative guidance of President-elect designee Rochelle Balter, who currently serves as Chair of our Membership Committee. Recruiting new members continues to be a high priority for our Division. The revised Brochure, which was urgently needed, was distributed at the Convention in Washington, and is being used effectively in attracting new members.

Another major achievement during the current year was completing the first major revision since 1993 of our Division Bylaws. Under the capable supervision of Secretary, Pauline Wallin, Chair of the Bylaws Committee, the Division officers and board members worked through eleven iterations of the Bylaws document before arriving at a final draft, which was approved by the full board at our mid-August meeting at the APA Convention. Pauline’s dedication to completing the Bylaw revision prior to our Board meeting was reflected in her sending out three substantial revisions in the two weeks prior to our Board meeting. The new Bylaws have been posted on the Division website, along with the current version, and are being sent to our members for their approval.

The Board was scheduled to meet for two hours during the convention, (continued on p. 2)

From the Computer of the Editor...

Mary Gregerson, PhD

Robotics will change our lives more than any invention since the printing press. Some might say the printing press is a type of robotics. It depends on how you define “robotics.”

Merriam-Webster’s Dictionary online at AOL defines robotics as “technology dealing with the design, construction, and operation of robots in automation.” Robots are mechanical devices, with three possible distinguishing features. Either they are human-like, or they automatically perform repetitive tasks, or they operate by remote control, or some combination of these three attributes. So, technically, a printing press would fit the second preferred definition, although the popular imagination typically reserves “robot” for only the first definition, that is, a machine that is human-like.

Past President’s Reflections

Division 46: We are THE Division of Media Psychology

Louis A. Perrott, PhD

This is the final look-back of my year as Past President of the Division. I really like what I see, where we have come, and where we are headed.

Want media? We got it. Our Division is where psychologists can come if they are interested in both media and psychology. No longer just for psychologists having regular contacts with media, our Division is rapidly redefining itself and coming of age.

If you attended the recent APA Convention in Washington, you saw, in center stage, our Division’s News Media Recognition Award being presented at the Opening Session, chaired by APA President Ron Levant. Increasingly recognized for the value it brings to consumers, Telehealth was featured in an APA Plenary Session entitled “Leveraging Media and Technology to Become Key Partners in Health Care.” The Division continues to work cooperatively with APA staff to assemble training opportunities for state and provincial psychological association members who want to become more media savvy and media trained.

If you visit www.apa.org/divisions/div46, you can see parts of what has been happening in our division. The updates and upgrading of our website continues and is a work-in-progress. As you peruse our Amplifier issues each quarter, you notice the colors and the new look, then the expanded content and topical selections, all interfacing with the website. When you look through the “Member News” section of each issue of The Amplifier, you regularly see a selection of professional, media-related activities by our members.

Further, looking ahead, two additions to the Division’s Book Series are being planned. The Board of Directors has also recently approved the revision of the Division’s Bylaws, and it will now be sent to you, the membership, for final approval.

The role of media in keeping the public informed about psychology and psychological issues is being widely recognized and appreciated more and more, as well as is media’s role in advancing causes selected by psychologists. Our Division will continue to take keen interest in being “center stage” and being a lightning rod for psychologists wanting to more fully involve media in promulgating their information and issues.

Let the Good Times Roll . . . On. . . and On. . . and On. . .

loupero@infionline.net
Hospital Robots: Automated System Improves Service

Story and photos by JO2 John Joseph
Reprinted with permission from All Hands, May 1992, 8–9.

With quality medical care continuing to be the focus for all military medical facilities, new technology has been developed to enhance hospital staff productivity for overall medical evolutions.

In 1987 new construction began at Naval Hospital San Diego. Now complete, this state-of-the-art facility has proved to be the wave of the future for military medical treatment centers world wide.

During construction, an experimental Automated Guided Vehicle system was installed. This prototype AGV system was initially designed to transport medical supplies to and from different wards through the hospital complex, a task usually done by the hospital’s nursing staff.

According to CDR Tom W. Cox, head of the hospital’s material management department, the system is one of the more effective ways to transport medical supplies and other materials on a 24-hour basis.

“For all the new hospitals to be constructed, this is definitely the way of the future,” said Cox. “Basically, the AGVs allow the nurses and hospital corpsmen to have more direct involvement in providing better patient care.”

“For the medical staff members it also alleviates the problems of having to worry about having adequate supplies on hand,” he continued, “and transporting used material back and forth to different clinics and areas throughout the complex.

“The system has drastically reduced the number of man hours and the number of people necessary to transport materials,” he concluded.

These “robots” are run on a special under-the-floor tracking system and are programmed and maintained by civilian personnel. They carry “sea lockers” stocked with medical supplies, and are also used to distribute clean and pick up dirty linen throughout the complex on a daily basis.

“The AGVs provide each ward with a ‘ready-supply’ system and are capable of handling a maximum payload of 800 pounds,” said retired Master Chief Hospital Corpsman Rey Buccat, the supervisor of the automated guided vehicle distribution system branch, material management department.

“We have 300 supply lockers available for transportation of various supply and material needs,” he said, “which results in a about a 50 percent decrease in delivery time.

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Psychologists, Robotics and New Technology

Lilli Friedland, PhD, ABPP

Psychologists have an opportunity to discuss the new technologies and its implications to people and the science and application of psychology. While this article points to many positive aspects of robotics and the new technologies, it is important to acknowledge possible negative impacts on individuals.

Long-term Concerns

Current trends toward new media-created heroes and our lessening social ties and connections are creating a split between the rich and famous and the rest of us as an unknown audience. Formerly people knew about one another’s accomplishments, personalities and character, and flaws, and everyone felt appreciated for our unique accomplishments and qualities. In the future it may be that we are unknown to our neighbors and the lost of recognition, validation, and acknowledgement may cause people to feel not valued. These feelings can propel people toward depression, substance abuse, terrorism, etc.

Is it possible that we become a mass of electronic hermits, not able to work or play well together? The traditional institutions of “civilizing” people, family, school, community, church/synagogue are challenged by trying to serve people whose loyalty is almost entirely to themselves. Will some people prefer to live in a fictitious world created by the entertainment industry? As the electronic media absorb more and more time, people may become less motivated to care for things or do anything for anyone but themselves.

(continued on p. 5) (continued on p. 6)
but our time was cut short by the fact that several members needed to be at the APA Opening Ceremony, which was scheduled for immediately after our meeting. Nevertheless, in the available time, President Sheras was able to include reports from all of the officers and detailed consideration of the oral and written reports of 17 committee chairs. There was also sufficient time for discussion, which included some additional minor modifications of the Bylaws and a unanimous vote for their approval.

During the past several months, we have worked closely with the Division of International Psychology on two important projects. One of these has involved inviting the Honorable Captain M. Mukula, Minister of State for Health in Uganda, to give the Weiss Lecture at the 2006 Convention, which is financially supported and sponsored by the American Psychological Foundation. Possible speakers are recommended for this lecture by APA Divisions. We were able to persuade Division 52, whose turn it was to pick the speaker, to consider inviting Minister Mukula. This was approved by CODAPAR and the APF, Division 46 will serve as a co-sponsor. Minister Mukula, who is especially concerned with the effects of terrorism on children, gave an outstanding presentation on a similar topic at a recent meeting of the World Bank Conference.

We have also worked closely during the past three months, with Norman Abeles, President of Division 52, on submitting a proposal to CODAPAR for a grant to evaluate professional and ethical considerations relating to the involvement of psychologists in the interrogation of international prisoners. If this grant is approved, we will sponsor a joint symposium with Division 52 on this topic, and will present our findings in a symposium at the 2006 convention. Credit shall be given to Dr. Abeles for stimulating and coordinating this unique and important effort.

I am extremely pleased that Mary Gregerson has accepted my invitation to serve as Chair of the Division 46 Program Committee for the 2006 Convention. Mary was instrumental in organizing the effort to invite Minister Mukula to present the Weiss Lecture and has continued to do a great job as Editor of The Amplifier. Treasurer-elect designee James Bray, who did an outstanding job as Chair of our Program Committee for the 2005 Convention, has agreed to continue to serve as Associate Chair, and to provide consultation and support for Mary who is off to a flying start. James will also have the additional assignment of insuring that we continue to be very careful in the expenditure of our very limited funds for the Division program!

Although the election of officers for 2006 was only recently completed, it is time to consider nominations for 2007, which are due in January. In addition to a new President-elect, we will be electing two new Members-at-large of our Executive Board. Please send your nominations to me at the e-mail address noted above by January 15th. Your nominations should include a brief statement regarding the contributions of your nominee, especially to Division 46 and media psychology. I will also appreciate your checking with potential nominees to ensure that they are willing to stand for election. I will also appreciate hearing from Division members who are interested in serving on our committees in 2006, or have ideas regarding special projects they would like to carry out during the coming year.

Charles Spielberger, PhD, ABPP (spielber@cas.usf.edu), is Distinguished University Research Professor at University of South Florida, Tampa, FL.

From the Computer of the Editor...

(continued from p. 2)

One such device tried to serve me drinks two years ago. I saw my first humanoid robot as I escalated up a very steep incline at the then new Washington Convention Center. As I moved skyward, I peered intently upward since I could not quite figure out what was moving back and forth at the very top of the escalator. The strange creature grew bigger and bigger the closer I moved. When we reached the apex, the robot waiter standing to the side of escalator off-ramp wordlessly offered me a drink. Its locomotion was incredible. It even had a little white towel draped over one arm. Future shock moved throughout the crowd as the whirring, bowing, extending, and retracting mesmerized us all.

