The Division Board had a highly productive meeting in Washington, DC, immediately prior to the Mid-Winter Meeting of the APA Council. Given our limited financial resources, holding our meeting at this time saves substantially on travel expenses because almost half of our Board are currently serving on Council as representatives of other Divisions or State Associations. While the interests of our Board members are highly diverse, I continue to be impressed with everyone’s commitment to the goals and activities of Media Psychology.

A major topic of discussion at our Board meeting focused on possibly changing the name of our Division. It was recognized that “Media Psychology” was chosen as our name because working with and representing psychology in the media was the major commitment of most of our founders, who included a number of media celebrities. It is, therefore, not surprising that this title became associated primarily with the contributions of psychologists who were actively involved as hosts of popular media programs, many of whom served as officers of the Division.

After considerable discussion, it was the opinion of the Board that “Media Psychology” did not adequately represent the full range of interests of our members who are involved in a wide range of media-related activities, such as the emerging field of communications psychology and various media-related technologies. After substantial debate regarding possible alternative titles, the Board voted to recommend that the name of our Division be changed to the “Society for Media Psychology, Communications, and Interactive Technologies.” Although complex, this title seemed to encompass the broad range of interests of our members.

It was also felt that the proposed title would help us to attract colleagues with interests in media related research activities. Our recent recruitment campaigns have suggested that our current name was associated with hosting television shows, and did not include the wide range of communications and interactive technologies associated with the media. In addition to media presentations, focusing on communications and interactive technologies would better describe the interests of many of our members, and would also help us to attract more scientists to join our Division.

Changing the name of an APA Division not only requires approval by Division members and relevant changes in our Bylaws, but also requires obtaining approval from the APA Board of Directors and Council of Representatives. Since there was strong support by the Division Board for the proposed name-change, as reflected by an 8 to 2 vote at our meeting, it was decided to post the proposed change in the name of the Division on our Board and Division listservs, and for Board members to discuss the proposed change with our Division and APA colleagues.

We were especially pleased to receive immediate comments regarding the proposed name change, including responses from a number of Past Presidents who continue to be active in our Division. However, to the surprise of most current Board members, these reactions were primarily negative, and there was substantial support for retaining the current name of our Division. It was also noted by a number of those who responded that the more complicated name that was being proposed was difficult to understand, and could result in the loss of devoted members who were strongly committed to the original goals of our Division.

Given the responses of our Division colleagues, especially those of former Division leaders, President-Elect Rochelle Balter recommended that the Board withdraw its recommendation for the proposed name change. She further suggested that we focus on finding ways to emphasize the broader goals of the Division in our publications and brochures through which we communicate our activities and endeavor to recruit new members. Although some members of our Board were very disappointed, the recommendation to withdraw the proposed name-change was unanimously accepted in an e-mail vote.

(continued on p. 11)
President-Elect Paragraphs
Rochelle Balt, PhD, JD

It was really good to hear from some of you on the issue of the Name Change. As you are probably aware, because of the comments received from you, your Board did not move forward with this issue. However, this leaves the Division with a problem and I would like your input on how to solve it. I would like to hear from those of you who are usually silent on Divisional issues as well as those of you who do share your opinions.

We as members of Division 46 know the richness and diversity of interests that members of our division have in terms of their work, publications, research, and presentations. Other Divisions within APA, and APA members who do not belong to Divisions, are not aware of the breadth and depth of this wealth. We are often categorized as “performers,” “media divas,” or as “those psychologists who like to appear on television.”

The description of our members, as is often true of stereotypes, does not capture the other areas of interest within our division such as telehealth, media and communications research, interactive technologies, etc. The list is long and often ignored by the rest of our APA colleagues. The stereotype also hurts us because it discourages APA members from joining our Division.

Our colleagues who are not eager to appear on television or who believe they do not have the requisite skills to do so, are not informed about the content areas within Division 46 that would be of interest to them. As psychologists, we know that breaking stereotypes is always a worthwhile activity, but not an easy one.