Yet, this was not my introduction to robots. The Christmas before, two yuppie friends amused us with stories and then a demonstration of their iRobot (http://www.irobot.com/) “Roomba,” a robot sweeper that moves by itself around the room. Now they have a Friendly Robotics (http://www.friendlyrobotics.com/) “Robomow,” which automatically avoids their automatic sprinkler system in order to keep their yard trimmed. I am sure this year they will purchase an iRobot “Scooba” for robotic control of their mopping needs. Ironically, they live in an historic home! Perhaps a “smart home” is in their future.

Robots seem to be everywhere. You can even build your own robot (https://www.zagrosrobotics.com/Index.asp). Not all the news in robotics is charming, though.

For two consecutive summers, remote control vehicles have raced in The Grand Challenge across the desert—this year for a $2 million 1st prize for a time under 10 hours. Pentagon officials are working toward a prototype of autonomous battlefield vehicles, like those currently deployed in Iraq and Afghanistan. This year Stanford University’s converted Volkswagen “Stanley” crossed the finish line first in 7.5 hours, with Carnegie Mellon’s converted red Hummer named Highlander and a Humvee called Sandstorm also finishing. Last year not one contestant finished as each one sputtered out for various mechanical reasons. Of course, this seeming frolic created controversy, although an AOL poll of 3,159 readers noted that 73% supported this use of tax dollars.

What may appear frivolous to some may actually provide the foundation for more humanitarian uses. For instance, University of Nebraska researchers have developed tiny remotely controlled robot surgeons (cost: $200/each). Earthbound surgeons may be able to tell astronauts commands to direct robot-conducted operations in outer space; the delay in communications caused by distance does not allow surgeons on earth direct control of the robot surgeons in outer space. Yet on the front lines of earthbound battlefields human surgeons can direct robot surgeons to assist immediately those fallen in combat. Interestingly enough, the
images supplied by camera-wielding robot surgeons are better than the
naked eye. While U.S. sanction of these animal-tested teeny robots awaits
approval for application to humans, in England tests with humans begin
in the spring.

How many ways will robotic mechanization change our psychological
experiences of everyday tasks, such as home-tending chores, and special
needs such as surgery? More than we can even fantasize now. The wrist-
watch tele-communicator from the 1931 originated comic strip “Dick
Tracy” is passe as multi-use mobile phones replace all-in-one wristwatch
technology. How many of you even knew that the wristwatch technology
actually existed beyond the comic strip image? And, it’s already passed
over for other more interesting gadgetry! All the imagination that fueled
“Star Trek,” “Lost in Space,” and “Star Wars” science technology is only
the first step in our odyssey to a robotic friendly future.

Yet after one of many meetings at the remote corners of the metropolitan
Washington, DC area, I often yearn for that flip phone to which I can command,
“Beam me aboard, Scotty.” Instead, I hop in my SUV (for safety purposes
bought reluctantly due to environmental considerations), hit the “memory”
button with my home address on the GPS system, and let a soothing voice guide me home. If I’m in Washington, DC proper, I put in
the hands-free listening device for safer driving—otherwise I risk a $100
ticket. I don’t use this earpiece always because the evidence is still out
on whether or not cell phones precipitate brain cancer, but there is ample
evidence that such inside the ear devices can cause hearing problems.
Officials fear many teenagers have hearing damage because of almost
ubiquitous use of ear devices.

Other types of robotics may or may not prove healthful. The Segway
people mover (see photo on p. 15) foregoes the necessity of walking and
whisks people from locale to locale. Is this good, or will our muscles atrophy, with sedentary also meaning something that can happen in an
upright posture?

In this Winter issue of The Amplifier robotics appear in many ways. First,
our Featured Media Psychologist is Dr. Lilli Friedland. Her expertise
in robotics provides more than a mere laundry list of new devices. She
provides analysis of the overall psychological impact of such new tech-
nology advancements. Not only is robotics here today and here to stay,
but also robotics is spreading to never before imagined places. Anyone
for a “smart home”? Next, All Hands, a US Navy publication reported
in 1992 that automated robotics assist with various tasks at the US Naval
Center in San Diego, CA. One of our own APA psychologists, Dr. James
Spira, reports first hand on his experience with these automatons since
he was at the facility then. Also, The Alexandria [VA] Times permitted
reprint of a Nov 17–24, 2005 article on local police plans to deploy a
Segway Human Transporter (see p. 15), especially for parade and special
events. Alexandria [VA] mayor William Euille reports that these robotic
people movers will probably have right-of-way on sidewalks. Another
Alexandrian reported seeing a group of 10 Segways locomoting down the
sidewalk recently. Finally, although unable to reproduce here a personal
cell phone picture of a family Segway-ing in the nation’s Capitol, I will
email the photo to the listserve when The Amplifier is mailed. This candid
photo shows a vision we will see more and more in the future. Although
we were able to snap the mother and son, who gladly assented even though
my husband and I had abruptly stopped our car and were talking from an
open car window, the Segway-ing husband was already zooming across
the street crosswalk. The future is here.

As media psychologists, we have a number of interests and obligations
concerning robotics. Our interests concern how these new devices impinge
upon and enhance human living. We need to be aware of these advances
in robotics, analyze their potential psychological impact, evaluate their
actual impact, and continue to contour a positive place for these humanoid
products. Robotics have both positive and negative aspects. It is by our
conscious attention and choice that we guide toward the positive.

In conclusion, although I had thought this issue my swan song as Amplifier
Editor, I have been invited to stay on another year as Editor, with Jameson
Lontz, MA, joining as Associate Editor. Elsewhere we have Jameson’s
own introduction for your information (p. 11). I will continue to interface
directly with members while Jameson will copyedit and serve as the APA
liaison. Please look for another year of theme-based Amplifiers. Since
this news of continued editorship truly was “new” to me, we have not
yet formulated the panoply of themes. If you have a particular topic you
might like featured, please do contact me at your earliest convenience.
See you in 2006!
oltowne@aol.com

Hospital Robots
(continued from p. 3)

“Before the AGVs were implemented, hospital staff personnel had to
to lift and cart the supplies around themselves,” he continued. “With this
system, we’ve substantially increased morale and decreased the number
of personnel having back problems due to physically lifting and trans-
porting materials.”

According to Buccat, Naval Hospital San Diego is the only DoD facil-
ity to use the ABG system—a system that he feels more hospitals will
incorporate into their facilities.

We have a total of 25 AGVs with
an approximate cost of $52,000 per unit,” said Buccat. “But with the
service they provide and the num-
ber of man hours saved, it’s proven
to be cost effective. I feel other
facilities will begin to use this way of
transporting their supplies.

Buccat also added that the hospital
was constructed with dedicated
elevators just for the AGV robots.
An extensive monitoring system
was also installed, allowing main-
tenance personnel the ability to
detect any problems as they arise.

Other services have now been incorporated involving AGVs. According
to CDR Martha J. Lamb, head of the food management department, it is
an efficient way of getting meals to hospital patients.

“it’s a really good concept,” said Lamb. “In a conventional system, food
service workers would have to physically push chow carts from the galley to the wards and that takes a lot of time.

“With a facility as large as this one, having the AGVs deliver the food is a definite plus,” she said, “and I can see this method used in other new facilities in the future.”

Mess Management Specialist 1st Class Bruce Hafflen loads the food carts and programs the AGVs to transport the meals to the wards at the hospital. For him, the system makes quality food service delivery a breeze.

It’s definitely better than the system was at the old hospital,” said Hafflen. “The AGVs are really efficient. After I load the carts and program the machine, everything is taken care of. It takes fewer people to operate, and it allows me time to concentrate on other food service evolutions.

“We also look forward to expanding the AGVs to include trash disposal,” he said, “which is going to be a big plus in routine hospital evolutions.”

As with all high-tech equipment, some problems arise from time to time—units getting off track or not being programmed correctly—but according to Buccat, the AGVs are here to stay.

“Occasionally we have minor problems with the system,” he said, “But in terms of long-term use, it’s a very good system.”

Joseph is assigned to NIRA Det. 5, San Diego. Permission to reprint granted by the All Hands magazine published by the US Navy. Editor’s Note: APA Member Dr. James L. Spira, former staff at the Naval Hospital San Diego, reported ‘...the first time I ran into one [a robot cart] crossing my path, I said “excuse me” before I realized what I had just said!”

**Psychologists, Robotics and New Technology**

(continued from p. 3)

The younger generations are techno-savvy and prefer to communicate via Internet to face-to-face. The new media may dissocialize people—providing entertainment and information without any need to associate with other people or determine what is meaningful to them. This phenomenon most likely will translate into widespread psychological changes. Just because we have computers and virtual reality doesn’t mean that we know how to use them to enrich our lives. We focus sometimes on the digital divide—those who have or don’t have access to the new technologies—but perhaps we should really look at technology as instruments that can make our lives easier and faster and give us the opportunity to focus on personal meaningfulness.

Keeping in mind these concerns, there are clearly many positive applications of robotics and the new technologies, which can be understood from three perspectives—Enhancing Normal Activity, Ubiquitous Computers, and Substituting Computers for People.

**Enhancing Normal Activity**

This category of technology can improve our routine functioning or make our lives easier.

**Implanted Chips** (MIT) combine microprocessors and devices that reside inside a patient and can keep medicine at optimal levels. With customized polymers that work to optimize the desirable therapeutic dosage for an individual, medicine is controlled by implanted chips. This tool allows a) precise control of prescribed dosage of drug release, b) preprogrammed release, and c) manual control via a wireless scanner-type device and information that is sent to the doctor for monitoring.

Robots have been successfully used for years in industrial and commercial applications, such as repetitive manufacturing tasks, distance medical procedures, and conducting dangerous military functions.

**Affective Technology** refers to tools that link the user’s emotional state with his/her corresponding physiological state. **Orpheus** is the affective CD player that plays music based on the individual’s current mood and listening preferences. Orpheus enables individuals to have healthy, less stressful environments.

**Affective Jewelry and Accessories** are small but powerful computers that are part of clothing that use non-invasive biosensors to sense biophysiological changes that reflect changes in emotional state. The sensors gather continuous data without bothering the wearer. Some examples are the Digital Angel, a watch with a GPS unit, which records pulse and monitors sudden falls for elderly; the Smartshell, a system that is smart enough to know when a person is going to reach a “burned out” performance stress level. These sensors help the wearer, or employers, become more aware of their physiological and psychological responses. These tools are helpful when working with post-surgery cardiac patients or for prevention health measures. They can also help clinicians help their clients/patients monitor themselves and become aware of what causes the strains in their lives, so they can take remedial action, or reduce work-related injuries, etc.

**Expression Glasses** are wearable devices that allow any viewer to visualize the confusion and interest levels of the wearer. This tool acts as a “barometer” of collective emotional expression. The audience reports that the anonymous nature of the glasses allows individuals to express their emotions without necessarily being forced to identify themselves. This instrument makes the speaker more sensitive to the response of the audience. The implications to psychology are that this tool strengthens person-to-person interactions in large settings, strengthens motivational speaking engagements, and, helps people with public speaking anxieties, etc.

**Ubiquitous and Pervasive**

This category of technology focuses on the universal nature of new technology and raises questions of privacy, security, and confidentiality. **Ubiquitous** computers refer to an environment where sensors and computers exist everywhere and the access control mechanism can be controlled by the individual. **Pervasive** refers to computers everywhere,
beyond the control of the individual (e.g., the streets). Public surveillance is an example of pervasive technology. Currently, a number of cities, such as London, constantly monitor their citizens with video cameras.

Smart environments help people do more by doing less by blending technology into their lives, customizing themselves to meet their needs, being accessible through natural perceptual interfaces, and making it easy for people to do the tasks they want. Until most recently, computers existed as a specific instrument. Now computation is increasingly available everywhere. In the smart environment, we are able to communicate naturally, using speech, vision, and phrases that describe our intent (e.g., “send this to Ann” or “get me a hardcopy quickly”), leaving it to the computer to locate appropriate resources and carry out our intent.

**Aware Home or Smart Home** is an example of ubiquitous technology. Project Oxygen (MIT) promotes communication to users through natural spoken and visual interfaces. Sensors and actuators in the bathroom make sure that the bathtub does not overflow and checks the water temperature. Using cameras in the walls, patterns in the individual’s motion can be recognized and recorded and transmitted to the doctor’s office.

The smart house is aware of the whereabouts and activities of its occupants at all times, whether within or away from the house. This awareness could be used to provide very valuable services to the elderly or otherwise challenged individuals. An aware environment can and should be used to assist and inform the occupant and loved ones in an effort to allow the individual to exercise more control over where he or she must live. In this way, a person’s home is a psychological comfort zone.

A technology-enriched home environment provides continuity between humans and the electronic world. The fully connected home potentially can reunite the nuclear family: a person can speak to a distant loved one with the Digital Family Portrait (Fahrenheit 451) or talk to researchers in Atlanta via the Family Intercom. Using the Gesture Pendant, the wave of their hand can control numerous devices in the house such as the television, stereo, and lamp. People can find out which medication needs refilling with the Online Medicine Cabinet (Accenture) or cooks can resume their work prior to being interrupted with the What Was I Cooking program.

**Multi-media Bed** is a projection screen mounted above the bed that projects a sunrise on the ceiling when an individual awakens or a star-lit sky or constellation when he or she goes to sleep. Reading in bed is easier by projecting the book onto the screen, eliminating the need for people to prop themselves on their elbows.

**Door’s Threshold** focuses on the social interaction at a door’s threshold. Sensors and a voice recognition system outside and inside the digitally enhanced threshold indicate a person’s approach and identity. After the person gives his or her name using Voice interface the computer can identify the visitor and check a scheduled appointment or if room occupant is available. This “smart” threshold can also be used to help manage meeting size or meeting scheduling by using electronically enhanced doormats that know and communicate how many people enter or leave a room.

**Substituting Computers for People**

**Affective Tutor** senses affective states like boredom, anxiety, and engagement, and adjusts its response to the user in accord with the user's state. This could be aimed at learning situations in which the agent acts as a kind of mentor, supporting the user in his or her self-propelled exploration. It also provides an opportunity for learning about the role of human emotions expressed during a learning situation.

Using knowledge about emotions in educational contexts can help individuals learn. “I can’t do this” and “I’m not good at this” are common statements usually triggered by affective states of confusion, frustration, and hopelessness. This project includes a computerized learning companion that facilitates the child’s own efforts at learning by encouraging the person’s exploration, prompting with questions or feedback, and watching and responding to the affective state of the child—watching especially for signs of frustration and boredom that may precede quitting, for signs of curiosity or interest that tend to indicate active exploration, and for signs of enjoyment and mastery, which might indicate a successful learning experience. The companion does not know all the answers but assists the student learn how to learn better.

**Virtual Tai Chi** is a program providing continuous feedback on individual’s performance in virtual reality (no wires attached). As individuals try to match the motions of the master, their own movements are measured by the optical motion capture system, and they receive constant feedback on the accuracy of their movements.

Social or humanoid robots are designed to overcome the human–robot social barrier. Towards this end, robots are designed to bear “human-like” personalities, and behave according to social conventions. Sociable robots are the precursor for the socially intelligent robots of the future. The sociable robot is designed to “understand,” communicate, and grow with people. The sociable robot needs to understand itself—to socially reason about itself in relation to others. The goal is that communication and interaction with robots should be easy and enjoyable, both for unfamiliar users and trained professionals. There is a two-fold benefit of this research: to help human life and to develop more sophisticated robots we need to learn more about how people operate in a complicated world.

**Doc Beardsley** (CMU) is the first conversationally interactive animatronic character who can react and respond to his audience. The most important part of Doc is his character—one senses his humorous, country personality. People report feeling cheered, and possibly less lonely, by hearing Doc Beardsley sing, as the robot responds almost humanly.

Humans are social beings, and social interaction is critical for our development, learning, and existence. **Kismet** (MIT) was built to study social intelligence. Kismet demonstrates “affective” responses—recognizing and responding differently to praise, comfort, prohibition, and other emotions. Kismet proactively regulates its interaction with humans so that the interaction is appropriate for both partners. Kismet responds physically, affectively, and socially. People report interactions with Kismet that seem personal—sharing their feelings and experience and asking Kismet to share the same things with them. This “sensitive” responding can have important psychological implications for the ease with which humans accept robots.

As society integrates the new technologies more seamlessly and unobtrusively, and as these machines interact with us in human-like ways, many opportunities exist to give people an opportunity to focus meaning.
“Making Psychology A Household Word”: How Well Is President Ron Levant’s Campaign Doing?

Judy Kuriansky, PhD

At the 2005 annual meeting of the APA in Washington, DC this past summer, attendees sported a button pinned to their badge, saying “I’M MAKING PSYCHOLOGY A HOUSEHOLD WORD.”

The promise was the platform of Ron Levant’s APA Presidency—and, of course, the mission of Division 46. In his Presidential address, the first topic Levant addressed was APA’s progress towards achieving this initiative. In order to make psychology a household word, two separate agendas have to be fulfilled: Communicate with the public in easily understandable terms about issues that address their needs, and prepare psychologists to communicate to the community on various important issues, like warning signs of violence, building resilience and—the newest issue—the mind–body connection, using APA’s tool kits and training.

These goals are valuable ones to members of this division, and it is a mission consistent with “Giving Psychology Away”—the theme upon which several of us founded the Association of Media Psychology in 1982, which later became Division 46. The early 1980s saw the boom of psychologists in the media, sought after as guests to counsel the troubled couples on local and national talk shows from “Pittsburgh Today” and “Twin Cities Live” to Donahue, Geraldo, Ricki, Oprah, Sally and many short-lived others, and even hosting TV shows, at least three nationally syndicated radio shows and a few dozen local radio advice shows. In the 1990s, several psychologists did “pilots” (tests) for TV advice talk shows, but the only such show now being aired is “Dr. Phil,” thanks to Oprah Winfrey’s support.

But fewer psychologists appear regularly on such shows, much less host their own shows. Most hosting and guest spots are taken with political talkers. While the programming preference of the broadcasting powers-that-be is out of psychology’s control, what can be controlled is psychologists being prepared to step into the role of public spokesperson.

Such was the intention of several program opportunities offered at the 2005 APA meeting to help members master the media. The Division co-sponsored an invited symposium with 16 other divisions on “Scientists Talking to the Media—Sharing Psychology with the Public,” and Levant and Rhea Farberman, Executive Director of APA’s Office of Public and Member Communications, addressed “Making Psychology A Household Word: How To Conduct Community Outreach.” In a pre-convention workshop, co-sponsored by Division 12, thanks to the efforts of Dr. Donna Rasin-Waters, on “How to Work with the Media: Interview Preparation for the Psychologist,” Farberman taught the fifteen attendees the nuts and bolts of how to be an effective guest talking about your own research or a breaking news topic.

Particularly interesting to many attendees was the videotaped examples demonstrating what does and does not work in a TV interview. One psychologist interviewee used too-detailed charts and abstruse explanation for his research compared to the exemplary performance of Division 46 1994 Past President Ellen McGrath, who presented clear message points to TV talk show host Paula Zahn about APA’s women and depression project.