This leads me to request your ideas regarding the following questions crucial to our division:

- How should we recruit new members?
- How should we as a Division communicate what we are about?
- What type of image do we want to convey?
- What steps would you like to see us take?

Please contact me at RBalt@aol.com with your ideas. Join the Division listserv. We, your Division Board want to hear from you regularly and extensively. Please share your ideas, comments and creativity with us.

I hope you have a good Summer.

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 215-204-6024 or frank.farley@temple.edu.

Frank Farley, Membership Chair

From the Computer of the Editor

Media Psychology Learning is a Lifelong Process

Mary Banks Gregerson, PhD

The very basis of the APA Annual Conventions is high level continuing education in its information dissemination. It follows, then, that the 2006 Convention Amplifier issue also name education as its theme. Within these pages education in media psychology is realized in numerous ways.

First of all, the 2006 Convention Program for Div 46 comes in a handy dandy detachable page. This abbreviated program listing will serve as a guide to the larger, more detailed APA Program Guide. On the reverse side of the listing, Drs. Betsy Carll and Irene Deitch have furnished photos from past conventions. In addition, readers will find a photo of conventions to come—one of our members test drove a Segway people transporter, an article on which was featured in the Winter 2005 Amplifier, p. 15. A transporter club local to Washington, DC has offered to provide test drives for interested APA conventioneers the next time the convention visits the Federal City. So, in essence, each Annual Meeting is a continuing education experience for members.

Past-President’s Reflections

The Future…Internet Fears and Fixes

Peter L. Sheras, PhD, ABPP

There have been a number of events in the news this spring that have, again, given us a peek into the future of the media. The internet is a place of incredible potential and concomitant danger not only for adults, but for children and young people who may not yet be prepared to see the consequences of their actions. I am thinking especially of the foiled threat by students to blow up a school in Riverton, Kansas. Information about the plot was found on the My Space site, an increasingly common and well used venue for young people to post information about their lives, fantasies, and plans.

At first blush, a place to post music, photos, poetry and the like seems like a way to share yourself creatively with others around the world. However, some of these sites also are repositories for darker and more sinister plans and the expression of anger, pain and anxiety. Principles of free speech would lead us to imagine that the ability to express ourselves publicly is an inalienable right in the United States. But what about the dangers of such exposure? The dangers of sexual predators, scam artists and the like are now well
A Word From the Associate Editor

A-musement on Basic Principles in Higher Thinking

Jameson C. Lontz, MA

The present education theme of The Amplifier causes reflection on my endeavors as a doctoral student, and how media has played a role. Media in its various forms has both compelled and frustrated my development as a clinician, educator, and researcher. The advance of technology, for example, has created a new starting point for graduate training.

Having never made a PowerPoint presentation or sent an email attachment added great anxiety as a first-year doctoral student. New personal challenges associated with media psychology were further highlighted once accepting a Teacher Assistant position. Students demanded my expertise with the Angel course management system. Blackboard and chalk were no longer acceptable forms of communication. More recently a sardonic student challenged my use of transparency overheads! So I have been thrust into the Cenozoic era.

Now au courant, I have acquired skills bestirred by the anxiety of that first year as a doctoral student. Once forced upon me, technology propelled my deliverance of therapy and classroom education as well as research to another level. Without endorsing such flooding tactics for pedagogical development, it seems worthwhile to recognize the benefits of embracing media technology as it constantly and rapidly advances. Such embrace allows a higher level of thinking and doing.

When my doctoral internship begins this fall, the computer on which this article is written will be antiquated by new software. My frugal nature reminds of simplicity. It is in the nature of media technology to advance; and, it seems that human desire compels us to keep stride with such advance. By maintaining the principle of simplicity, however, blackboard and chalk just may avoid extinction.

Over the Rainbow to Media Psychology for Bernie Luskin

On reflection, I have been working in the field of media psychology all of my adult life. At the age of 22, after graduating from California State University at Los Angeles, I was employed by Orange Coast College to teach data processing. The college had just received its first computer through a federal grant and my job was to install it and teach data processing as part of a new program we would develop. This was the first computer installed in a community college for education…and the rest is history.

Those of us who worked with that computer in 1963 were awed by its potential for teaching and learning and that crystallized my self image and dream of becoming a “learning psychologist.” I completed a master’s degree at California State University at Long Beach and in 1965 became Associate Dean of Counseling and Admissions at OCC. A Kellogg Fellowship gave me the opportunity to complete the doctoral program at UCLA and I was fortunate to be able to do my dissertation as part of a large Carnegie Commission Project on the future of media at the Rand Corporation. My dissertation, “An Identification and Examination of Obstacles to the Development of Computer Assisted Instruction,” provided content for the larger Rand study which predicted the future uses of computers. By 1968 I had become Vice Chancellor of the Coast Community College district and we launched a public television station, KOCE-TV. In 1972, I had the opportunity to executive produce a major television series and course in psychology entitled, “As Man Behaves,” working with the renowned Carl Rogers, Jim March and others at the Center for the Study of the Person. In 1976, I became founding president of Coastline Community College, a “media centric” college that began without a campus. Following Coastline, I became president of Orange Coast College and subsequently left for a post in Washington, DC, as Executive Vice President and COO of the American Association of Community Colleges. Throughout these years, I continued to work internationally on media-related courses of all types as a learning specialist.

In 1986, I was “headhunted” by Philips Electronics and PolyGram, Inc., to be CEO of Philips Interactive Media and Philips Education and Reference Publishing with responsibility for creating compact disc interactive (CDI) and (CD-ROM). During my ten years at Philips we produced the first Sesame Street interactive CD, the first Interactive Movie on CD, Grolier’s and Compton’s Encyclopedias, many fine art discs including Treasures of the Smithsonian and Art of Czars, more than 100 other interactive CD programs, and we put the first fifty movies on compact disc leading to DVD today. To foster the
The Phoenix Rises, Once Again...

APA Convention Program
Division 46 Media Psychology
New Orleans, Louisiana,
August 10–13, 2006

Mary Banks Gregerson, PhD, Program Committee Chair
There is a house in New Orleans
They call the Rising Sun....

—The Animals, 1964

New Orleans, LA. The Animals’ 1964 song’s famous beginning lines quoted above evoke premonitions of danger. Since the aftermaths of Hurricanes Katrina and Rita, New Orleans evokes different images of danger. Yet, CEO Norman Anderson details how mistaken and outdated these pejoratively enduring images have become in the Herculean recovery efforts ongoing in New Orleans (see http://www.apa.org/monitor/apr06/ceo.html). Read on right here for the particular 2006 Convention attractions uniquely designed for APA Division 46 Media Psychology members. Then, come see for yourself.

Prelude. The 2006 APA Div 46 Media Psychology Program Committee deserves recognition first. As Chair, I have had the honor and distinct pleasure to liaison with the APA Convention Office, the Board of Convention Affairs, other Division Program Chairs, and to organize the Div 46 Program Committee. Div 46 members Drs. Stuart Fischoff, Donna Rasin Waters, Meredith Cary, James Bray, Margaret Bibb, and Patrick Quirk reviewed the bevy of proposals submitted in the open call for proposals. Additionally, Dr. Bray served a Co-chair which means providing guidance from his past service as Program Co-Chair as well as shepherding some convention activities in my absence. This Committee deserves recognition and thanks from all those who attend and from all those “sitting in the bleachers” back home. Without the Committee’s effort, energy, and discernment, this program would not have reached its enviable level of quality, diversity, and depth. New Orleans, LA will be its staging area.

Where. New Orleans provides APA and Division 46 a very special venue for an exceedingly rich 2006 Convention Program, varied in content, format, and intent. The Media Psychology Program, in specific, to be housed variously in both the Convention Center and at hotel meeting rooms will have programs that are invited, competitively judged member submissions, and APA initiated fare. This unique convention boasts a social context containing the weather-resilient New Orleans tradition of beignets at the intact open air Café Dumond, humanitarian assistance extra-curricular programs to further Hurricane Katrina recovery, and a star studded constellation of media giants to entertain and to inform us.