“It was a great hands-on learning experience,” said one of my master’s degree students from Columbia University Teachers College who attended the training. Another participant found tips about how to handle a confrontational interviewer particularly helpful.

The main message: Don’t be afraid to get your message out there. While research can, of course, be complicated and the conclusion may have many qualifications, be willing to explain your results in language real people can understand.

In another symposium organized by Division 46 Program Convention Chair, Dr. James Bray, I presented about techniques in Internet advice-giving—the new medium for making psychology a household word. In giving advice about messaging in the media, Div 46 President Peter Sheras, with partner Phyllis Koch Sheras, concluded, “Like charity, good media starts at home; think locally…do a local TV public access show…create local speaking engagements and cultivate local media contacts so they learn your name and seek you out.”

If Levant were to be graded, participants would give him an “A.” “He’s done extraordinarily,” said APA’s 2000–2001 past president Pat DeLeon, “by being inclusive and timely.” A student at Loyola College, Christopher Daly, was impressed, as was John Romans from Oklahoma State, who said, “As a regular member, the stuff on the website has been useful to me.” As Hofstra University’s Director of the PhD program in Clinical and School Psychology, John Guthman, said, “If psychology is going to grow and thrive, it has got to be integrated into the rubric of our culture.”

Despite resounding reviews, attendance was disappointing. “There’s more of a need than a demand,” observed Farberman. “But we’ve built a strong foundation to get more psychologists energized and have the tools to do it.”

Make more colleagues aware of the importance of attending such trainings. Divisions should increase collective efforts to present programs on psychology and the media. Lobby media outlets about the importance of psychological commentary (one survey 10 years ago showed that of 139 guests on TV shows sampled, only 12% of experts were psychologists). Do public relations campaigns about psychological issues with trained members as spokespersons.

Also, do more research about psychology in the media, including evaluating the impact of psychological advice. Several studies conducted about my radio shows revealed that callers reported higher psychological well-being, and even safer sex awareness.
Present new models for public advice-giving (currently my Reassure model developed over two decades is being evaluated). Also, explore research methodologies, as done by highly respected psychologist Dr. Clara E. Hill, North American editor of *Psychotherapy Research*, winner of The Lifetime Achievement Award from the Section on Counseling and Psychotherapy Process and Outcome Research of Division 17 of APA (2005), and prolific journal and book author, including *Helping Skills: Facilitating Exploration, Insight, and Action* (2nd ed.; APA, 2004).

At next year’s APA meeting, Div 46 will present an Invited Presidential Research in Media Psychology Symposium.

This year Levant’s initiative is based on a train-the-trainers model, whereby psychologists teach one another to use APA public education materials on the value of psychology in everyday life. His hope is for 1,000 APA members to deliver community presentations using the materials by year’s end. This first initiative can dovetail with Levant’s second initiative, the latest APA project, “Health Care for the Whole Person” in cooperation with over 20 organizations including the American Nurses Association, Families USA, and the National Association of Community Health Centers.

Said Levant at the DC convention, “Through mobilizing members to promote the contributions of psychology to society, I hope to help the public recognize psychology’s position as a premier science and profession.” Division 46 is in a unique position to help.

For information about media appearances and trainings, contact the APA Public and Member Communications Office at www.apa.org, publiccom@apa.org, or (800) 374-2721.

The author (DrJudyK@aol.com) is a Fellow of Division 46 and among the founders of the Association of Media Psychology, which became Division 46. She is a columnist for the New York Daily News, the Singapore Straits Times, and China Trends Health Magazine; a radio talk show advice host for 22 years; a former news reporter for WCBS-TV, WABTC-TV; and host of “Money and Emotions on CNBC-TV. She has written advice columns for *Family Circle, CosmoGirl*, and *Details*, among others, and been interviewed or featured in the New York Times, *the International Tribune*, on *CBS-TV, CNN, Court TV*, and hundreds of print outlets and TV talk and news programs over the years. Her many awards include the first “International Outreach Award” from the American Women in Radio and Television.

We gained national visibility this year with our News Media Award given to the CBS Morning Show at the APA Convention Opening Ceremony. Elizabeth Carll, our News Media Committee Chair, worked with CBS and made the presentation, which was accepted by Harry Smith by way of a video clip. The Division also made a great contribution to the Report of the impact of violent video games on children. A number of our members, led by Lilli Friedland, our former APA Council Representative, requested, nurtured, and contributed to the final report which gained significant press attention at the time of its release during convention.

It has been a busy and productive year for Division 46. Such accomplishments as these do not just happen in a year but are developed over time. I am fortunate to have had the support of our Past-President, Lou Perrott, who began many of these projects, and the good counsel of our President-Elect, Charlie Spielberger, who will carry us into the future. It is his President’s Column you will read in the next issue of the *Amplifier*.

And so, like Presidents before me, it is time to ride into the sunset. I will continue to be active in the Division and encourage all of you to do so as well. There is no greater honor and no more gratifying experience than to work together with colleagues in pursuit of a common goal. I have enjoyed my year, and I believe we should be proud of our accomplishments and excited about the immense amount of work ahead of us.

And now it’s time
And now it’s time
A now it’s really, really time!

Thank you all.

pls@virginia.edu

### 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’s listserv, send an e-mail to:

listserv@lists.apa.org

In the subject line, type **subscribe**.

In the message section, type

subscribe DIV46-MEDIAPSYCHyourfirstnameyourlastname.
The news media plays a pivotal role in the dissemination of information and the shaping of public opinion. In recognition of the importance of excellence in the reporting of psychological information and research, the News Media Recognition Award was launched in 2002 by the News Media, Public Education, Public Policy Committee.

For 2005, CBS News’ “The Early Show” was selected as the recipient of the News Media Recognition Award.

The Opening Session of the APA Convention in Washington, DC provided an exciting opportunity to present the News Media Recognition Award and publicize the importance of media, the recognition of excellence, and the role of the Media Division in spotlighting the evolution of the interface of psychology in the news. The presentation was made by Dr. Elizabeth Carll, a past president of the Media Division and the founder and chair of the News Media, Public Education, Public Policy Committee, and Dr. Peter Sheras, president of the Media Division.

The following presentation was made at the Opening Session:

Elizabeth Carll: “The news media has great influence in shaping public opinion and ultimately public policy. How information is reported is key to its accuracy and usefulness. The 2005 News Media Recognition Award for excellence in the reporting of psychological information and research is awarded to CBS News’ ‘The Early Show’ by the Media Psychology Division of APA. The work of ‘The Early Show’ has played a key role in keeping the public informed about important psychological information to benefit their well-being. The show’s psychological perspective has had a broad focus relating to health, family and relationships, as well as helping to understand world events. In addition, ‘The Early Show’ informative psychological reports are an excellent example of APA president Ron Levant’s focus of ‘making psychology a household word.’ Recognizing that the success of ‘The Early Show’ is the result of a team effort, the key producer and on-air representatives who spearhead the show are honored, including Michael Bass, the senior executive producer, and news anchors Harry Smith, Julie Chen, Hannah Storm, and Rene Syler.”

Peter Sheras: “As the executive producer and anchors are not able to be with us, on behalf of the news team, Harry Smith is joining us from the set of ‘The Early Show’ in New York, via a video clip…”

The News Media, Public Education, Public Policy Committee members include Elizabeth Carll, Chair; Jina Carvalho; Alan Entin; Stuart Fischoff; Mary Gregerson; Roger Klein; and Dorothy Singer.

Awards Committee

Louis A. Perrott, PhD, Chair

The Distinguished Lifetime Contribution to Media Psychology Award is given to a Division 46 member who has a sustained body of work in developing, refining, and/or implementing applications, procedures, and methods that have had a major impact on the public and the profession of Media Psychology. Presentation of the 2005 award was made at the Division’s Social Hour at the APA Convention.

2005 RECIPIENT: L. Rowell Huesmann, PhD

Dr. Huesmann’s work has been at the interface between Media Psychology and Communication Studies and has served as a kind of bridge between the two domains. His contributions have expanded the scope of Media Psychology. His work on violence and media are widely known in the field and advanced understanding of the interrelationship between the two.

He has also studied aggression in children and has done work with violence prevention.

Congratulations to the recipient of the 2005 Distinguished Lifetime Contribution to Media Psychology Award: L. Rowell Huesmann, PhD.

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Committee on APA Resolution on Violence in Video Games and Interactive Media

Elizabeth Carll, PhD, and Dorothy Singer, EdD, Co-Chairs

The APA Resolution on Violence in Video Games and Interactive Media was approved for adoption by APA Council on August 17, 2005. The resolution was proposed more than 2 years earlier and was one of the initiatives of 2003 Division 46 president, Elizabeth Carll, and was spearheaded by the Division 46 Committee on APA Resolution on Violence in Video Games and Interactive Media. The proposed resolution was also sponsored by the APA Committee on Children, Youth and Family.

The Committee on the APA Resolution on Violence in Video Games and Interactive Media reviewed the research, which indicated that exposure to violence and active participation in video games increases aggressive thoughts, aggressive behavior, and angry feelings among youth. In addition, this exposure reduces helpful behavior and increases physiological arousal in children and adolescents.

In addition to calling for a reduction in violence in video games and interactive media, based on the findings, the resolution recommended:

- Teach media literacy to children so they will have the ability to critically evaluate interactive media.
- Encourage the entertainment industry to link violent behaviors with negative social consequences.
- Develop and disseminate a content-based rating system that accurately reflects the content of the video games and interactive media.
- Developers of violent video games and interactive media address the issues that playing these games may increase aggressive thoughts and behaviors in children and adolescents and that these effects may potentially be greater than the effects of exposure to violent television and movies.