What—The APA Program. This convention has something for everyone—the gastronomically discriminating, the musically inclined, the socially conscious, and the discerning entertainment connoisseur. Outside of the Convention Center and the hotel meeting rooms, New Orleans has a unique, stimulating, and fulfilling social and physical environment for conference attendees. No where else does such a French Quarter offer culinary, musical, and tourism delights—“Cajun” and “The Big Easy” have to be experienced to be understood. And, you can even purchase beignet mix and Café Dumond chicory coffee to evoke reminiscences of the bayou when you return home.

Who. Besides the household names of Bill Cosby, Dr. Phil McGraw, and the Preservation Hall Jazz Band, New York University professor Anna Deavere Smith termed by Newsweek as “the most exciting individual in American theater” will grace the program. Dr. Deavere Smith will provide a keynote address. Dr. Phil will have a plenary session. Proceeds from the Cosby Evening entertainment will benefit New Orleans Public Schools, and those from the Preservation Hall Jazz Band will go to Habitat for Humanity.

Division 46 outstanding members will be represented in the different programs available. Two of Div 46 programs most popular with other Divisions include Dr. Lenore Walker’s “Media, Myths, and Mental Illness” and Dr. Peter Sheras and Kate Wachs’ “Ethical Considerations in Media Psychology: Advanced Tips.” Moreover, as a guest expert Dr. James Pennebaker will present his fascinating scientific work relevant to media psychology. New ideas and formats are found in programs chaired by myself, Drs. Meredith Cary, Frank Farley, John Grohol, Jeanne Funk, and Div 46 President Charles Spielberger as well as APA’s Rhea Farberman. The larger APA Program Guide lists specific presenters’ and their topics, which will complement other extra curricular APA sponsored events.

How. Attendees will have special opportunities outside the Convention to touch the hearts and lives of Cajuns in their Katrina recovery. Another Habitat for Humanity activity will be available via a project day on Wednesday, August 9, 2006, for APA members before the Conference begins. Also, a New Orleans Public School initiative requests school supplies donations. APA continues to find ways like these that members can help those surviving in the hurricane devastation while recovery continues.

What—The Div 46 Program. The Division 46 Convention Program will field three invited addresses, nine symposia, one workshops, one panel discussion, two conversation hours, and two poster sessions. Most multiple hour programs have received co-sponsorship with another Division. Furthermore, every single program has received the honor of co-listing with at least two other Divisions associated with it. Division 46, on the other hand, co-listed with 101 other programs. Besides APAGS, the Divisions receiving our co-listing are:

8 Personality and Social Psychology
9 Society for the Psychological Study of Social Issues (SPSSI)
10 Creativity, Aesthetics, and the Arts
12 Society of Clinical Psychology

(continued on p. 8)
**Member News**

**Irene Deitch, PhD**, has been appointed to APA’s Ad Hoc Committee on Film and Other Media. She was invited to serve as Media Ambassador and on the Public Relations Committee of the New York State Psychological Association. Dr. Deitch was awarded Fellow status as Thanatologist, which also certifies her as therapist in death, dying and bereavement. Irene Deitch was elected to the Board of Directors to the Division of Psychotherapy. Dr. Deitch is Professor Emerita of Psychology at the College of Staten Island, City University of NY. She was recently awarded Honorary Alumnus to the College Hall of Fame (First Faculty Member to be honored). Her Richmond County Psychological Association honored her at their Annual Brunch in 2005. Irene Deitch, PhD, has been designated by the Richmond County Psychological Association for an award titled “The Dr. Irene Deitch Humanitarian and Public Service Award” to be presented at the Association’s Brunch on April 23, 2006. Another honor which is a source of pride is the Community Award presented to her by the Center For Independent Living (March 4, 2006). Dr. Deitch, the producer and host of “Making Connections” (ctv; March 23, 2006), presented “Cancer and the Older Adult.” The guests on her program were all members of the Professional Education Committee of the American Cancer Society, on which Dr. Deitch is the only Psychologist to serve.