Members of the Committee on APA Resolution on Violence in Video Games and Interactive Media: Elizabeth Carll and Dorothy Singer, Co-Chairs; Craig Anderson; Brad Bushman; Karen Dill; and Lilli Friedland.

A Word From the New Associate Editor of the Amplifier

Jameson C. Lontz, MA

As the new Associate Editor of the Amplifier, the official newsletter of APA Division 46, I greet members with three objectives followed by some reflections on my first APA Convention this past August:

1. Increased Diversity
Undergraduate students and professional psychologists who have yet to join the Division of Media Psychology will be recruited by learning what interested existing members in joining. Your feedback is critical here.

2. I Challenge You To A Dual
Maintaining the quality of writing that has come to be expected by our readers requires that I maintain high expectations yet provide gentle and constructive feedback to those who submit manuscripts for publication in The Amplifier.

3. Increased Involvement At The APA Convention
The Division 46 social hour remains a fond memory as it afforded opportunities to meet many prominent members. My hope is to meet a greater number of new members at the next convention.

In Reflection: Some Tips to Prepare for Next APA
1. When passing Russ Newman in front of his hotel, the oatmeal raisin cookie in my mouth quelled a rare opportunity to greet him. Refrain from all food and drink. Meals and restroom breaks simply are not worth the loss.

2. Bringing business cards will prevent that weird silent moment in which the person who just handed you a business card, which bears a glossy photo of its owner and doubles as a magnifying flashlight, realizes you cannot provide one in return.

3. Complain, by all means! My wife and I enjoyed one free meal and a 20% hotel discount during our trip because they truly are interested in making you comfortable. This especially applies if your wife is eight months pregnant.

I look forward to serving!

Jameson C. Lontz, MA
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Join the Membership Committee!

Are you creative? Do you enjoy reaching out to touch someone? Do you like networking with both old and new friends? If so, we want you. The membership committee needs creative “people” persons. The time commitment will be minimal, but the pleasures will be great. Get involved. Our Division needs you. Contact me at 917-783-6877 or RBalt@aol.com.

Rochelle Balter, Membership Chair


**What Media Psychology Tells About Terrorists**

Mary Banks Gregerson, PhD

Most people, thank goodness, only have contact with terrorism through the media. No, the media usually are not the terrorists. As suggested previously (see appended references), the mass media, though, with foresight can develop a technical expertise to counter terrorism rather than be terrorism’s unwitting tool spreading distress and disaster. Now, another idea is proposed whereby the media becomes an instrument of peace through revealing and reaching the terrorists.

Could media-supplied information on the terrorists themselves help journalists contour a message that, in turn, mollifies these terrorists. A look at the media technology, the media personnel, and what they tell us about terrorists is the next step in developing counter terrorist expertise for Western journalists. Rather than only deflecting terrorism as a secondary peace measure, could journalists actually foster situations to promote peace and to bring terrorists into a better frame of mind and behavior?

**Media Technology**

Media technology refers fundamentally to an ever widening goal of mass communication. Today, information is no longer disseminated intimately by a town crier walking the streets. Modern journalists in print or on electronic media (i.e., radio, television, Internet) report happenings of the day to an unknown and literally invisible worldwide audience, distant in time and space.

This international audience often views through a one-way mirror seeing the media who are blind to audience reactions. Most audience reaction received by the journalist comes syncopated in time and removed in place. Letters to the editor, phone voice messages, or, now, the Internet as email correspondence, convey audience reaction to media messages.

In many ways, the enterprise of mass communication attempts to transcend the time and place barriers. New formats, concepts, and types of media have created a more intimate, more direct contact between audience–journalist. The immediacy found in the popular format of audience participation talk shows demonstrates how dissatisfying this one-way view seems to both reporter and audience. The new concept of reality shows pierces the “fourth wall,” previously the magic transparent barrier like a window invisibly separating and discriminating the audience and players. On the radio, phone-in talk shows are au courant; even the X-M radio traffic channel encourages phone-in tips from travelers. The Internet presents a relatively new type of media with unfolding possibilities, most apparently relevant to the time barrier.

Instantaneous connection now is possible for the journalist–audience, especially in newscasts. With live telecasts and Internet, “on-the-spot” journalism can now diminish the time barrier. In turn, the audience can let their responses known “on the spot” via email and

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**Report of the Editorial Policies and Guidelines Committee**

Helen Friedman, PhD, Chair

In addition to the Chair, committee members include Mary Gregerson, Richard Bedrosian, and Daniel Kegan.

Earlier this year, the committee unanimously agreed upon the following recommendations relating to the interface of the print newsletter with the web version:

1. Publish Division-relevant material in its entirety in the print version of the newsletter.
2. Publish higher priority articles in their entirety in the print version.
3. Use the website as “value added” to the print version—posting articles there that would not have made their way in entirety into the print version.
4. Start an “Online Extras!” column in the print version to list and possibly include brief abstracts of the additional articles in the online version of the newsletter.

Since then, the committee has addressed newsletter format issues raised by individual Division members and/or presented by Mary Gregerson, newsletter editor.

The committee is available to address any future issues that may arise.

Helen R. Friedman, PhD (hfriedman5@earthlink.net)
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**Abstract**

Jameson Lontz, MA

This study investigated whether biased media significantly affects emotion leading to defensive attribution. The problem is that biased media reports may influence attribution (i.e., how people explain things), thus influencing self-government, relationship variables, perception of mental health services, and general understanding of imparted information. All such outcomes call for psychologists and other professionals to intervene within their respective policy, clinical, and consulting settings where the findings of this study are applicable.

In this web-based study, 159 randomly assigned participants, from undergraduate social sciences courses at a large university in the Mid-Western United States, read one of two versions of a news story about a crime that was committed and were then asked to attribute degree of blame to characters in the story using a measure of defensive attribution. A measure of defensive attribution was based on H.H. Kelley’s (1973) attribution theory. Specific wording differences in the news story predicted emotional responses, which resulted in increased defensive attribution (i.e., blaming the victim). Participants also exercised a tendency to blame the victim more when displeased by her character.
How can public trust and public belief be restored in a profession that no longer adheres to the ethic of needing confirmation from two independent sources? The idea of a “scoop” has transcended in value the fundamental basis of fact, that is, “truth.” If journalists are to recede from the threat of becoming info-thugs, they need to embrace other uplifting goals.

The model of superhero is more satisfying to most Americans than arch villain. The “high road” IS visible. Now, journalists need to use the key that they have found to open the door to that high-minded place for both themselves and their viewers.

Media People
Let’s look at the people now in the media. The new breed of reality journalists like CNN’s Anderson Cooper may come to identify more with their subjects than with their audience. Will they then become a part of the problem rather than a part of the solution in the aftermath of terrorist acts?

Will viewer concerns for those purveying the news actually supplant the news itself? I truly was concerned about Mr. Cooper’s well-being as he snipped and disheveled his way through the post-Katrina world. He said that it would be a long time before he returned to the civilized world of New York society—he had been so affected by his experiences. Is he back yet? Ah, yes, we now have “AC 360°” where once again the personality of the journalist becomes the story rather than the simple conveyance of the story.

I, in the Federal City society, had turned elsewhere into efforts directed at those actually displaced and lives destroyed. One of my lovely neighbors, a transplanted native born New Orleans artist had a, in her own words, “mini-mental breakdown” when the reported atrocities at the New Orleans Convention Center surfaced. Not only now was she faced with finding continuing cancer care for her displaced father, but she also wept openly and frequently for the inhabitants of her hometown. She feared turning on the television or reading the newspapers and Internet reports, and she could not keep away. This was her memory of a lovely childhood being supplanted by horrific rape, murder, robbery, and rampaging bands of renegades. Her story is not an isolated one.

Imagine how she and those who care for her feel now that the conclusion has been reached that those reports were greatly exaggerated. Who is to blame? Can professionals be spanked—or at least given “time outs?” Even with these denials, many Program Chairs for the 2006 American Psychological Association Convention scheduled for that very New Orleans Convention Center report slow proposal submission and members expressing hesitation. The damage has been done. Retractions and corrections cannot reclaim what has been spoiled.

Others have even postulated that these denials are a “Men in Black”...
magic wand trick. In other words, now a false reality that is more secure and safe is being promulgated as a public relations effort to make more digestible a detestable reality. Now, that’s how far the distrust of the media has come.

Remember how moved Walter Cronkite was by untoward events, without himself becoming a part of the devastation? Audience members in homes and public places like restaurants could identify with Mr. Cronkite’s distress without being overwhelmed by the depth of its subject’s remote trauma. He viewed victims and fielded reports from the relative safety of an anchor’s desk. He did not become a victim, too. He did not wear “victimhood” like a badge of courage, or fortitude, or “reality.” And, viewers, in turn, did not become secondary victims, too.

There is a boundary between reporter and subject, and a primary responsibility to the viewers above the subjects. Violations of this boundary neither serve the reporter, nor subject, nor viewer. Violations of this responsibility corrupt the scrupulousness of the unbiased nature required to instill belief and trust in journalistic accuracy and intent. True compassion does not need to violate the boundaries separating those actual victims and those viewers (including reporters) too moved by their vicarious experience.

Journalists seem now to be confronted with the conundrum clinicians face: How to “join” with the victims while not becoming absorbed in their experiences. Clinicians receive training in boundary identification and maintenance, and, later during practice, turn to fellow professionals for peer supervision to guide them to maintain appropriate boundaries. Perhaps journalism might want to consider concentrated training in such ethical considerations and their successful management.