**Florence W. Kaslow, PhD, ABPP**, a Past President of Division 46, is pleased to announce that her next book, *Handbook of Family Business and Family Business Consultation: A Global Perspective*, is due for publication in July, 2006 by Haworth Press. This is also the topic of one of her presentations at APA, and the book is already being heralded as a groundbreaking volume. Lorraine has just begun her second term on Council, representing Division 43 Family Psychology. She will be off to Cardiff, Wales in June to do a plenary presentation on “Family Psychology and Law” at the International Academy of Family Psychology Conference; this topic is the subject of one of her prior books.

**Roger Klein, PhD**, has had his grant to produce “The Psychology Minute” radio series renewed for the 2006 year. In addition Dr. Klein continues to produce 5 minute videos in psychology for book publisher Wadsworth. Recent videos featured the work of cognitive neuroscientists Joan Stiles, Jaime Pineda and Larry Squire, all of the University of California at San Diego as well as neuroscientist Elizabeth Sowell and psychologist Michael Fanselow, both of UCLA. Topics included mirror neurons, visual-spatial processing, fear learning, memory, and brain development during childhood and adolescence. Currently Dr. Klein is working on a series of videos with researchers at Duke, The University of North Carolina—Chapel Hill, and Vanderbilt.

**Lawrence Kutner, PhD**, and his wife Cheryl K. Olson, SD, have a contract from Simon & Schuster to write a book based upon the findings of research they conducted on violent videogames and adolescents. They are co-directors of the Harvard Medical School Center for Mental Health and Media.

**Peter S. Kanaris, PhD**, was named Coordinator of APA’s Public Education Campaign for the New York State Psychological Association. An article explicating his model of grassroots public education and use of the media has been accepted for publication in the fall of this year in a special section on Making Psychology a Household Word in the journal of “Professional: Psychology: Research and Practice.” For more on his media program see http://www.suffolkpsych.org/pdflib/PEC_Update_February_2006.doc or contact Dr. Kanaris at DrPit1@aol.com.

**Dorothy G. Singer, EdD**, of Yale University was invited to present a paper entitled *Effects of Media on Children’s Empathy, Creativity, and Imagination* at a May, 2006 Conference on “The Effects of Electronic Media on the Cognitive, Social, and Emotional Development of Children and Adolescents” in Rockville, MD. The conference was sponsored jointly by the Child Development and Behavior Branch and the Demography and Behavioral Sciences Branch of the National Institute of Child Health and Human Development. Topics of discussion included an overview of the electronic media landscape; media use in homes, schools, preschools, and child care settings; infant learning from TV viewing; media influences on cognition, social and emotional development; and methodological issues in media research. Dr. Singer’s new book, called *Handbook of Children, Culture and Violence* edited by Nancy E. Dowd, Dorothy G. Singer, and Robin F. Wilson. Thousand Oaks: Sage Publications, 2006 has Section 2 devoted to the media.

**Frank Farley, PhD**, in December appeared on “20/20” concerning dangerous behavior in adolescents. In January he appeared in the *New York Times* on adolescent risk-taking; on NBC-TV concerning youth violence against the homeless; and in the *Philadelphia Daily News* on youth violence. In February he appeared in two cover stories in the *Philadelphia Daily News* concerning children, youth and social networking Internet sites; on the Comcast Network TV Show “It’s Your Call With Lynn Doyle “speaking on same-sex schooling; in several newspapers in FL, OH, and TX on sports psychology; and in the *Harford [CT] Courant* newspaper on murder and motivation. In March he appeared in *Good Housekeeping* magazine on motivation; in the *New York Times* on sports psychology; in the Montgomery AL newspaper on motivation and a recent spate of church burnings in AL; and on KYW Radio, Philadelphia on psychological aspects of daylight savings time. In April he appeared in *Psychology Today* magazine on tax cheating; and on FOX-TV concerning youth violence. In May he appeared in *Family Circle* magazine on adolescent recklessness.

**Albert “Skip” Rizzo, PhD**, had work developing a virtual reality PTSD exposure therapy application for Iraq war military personnel which recently received a good bit of media attention. Over the past year interviews appeared on CNN, ABC, CBS, BBC, NPR, various European and Asian media outlets, and press reports in the *Washington Post, Le Figaro, Investors Business Daily, Aljazeera, The Nation, The Economist, Congressional Quarterly Weekly, Newsweek, La Liberation, Haaretz*, among others. Upcoming in May/June will be an article in *Wired* and an interview on MTV News.

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A full listing with web links is available from Skip at arizzo@usc.edu. In addition to the media coverage, the status of the project has been published with colleagues, Barbara Rothbaum, Ken Graap and Jarrell Pair, in the following sources: C.R. Figley & W.P. Nash (Eds.), For Those Who Bore the Battle: Combat Stress Injury Theory, Research and Management; Roy. M. (Ed.). Novel Approaches to the Diagnosis and Treatment of Posttraumatic Stress Disorder; IEEE VR2006; Technology and Informatics.

Carol Goldberg, PhD, ABPP, recent media activities include: The lead article in the April 2006 issue of “Professional Psychology: Research and Practice” (Vol. 37, No. 2, 109–113). “How to make psychology a household word through television: A psychologist’s experience as host and producer of a weekly program”; celebration on May 1, 2006 of the five year anniversary of her TV program, “Dr. Carol Goldberg and Company,” which she hosts and produces, and that continues to be on at least weekly throughout Manhattan and Long Island in New York; conduct of a multimedia workshop sponsored by the New York State Psychological Association Clinical Division, entitled “How To Promote Your Work Effectively Through Free Multimedia Publicity” at the Cornell Club on March 25, 2006; and, a presentation for the Suffolk County Psychological Association entitled “What You Should Know about Web Sites” on January 6, 2006.

Mary Gregerson, PhD, received 1 of the 40 invitations issued worldwide to participate in the August 5–11, 2006 Oxford University Round Table on “The Psychology of Terrorism,” based partly on her publications on terrorism and the media that began as American Psychological Association Annual Conference presentations, then surfaced as Amplifier articles, and were subsequently published in fuller peer-reviewed articles. She has also been selected as the Managing Editor for the Homeland Defense Journal (http://homelanddefensejournal.com/hdl/home.asp) and IT*Security Magazine (http://www.itsecuritymagazine.com/), both of which have hard copy and online editions.

James H. Bray, PhD, appeared on ABC’s Primetime program on stepfamilies on April 21. He also appeared on Good Morning America regarding stepfamilies on April 25. You can get more information about his work at www.bcm.tmc.edu/familymed/jbray. Dr. Bray is current Treasurer of Division 46 and a candidate for 2008 President of the American Psychological Association.

APA Div. 46 Media Psychology President Charles Spielberger is pleased to announce the appointment of Dr. Sharon Lamb, Professor of Psychology at St. Michael’s College in Colchester, VT, to the position of Associate Editor of The Amplifier, the Division newsletter. Dr. Lamb will conduct member relations as the newest member on the Editorial team with Executive Editor Mary Gregerson, PhD, and Associate Editor Jameson Lontz, M.A.

Internet in Journalism Education

Ann Brill, PhD

As the dean of journalism at a large Midwestern university, I am frequently asked to explain the future of mass media. I get those queries from students, their parents, media professionals, my academic colleagues, and even my pastor who wanted to know if I thought we should continue to publish the church bulletin or just enhance the Web site.

In the interest of full disclosure, I usually reply that while I can speculate, I do not have all the answers about that future. It all depends on the audience. While we have better tools than ever to measure audience behavior and we’re pretty good at that on any given day, predicting that behavior is another story.

When I was a student studying journalism we were taught to start every story the same. Not with “once upon a time,” but with the who, what, when, where, and how of the story—the four Ws and the H. Today, we’re more likely to talk about how to entice the audience with a compelling link to more of the story. And instead of talking about writing for a wide reaching demographic audience, we’re teaching students to understand the characteristics of a niche audience. Instead of referring to the 18–24 year old market that may want to learn about the latest ipod accessory, we now try to understand the psychology of the early adopters who are eager to test and compare the latest gadget by “googling” it. And while professors still relate stories of journalists covering the war in Iraq for American newspapers, students are absorbed in the latest blog from “real” American soldiers.