Yet, just like the audience, media subjects, too, need respect and non-exploitation. The responsibility of journalists to their subjects is one of taste, accuracy, and context. Taste concerns the boundary between what is public and what is private. Accuracy and context concerns non-distortion of facts. Accuracy maintains truth by getting the facts straight. Context maintains truth by supplying the backstory necessary to get straight the interpretation of the facts. These journalistic principles extend even when the subjects are terrorists.

**What the Media Tells About Terrorists**

Terrorists are people, too. As subjects of media reports, their acts oftentimes dominate their personages. The terrorists’ invisibility needs uncovering. Journalism provides a window into the terrorists themselves to unlock a wider, more concerted counterterrorist effort.

Who might these terrorists be? What motivates their diabolical and dastardly acts against their fellow humans? What situations foment conditions supporting their descent into evil acts, and into even terming these destructive acts as “holy?” A synopsis of archival cultural and historical as well as cross-sectional scientific investigations illuminates the way for journalists to further incite or to assuage the terrorists themselves. In order to accomplish this high-minded challenge, the application of lessons from clinical psychology may also apply.

In essence, what might motivate or deter terrorists, from a psychological perspective, when they view the reportage of their acts? For reporters, that which motivates is to be eschewed while deterrents are to be embraced. Terrorism relies upon media spreading its dastardly effect. By turning the tables, could media calm both the audience and the terrorists? Is it that simple?

Three steps are necessary to determine whether, and if so, which terrorist style will match which desired outcome. There are many types of terrorists—homegrown Americans and Middle Eastern fanatics, for starters. First, can reporting style mollify or incite not only audience members, but that particular subset of onlookers who are the terrorists themselves? Second, future research needs to determine whether such simple dichotomous matches of journalistic style and terrorist reaction has ecological value. Finally, future studies should determine whether such changes in reactions to media reports correspond with different levels of action.

As a prelude to these three steps, a review of the extant literature revealed who terrorists are and that subgroups of terrorists exist. Not unpredictably, though, two voices within psychology were found in this general field. One voice concentrated upon situational factors, the other voice examined dispositional variables. The following laundry lists sample the panoply of attributes emerging from these two sub-fields of research in this line of inquiry.

Situational factors determine who and why terrorists are, based upon social and physical environment conditions. Social conditions studied so far concern mores, deindividuation, ideology, transitional objects, nationalism, propaganda, persuasion, aggression, oppression, diffusion of responsibility, unresolved previous trauma, jihad or religious crusade, pluralism, shame and humiliation, betrayal, persecution, cultural zeitgeist, controllability awareness, charismatic leaders, and regression to the group. Physical conditions considered are nationalism, nation, vandalism, torture, chaos, propaganda, the holding environment, and murder.

Dispositional factors are characteristics internal to people that motivate their behavior. Two types have emerged: demographic and personality. Demographic factors include ethnicity, gender, and religion. Personality characteristics revealed in terrorists are hostility, cosmology, readiness to kill and die, impulsiveness, mind control, narcissism, charisma, identity diffusion, paranoia, dehumanization, fundamentalism, depravity, perversion, border symbolism, hysteria, revivialism, borderline, rage, passion, millennialism, grief, denial, projection, externalization, nihilism, neuroticism, schizophrenia, totalitarian, dominance, narcissistic rage, and moral disengagement. For the psychologist as well as non-psychologist journalists, these lists may be daunting. A number of other methods exist to further parse these identifiers into ever smaller sub-sets. Yet, perhaps this direction of ever finer distinctions leads further away from the value media psychology could offer journalists in reference to terrorism.

Perhaps an overarching model that synthesizes all this information into a composite picture is needed. Such a systems model (see Gregerson & Warner, 1991) combines situational and dispositional
factors to provide the most consummate approach to first sort and then evaluate the relative importance of each identifier. This heuristic model then advances experimental design and, ultimately, application to “real life” of a field of research like the psychology of terrorists and terrorism.

Future research should investigate the value of this systems model for psychologists and for journalists in the field of terrorism. First of all, can differently contoured media messages promulgate or diffuse terrorist aims, and for which audience members, both terrorists and non-terrorists? Second of all, which identifiers are primary and which secondary in predicting who becomes a terrorist to perpetrate death and destruction. Thirdly, as audience members, can terrorists be affected psychologically and behaviorally by media messages? If the media can be used for these peaceful ends, then, for the benefit of all, the media truly becomes the “message” as well as the purveyor of the message.

References

2006 DIVISION 46 ELECTIONS

This is a reminder to submit your nominations for Division 46 officers to be elected in 2006. In addition to President-Elect, we will be electing 2 Members-at-Large for our Board of Directors.

Please send your nominations to me at the address indicated below, either as an e-mail, fax, or by regular postal mail. Your letter should include a brief description of the qualifications of your nominee, and should verify that the nominee is willing to stand for election if included on the final slate. The deadline for receiving nominations is January 30, 2006.

Nominations for Division 46 Officers:

President-Elect: ___________________________

Members-at-Large: ___________________________

_________________________

Charles D. Spielberger, PhD, ABPP
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It won’t beam you to Mars, but it will write you a ticket

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It’s known officially as the i180 Police Segway Human Transporter. Many simply refer to it as a Segway. When the Segway was about to be unveiled to the public after much anticipation by its creator a couple of years ago, the transporter was called “It.” No matter what the name, Alexandria now has one and it belongs to the police department.

Wednesday, the police department took ownership of a Segway, courtesy of the Alexandria Police Foundation. The foundation purchased it and presented it to Police Chief Charles Samarra and other department officials at a gathering in Old Town.

On hand for the presentation was Shawn McLaughlin, chairman of the Alexandria Police Foundation, and officials from Capital Segway.

“We greatly appreciate the generosity of the Alexandria Police Foundation in purchasing the Segway for our department,” said Chief Samarra. “It will be especially useful during parades and festivals and while patrolling streets with lots of foot traffic.”

The entire cost of the new Segway will be paid for with money raised by the foundation.

Celebrity and Media Psychologist at the 2005 APA Convention

Opening Ceremony Featured Performer/Singer, Arlo Guthrie, and Dr. Alan Entin at the APA Convention Opening Ceremony
ARTICLE I
NAME AND PURPOSE

Section 1.01 - Name
The name of this Division shall be THE DIVISION OF MEDIA PSYCHOLOGY, henceforth referred to in this document
as “the Division.”

Section 1.02 - Purpose
The purposes and objectives of this Division are to enhance psychologists’ roles in the research, application, training,
teaching, and practice of both traditional media and newer information and communication technologies. Traditional media
technologies include radio, television, film, video, and print media. Newer information and communication technologies
include Internet, telehealth, distance learning, virtual reality, and new developments utilizing the interface between the human
mind and machine, including robotics, various forms of brain signal communication and other evolving technologies.
The specific objectives of the Division are:

1. To encourage the development of a set of theoretical and practical frameworks for the study and practice of media psychology, the new technologies, and their interface/interaction with psychology and with psychological issues.
2. To support research on the effects of traditional and newer media technologies on the public, and on the effectiveness of traditional and newer media in transmitting psychological information to the public.
3. To assist psychologists and APA Divisions with efforts using traditional and newer media technologies, and to transmit psychological knowledge to the public.
4. To train psychologists to more effectively use all forms of media, for the transmission of information to the public about the science and profession of Psychology, and about the impact of the newer technologies on human behavior and interactions.
5. To collaborate with APA in media training activities, in the Media Referral Service, and with projects in the public education domain.
6. To collect and contribute to information on telehealth, nanotechnology, humanoid robotics, new technologies and other issues pertaining to media psychology.
7. To encourage adherence to the ethical standards and guidelines of the APA in conducting research on the media and in the use of media for transmission of psychological information and services to the public.

ARTICLE II
MEMBERSHIP

Section 2.01 - Classes of Membership
Membership in the Division shall consist of six categories: Fellows, Members, Life Members, Associate Members, Affiliate Members, and Students. Wherever “Member” appears in these Bylaws, it is intended to include “Members,” “Fellows” and Life Members, unless otherwise specified. Only full members of APA may vote and hold office in the Division.

Section 2.02 - Definition and Qualifications for Members
To be eligible for membership, one must be a full member, associate, or student member of the American Psychological Association (henceforth referred to as APA). An Affiliate member shall be a non-APA member who has a substantial professional interest in psychology, communications, and the media.

1. “Fellows” and “Members” shall be those who are also Members or Fellows of APA and who are elected as Division Members in accordance with the provisions of Section 5 of Article 11 of the APA Bylaws.
2. “Associate Members” shall be those who are also Associate members of the APA and who are elected as Associate members in accordance with the provisions of Section 7 of Article II of the APA Bylaws.

3. “Affiliate Members” shall be members who, by reason of their competence in media and/or media psychology, wish to participate with the Division in the attainment of its objectives, but who do not hold membership in APA. Eligibility for affiliate membership shall generally require a post-graduate degree from a recognized institution in a field related to the interests of the Division.

This category will be comprised of members of the mental health sciences or professions, communications department members, media-related departments, or those in the entertainment field whose work and/or interests address the various media technologies. Affiliate members must meet those qualifications established by the professions or institutions with which they are associated, and where applicable, must be licensed in their respective professions.

Section 2.03 – Qualifications for Fellow Status
To be eligible for nomination by the Division to APA Fellow status a person must:

1. Meet the minimum standards for Fellow status established under the APA Bylaws;
2. Have been a Member of the Division for at least two years;
3. Have made a significant contribution to the research, theory, leadership or practice of Media Psychology;
4. Be actively engaged in advancing the goals of the Division; and
5. Be endorsed by three APA Fellows, including two Fellows of the Division

Section 2.04 – Qualifications for Life Member Status
“Life Members” shall be members who are age 70 or over, who have maintained themselves in good standing in APA or the Division for 25 years, and whose Division dues will therefore be waived. They shall have all the rights and privileges of full membership.

Section 2.05 – Qualifications for Student Member Status
“Student Members” shall be APA student members and shall submit proof of full-time study in an APA-approved graduate program. Student members have all the privleges of regular membership, but may not hold office or vote.

ARTICLE III
MEETINGS OF MEMBERS

Section 3.01 – Place and Time of Annual Membership Meeting
There shall be one meeting per year that is designated as the Annual Membership Meeting, which will be held at the annual convention of the APA. There shall be two meetings of the elected Board of Directors – one, to be held in February or March, and one, to be held at the APA Convention. The Mid-year meeting may, by the President’s decision, be held by conference call.

Section 3.02 – Special Meetings
1. Special meetings of members may be called at any time by the Board of Directors, the President, or ten percent (10%) or more of the Division’s members.
2. If a special meeting is called by members other than the President or the Board of Directors of the Division, the request shall be submitted in writing by such members, specifying the specific nature of the business proposed to be transacted, and shall be delivered personally or sent by registered mail to the President, President-Elect, or the Secretary of the Division. The officer receiving such a request shall cause notice to be promptly given to the members entitled to vote in accordance with the provisions of these Bylaws. If a majority of members of the Division approve a special meeting, the date of such a meeting will be announced to the full membership within 20 days of approval.
3. Special meetings shall require 30% of voting members be present to constitute a quorum and transact business. When a special meeting is called, it may deal only with the matter for which the meeting has been called, and no other business may be transacted.
4. Special Executive Committee and/or Board of Directors meetings may be convened, at any time needed by the President. These may consist of telephone conference calls.

**Section 3.03 – Conduct of Meetings**

Keesey’s Modern Parliamentary Procedures will be followed in the conduct of meetings, where not covered by these By-laws.

**ARTICLE IV**

**VOTING**

**Section 4.01 – Eligibility to Vote**

1. Persons entitled to vote at any meeting of members shall be Members, Fellows and Life members.
2. The affirmative vote of a majority of the members represented at a Board or Membership meeting, entitled to vote and voting on any matter, shall constitute the act of the division.
3. Resolution of a tie vote: On any matter properly put before the membership for a vote, including the election of officers, the President may exercise a single, tie-breaking vote where the matter would otherwise go unresolved due to the same number of votes having been cast for competing alternatives.

**ARTICLE V**

**BOARD OF DIRECTORS**

**Section 5.01 – Powers of the Board of Directors**

All business of the Division of Media Psychology shall be conducted by the Board of Directors with as much input as possible sought from the Chairpersons of Division Committees and other Division members.”

**Section 5.02 – Number, Qualification, and Election of Directors**

- **5.02a.** The Board of Directors shall consist of the elected officers of the Division: President, President-Elect, Past President, Secretary, Treasurer, APA Council Representative(s), and 6 Members-at-Large. All Directors shall assume office on the first day of the calendar year after they have been duly elected by the membership.
- **5.02b.** The officers shall consist of President, President Elect, Past President, Secretary and Treasurer (Chief Financial Officer.)
- **5.02c.** The Executive Committee shall consist of the President, President-Elect, Past President, Secretary and Treasurer.
- **5.02d.** The annual election shall be held each year, in conjunction with all APA Division, State, Provincial And Territory elections. Winners for President-Elect, Secretary, Treasurer, and APA Council Representative shall be the nominees who obtain a simple majority if two candidates are vying for the position in question, or a plurality if there are multiple candidates for said position. For the Member-at-Large positions, those candidates shall be elected who receive the largest number of votes, in descending rank of number of votes received depending on the number of positions open.
- **5.02e.** The term of the offices of President, President-Elect, and Past President shall be for one year each, with the President-Elect succeeding to President and Past President with no additional election needed, unless that person is unable to fulfill this three year succession.
- **5.02f.** The terms of the Secretary and Treasurer shall be for three years.
- **5.02g.** The Division’s APA Council Representative(s) shall be elected in accordance with APA requirements.
- **5.02h.** There shall be six Members-at-Large, each serving three year terms.

**Section 5.03 – Duties of the Officers and Representatives**

- **5.03a.** President: The President shall exercise general supervision over the affairs of the Division. S/he shall preside at all meetings of the members of the Board of Directors and shall serve ex-officio on all standing committees.
- **5.03b.** President-Elect: The President-Elect shall assume the duties of the President in the absence of the latter and shall serve as Chairperson of the Nominations Committee. In addition, the Pres-Elect shall have such additional duties as may be designated by the Board of Directors.
5.03c. Past President: The immediate Past President shall serve as Chair of the Awards Committee and shall assume the duties of the President in the absence of the President and President-Elect.

5.03d. Secretary: The Secretary shall keep minutes of all meetings and maintain all corporate records. S/he shall serve as archivist and see that copies of all records are available as the need arises. The Secretary will send minutes to Board members and handle other correspondence as necessary, and work with the Division President and APA central office staff.

5.03e. Treasurer: The Treasurer shall work in careful coordination with APA Division Services. He or she shall serve as custodian and shall be accountable for all Divisional funds and financial issues, as the Division’s chief financial officer. The Treasurer shall be a member of the Division Finance Committee. The Treasurer will work with the President and President-Elect to prepare a projected annual budget, which will be presented to the Board for approval at the Mid-winter meeting. The Treasurer shall present semi-annual summaries of the financial standing of the Division to the Board. Together with the Finance Committee, the Treasurer is responsible for overseeing the Division’s reserve funds.

5.03f. APA Council Representative(s): The Division’s Representative(s) to the APA Council of Representatives shall be a member of the Division’s Board of Directors and is expected to attend all official meetings of the Division 46 Board, as well as all meetings of the APA Council of Representatives.

The Council Representative(s) shall represent Division 46 at all APA Council of Representative meetings and shall report regularly to the Division 46 Board of Directors about important issues relating to the Division. The Council Representative shall write reports on the Council meetings that shall be included in the Newsletter and posted on the website for Division members.

5.03g. Members-at-Large: The six Members-at-Large are each expected to chair or co-chair a major committee or task force.

Section 5.04 – Unfulfilled Officer/Director Terms
In the event of the resignation or death of an elected officer or director, the President shall appoint a successor to fulfill the unexpired term of that person, with the approval of the remaining Board members.

ARTICLE VI
COMMITTEES

Section 6.01 – Standing Committees, Chairs, and Functions
All Committee Chairs are appointed annually by and serve at the pleasure of the President. Committee Chairs who are not Members-at-Large shall be ex-officio members of the Board of Directors, but shall not have voting rights. Each Committee Chair is expected to make semi-annual reports to the Board of Directors on its goals, activities, and progress.

Section 6.02 – Ad Hoc Committees and Task Forces
Ad Hoc Committees and Task Forces may be appointed at the discretion of the president.

Bylaws Committee
The Bylaws Committee may be constituted by the President, at any time as an ad hoc committee when needed, and may be dismissed by the President, once its specific mission has been accomplished. Its broad mission is to propose changes to the Board of Directors that will work toward improvement of the Division’s Bylaws. It will also solicit input from the membership about such changes. Proposed changes to the Bylaws are handled procedurally as indicated below in Article IX.

Section 6.03 – Missions of Standing Committees
The following standing committees have been appointed and have as their duties:

1. Membership Committee
The Membership Committee oversees all Division membership issues. It is responsible for changes to the membership brochure, devising strategies for gaining new members and retaining current members, as well as dealing with any procedural issues related to membership. It is expected to coordinate closely with APA Division Services. Its specific charge is to add to the Division’s membership numbers. The membership Committee will strive to recruit members of diverse populations.
2. Fellows Committee
The Fellows Committee shall deal with all issues and procedures related to selecting Division 46 Fellows. The Committee is responsible for soliciting Fellows nominees, evaluating their qualifications, verifying that they meet APA Fellows criteria, and then recommending them to the Board for final approval. The Fellows Committee Chair is responsible for all communications between the Committee and the nominees.

3. Nominations and Elections Committee
The Nominations and Elections Committee shall be responsible for all Division elections. The Committee shall consist of the President-Elect who shall serve as Chair, and the Committee members shall be the other officers serving on the Executive Committee. Any Committee member who is an active candidate for any Division office must disqualify himself/herself from service on the Committee in the year of that individual’s candidacy. The Chair is responsible for issuing a call for nominations so that it reaches Division members in a timely fashion. The Nominations Committee will strive to recruit members from diverse groups to stand for election. The call for nominations will appear in the Amplifier or may be sent by special mailing to all Division members. The Chair will forward the names of the nominees to APA following Board approval of all candidates at the Midwinter meeting. After the election, the Chair shall be responsible for notifying the candidates and members of the Division of the election results.

4. Awards Committee
The Awards Committee shall deal with all issues and procedures related to awards. The Chair of the Awards Committee shall be the Past President. If a Committee Member is also the candidate for an award, that person must disqualify himself/herself from the Committee for the year in which she/he is nominated. Each year, the call for awards will be published in the Amplifier in a timely manner so that the membership has an opportunity to participate in the process.