We used to show students a picture of an hourglass and explain how a lot of information went into the glass, hit the bottleneck where editors decided what information should get through, and then that small amount of information went out to large numbers of audience members. That analogy no longer stands. There is still a great deal of information making its way to audiences, but rather than being on the receiving end of selected information, the audience is now doing the editing and dissemination, as well as the creation of information.

As a result of that shift to audience control of information flow, our students no longer prepare for careers in newspapers, magazines, broadcasting, or traditional public relations or advertising fields. They know that those old media careers will not see them through the next 50 years of their working lives. So, we professors perform a balancing act between teaching students what will get them a job now and what will serve them well as they and the media evolve. We focus on both of the spectrum—teaching basic, practical skills...
and getting them to think expansive, outrageous ideas. A friend calls these transferable skills—the ability to take a journalist’s skills, passion, and integrity and apply them to storytelling for different audiences with different needs and in different places.

Schools of journalism these days are about more than news. Our advertising and public relations students spend most of their time doing audience research. As one agency owner told me, in the past their agency operated on instincts honed by decades in the advertising business. Today, decisions are based almost entirely on marketing research. That’s not likely to change, she says, and her agency won’t hire anyone who doesn’t understand the psychology of audience research.

Our students also are unlikely to spend their careers working for a single media or the same company. Media fragmentation has not just accelerated, it’s careening. We teach podcasting and students are as likely to be watching our daily news program as an episode of “Desperate Housewives.” The only difference in their mind may be the cost—the news is free to download while “Desperate Housewives” costs $1.99 per episode.

Here’s another way to sum it up, a term cropping up more and more these days: ME-dia. In Spanglish, it might translate to “my day.” It’s the idea that information is mine to create, translate, and communicate to whatever audience I choose or just store it for my access later on. Journalists in the future will need to have a keener sense of their audience as well as the audience’s ability to create ME-dia.

So these days when I am asked about the future of mass media, I look to our journalism students. They are the future of media. Their audiences are just being born.

Dean Ann Brill (abrill@ku.edu) heads the William Allen White School of Journalism at The University of Kansas in Lawrence, KS.

**METI Human Patient Simulator Helps Certify Disaster Medicine Physicians**

David G.C. McCann, MD, FAASF

Disasters have become a fact of life in the 21st Century. From the terrorist attacks of September 11th, to the terrible tsunami in Southeast Asia, to Hurricanes Katrina and Rita last summer, the global village has had to endure an ever increasing number of devastating disasters both of manmade and natural origin. In the United States, the government has spent hundreds of billions of dollars in terrorism and disaster preparedness in the last five years, but Killer Katrina demonstrated we are no better prepared for disasters now than we were when the twin towers fell.

For too long, the medical community’s disaster response has been fragmented at best and ineffectual at worst. Now, the American Board of Physician Specialties (ABPS) has created the world’s first physician board of certification in disaster medicine—the American Board of Disaster Medicine (ABODM). Two years in planning and development, the ABODM has called together world-class physicians from numerous medical specialties. These experts delineated the core body of knowledge and skill sets necessary for the competent practice of the burgeoning new specialty of Disaster Medicine.

In addition to a rigorous written exam, the Disaster Medicine board candidate will be required to undergo an oral examination involving a “table top” disaster scenario. Subsequently, the candidate will be tested in multiple disaster scenarios using a high fidelity human patient simulation mannequin developed by METI and the University of Florida (see photo). The METI Human Patient Simulator (METI-HPS) represents the latest in state-of-the-art human simulation technology. It has been used extensively for training physicians and nurses throughout the US, but this will be the first use of this advanced system to test clinical skills in a physician oral board exam.