5. Ethics Committee
The Ethics Committee shall provide general education to psychologists regarding how to work with any form of the media in a responsible, professional manner. To aid in this endeavor, the committee shall compile, regularly review, update, and distribute educational materials, documents, and books, and also offer APA convention presentations and more direct opportunities for questions and guidance. The Ethics Committee will endeavor to respond to inquiries from psychologists and students regarding ethical questions in Media Psychology.

6. Program Committee
The Program Committee shall have the responsibility of planning the Convention Program and Social Hour for the Annual APA Convention, as well as for any other meetings the Division may hold which involve program presentations.

7. Editorial Policies & Guidelines Committee
1. The Editorial Policies and Guidelines Committee will, with Board Input and approval, establish, codify, and implement divisional policies, procedures, and guidelines about all editorial matters, broadly defined, related to division-sponsored media. The Committee serves as advisor to the Amplifier Editor, and the Website and Listserv Administrator, as needed. The Committee regularly reports its activities and deliberations to the Board, and brings to the Board’s attention any relevant matter, for deliberation and approval.
2. The Committee shall consist of the Chair, the Amplifier Editor, the Website & Listserv Administrator, the Publications Board Chair, at least one elected Board member (if not already represented), and at least one divisional member who is not on the Board.
3. The Committee’s recommendations will be presented to the Board for review, discussion, and approval. The Committee serves an advisory function to the Board. The Board establishes the Division’s editorial policies and guidelines.

8. Finance Committee
1. The Finance Committee will assist the Treasurer in preparing the Annual Budget, with input from Committee Chairs. It will monitor and make changes in the Division’s reserve funds investments, and, in general, advise the Board about any matter involving finances, investments, disbursements, or divisional income.
2. The Committee shall consist of the Chair (who is a Member-at-Large) appointed by the President, Treasurer, President, Past President, and the President-Elect.
3. The Committee will inform the Board about its deliberations, and present recommendations to the Board. The Committee serves an advisory function to the Board, which must establish the Division’s financial policy and guidelines.

9. Publications Committee
The Publications Committee shall oversee the Division’s publications, including journals, newsletters and books. The Chair of the Publications Committee may be a Member-at-Large of the Board. The President may appoint a Chair for the Publications Committee who is not a member of the Board. In such cases the Chair would serve an ex-officio member of the Board without voting privileges. The Publications Committee shall make semi-annual reports to the Board concerning its activities.

10. Telehealth and New Technologies Committee
The Telehealth and New Technologies Committee shall educate and update the Division membership and other psychologists regarding the impact of new technologies on developments in telehealth as they relate to the Media. The Committee shall advise the Division membership and other psychologists regarding such areas as robotics, interactive modalities, and other new developments as they relate to psychology and media.

11. Media Watch Committee
The Media Watch Committee shall monitor media portrayals of mental health professionals in TV, film, electronic media and books. The Committee shall nominate and present to the Board for approval, candidates for the Shirley Glass Golden Psi Media Award.

12. News Media, Public Education, and Public Policy Committee
The News Media, Public Education and Public Policy Committee shall promote excellence in the dissemination of psychological information and research via the news media, particularly as it relates to social issues. In addition, the News Media, Public Education, Public Policy Committee developed the News Media Recognition Award for excellence in the reporting of psychological information and research. It is the responsibility of the Committee to nominate and accept nominations of candidates, to determine the recipient, and to present the award when warranted.

13. Student Committee
The Student Committee shall provide input regarding any matter that is student-related. This Committee deals with all interactions with APAGS. The Chair of this Committee will serve as the Division’s official representative to the APAGS Student Representative Network.

14. Long-Range Planning Committee
The Long-Range Planning Committee shall work toward clarifying a vision and mission for the Division looking ahead five years. Serving on this Committee, in addition to other members, will be the Division 46 President, the President-Elect and the Past President. The Committee will report its findings annually. The Long-Range Planning Committee may ask the Board to consider specific agenda items generated by the Committee to reflect special priorities having importance for the year in question.

15. Newsletter Editor and Website/Listserv Administrator/Chair
The Newsletter Editor and Website Chairs shall be appointed by the President and serve as ex-officio members of the Board, without voting rights. These individuals are responsible for the routine dissemination of information to the membership via print and electronic means. They shall make semi-annual reports to the Board about their ongoing activities and progress.

ARTICLE VII
RECORDS AND REPORTS

Section 7.01 – Maintenance and Inspection of Records
1. Records
The Division shall keep adequate and correct books and records of accounts; minutes of all meetings of the Board, membership, and committees; and a record of its members containing their classes of membership, names and addresses.
2. Place of Maintenance
The accounting records, and minutes of all annual membership, Board and Committee meetings shall be kept by the Secretary. All Division records are to be transferred to the next Secretary, upon conclusion of a term of office.

3. Inspection
All Division records except those containing confidential information shall be open to inspection on written demand by any Division member, for a purpose reasonably related to the Division’s interests and appropriate for member inspection. The member seeking inspection shall give reasonable notice of at least 2 business days from the time of the request for the records to be made available. The inspection may be made in person or by an authorized agent or attorney of the member, and shall include the right to make a copy and make extracts of said material. A member of the Board shall be present at said inspections. If the record is found to be inaccurate, the Board may be petitioned to officially change the record.

4. Inspection by Directors
Every Member of the Division Board of Directors shall have the right to inspect all books, records, and documents and the physical properties of the Division.

ARTICLE VIII
DUES AND ASSESSMENTS

Section 8.01 – Payment of Dues: Time
The annual dues shall be payable on or before January 1st of each year and shall cover the period from January 1st through December 31st. Members joining during the year will pay full dues through August, and no dues for that year, if joining after August 31. Dues shall be paid in accordance with APA procedures.

Section 8.02 – Review and Determination of Dues
Dues will be reviewed and recommended annually to the Board of Directors by the Membership Chair, in consultation with the President. Members, Fellows, and Associate members will pay one hundred percent (100%) of the annually determined dues. Life Members will be dues-exempt. Student members will pay fifty percent (50%) of the annual dues. All decisions regarding dues, initiation and reinstatement fees and assessments are subject to the approval of the Board of Directors, following review and recommendations by the Finance Committee.

Section 8.03 – Non-Payment of Dues
Members in any dues-paying category who have not paid their dues and late payment fee prior to the date required by APA for payment of dues will be considered as having resigned and will immediately be dropped from membership. Members in any category who have resigned from participation through non-payment of dues may be reinstated only upon payment of the current year’s dues.

ARTICLE IX
AMENDMENT OF BYLAWS

Section 9.01 – Amendments and Ratification
Proposed Bylaws amendments shall be passed by a majority vote of the Board of Directors before being submitted to the membership for a vote. All changes to the Bylaws will be in writing, and mailed to the voting members.

Section 9.02 – Required Votes
Bylaws may be amended and when ratified, the amendment shall have the force of Bylaws. Written approval of a two-thirds majority of the members voting is required for amendment or repeal of a Bylaw. Alternatively, the Board of Directors may also make minor changes to the Bylaws with a unanimous vote. The dissent of one Board member would then require a membership vote, in order to approve a change in the Bylaws.
ARTICLE X
PROGRAM OF ACTIVITIES

Section 10.01 – Type and Scope of Activities
The Division of Media Psychology may undertake such programs of research, sponsorship of publication, and other appropriate activities as approved by the Board of Directors.

Section 10.02 – Authorization
1. The Board of Directors of the Division shall appoint special committees as necessary to oversee or carry out such projects.
2. Any member of the Division may submit a proposal for research, publications, or other activities to the Board of Directors of the Division. The Board shall also have the authority to initiate suggestions. Publications requiring APA approval shall be submitted to the appropriate body by the Division’s Board of Directors.
3. The Board may recommend such proposals as it deems appropriate for sponsorship, along with the supporting budgetary allocations, to the Association for approval.

ARTICLE XI
USE OF THE NAME OF THE DIVISION

Section 11.01 – Limitations
1. No member, committee, or subgroup of members of the Division may take any action or issue any statement in the name of the Division without prior Board approval. The Board of Directors may authorize a committee, member or subgroup to take actions or issue a statement in its name.
2. Participation or membership in the Division is not to be construed as evidence of qualification or competence to practice Psychology or to provide expert services to the media.

Bylaws Revision Ballot

In accordance with the Division 46 bylaws, revisions to the bylaws must be submitted to the membership for approval. Please read the current version, fill out this ballot, cut it out, and mail it to the following address.

Ballots must be received by February 1, 2006:

Pauline W. Wallin, PhD, Div. 46 Secretary
201 South 32nd Street
Camp Hill, PA 17011

_____ I approve the new bylaws revision
_____ I do not approve the new bylaws revision

Name (printed) ____________________________
Signature ________________________________
Date: __________________________

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Insert APAIT ad here
DIVISION OF MEDIA PSYCHOLOGY • 2005 BOARD DIRECTORY

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Publication and Submission Guidelines

The Amplifier is the official newsletter of APA Division 46, Media Psychology, and is published four times this year (Spring, Summer, Fall, and Winter). Unsolicited contributions from members are welcomed and encouraged. Articles must be relevant to media psychology and should not have been published elsewhere. All submissions should be sent to the Editor, Mary Banks Gregerson, PhD, by e-mail at oltowne@aol.com. Submissions must be received by February 1 for Spring issue, April 1 for the Summer issue, July 1 for the Fall issue, and September 15 for the Winter double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

Invite a Friend to Join Division 46

Know someone who should belong to the Division of Media Psychology? Ask them to send this form to: Division 46 Administrative Office, American Psychological Association, 750 First Street, NE, Washington, DC 20002-4242 to get more information. Or they can call 202-216-7602 or e-mail kcooke@apa.org for an application.

Name
Address
City State Zip