The HPS mannequin is designed to automatically alter the physiologic “responses” of the mannequin based on the actions of the board candidate during the various scenarios. Using sophisticated mathematical models of human physiology and pharmacodynamics, the mannequin alters the patient’s vital signs and hemodynamic parameters in real time based upon the actions of the candidate. If the candidate uses correct methodologies and appropriate interventions, the HPS patient improves. On the contrary, serious error will lead to the death of the patient.

The ABODM plans to offer the first written board exam this fall to be followed in 2007 by the first oral examination. The successful board candidate must pass both sections to earn the title of board-certified in Disaster Medicine. For further information, see the ABPS website (www.abpsga.org) and for more details about the METI-HPS mannequin, see the METI website (www.meti.com).

Dr. McCann (Pmclinic@bellsouth.net) serves as Chair-elect, American Board of Disaster Medicine; Chief Medical Officer, FL-1 DMAT, Department of Homeland Security; and Clinical Associate Professor in the Departments of Family Practice and Emergency Medicine at Mercer University School of Medicine in Macon, Georgia.
The Phoenix Rises, Once Again...
(continued from p. 4)

The 2006 Div 46 Media Psychology Convention Program has found its place in the APA terra firma.

Speaking of terra firma, the very vastness of the Convention Center allows generous allotment of hours for each Division content. A responsive, collaborative, and sophisticated Convention Office staff developed overall and Division specific program formats at once traditional and innovative. Our intentions as a humanitarian organization have never been clearer: The challenges and rewards of keeping faith with a city recovering from one of the worse storm aftermath in our recorded history makes APA a steadfast adherent to its principles of championing the underserved, underprivileged, and overwhelmed.

We who travel to New Orleans will talk about it for many years to come. Be one of those who can join in the conversation. A Div 46 program guide is found on a tear out page in this Amplifier. It’s your road map to riches.
Thursday, August 10
8:00 AM–9:50 AM
Workshop: Media Training—Preparing for the Media Interview
Morial Convention Center, Meeting Room 337
Chair: Donna Rasin-Waters, PhD  
10:00 AM–10:50 AM
Symposium: Ethical Considerations and Media Psychology—Part I: Beginner’s Tips
Morial Convention Center, Meeting Room 262
Chair: Kate M. Wachs, PhD
11:00 AM–12:50 PM
Invited Symposium: Cool Tools in Health—Games, eHealth, VR, SimPatients, and Podcasting
Morial Convention Center, Meeting Room 285
Chair: Meredith Cary, PsyD
2:00 PM–2:50 PM
“Measuring Psychological Vital Signs: Anxiety, Anger, Depression, and Curiosity”  
Presidential Address: Charles D. Spielberger, PhD
Morial Convention Center, Meeting Room 284
Chair: Norman B. Anderson, PhD
3:00 PM–3:50 PM
Poster Session: Media I—Magazines and Online Features: Marketing, Research, and Service
Morial Convention Center, Halls E & F
Chair: John M. Grohol, PsyD
3:00 PM–4:50 PM
Business Meeting: [Board Meeting]
New Orleans Marriott Hotel, Balcony N

Friday, August 11
8:00 AM–9:50 AM
Symposium: Ethical Considerations in Media Psychology—Part II: Advanced Tips
Morial Convention Center, Meeting Room 265
Co-chairs: Kate M. Wachs, PhD, and Peter L. Sheras, PhD
2:00 PM–3:50 PM
Conversation Hour: Sex, Love, and Psychology—A Town Hall Meeting
Morial Convention Center, Meeting Rooms 267 and 268
Chair: Frank Farley, PhD
4:00 PM–4:50 PM
Poster Session: Media II—Movie Portrayals, News, Video Games, Magazines, and the Web
Morial Convention Center, Halls E & F

Saturday, August 12
9:00 AM–9:50 AM
Invited Address: [Pennebaker]
Morial Convention Center, Meeting Room 244
Chair: Peter L. Sheras, PhD
10:00 AM–11:50 AM
Symposium: Media, Myths, and Mental Illness
Morial Convention Center, Meeting Room 285
Co-chairs: Lenore E. Walker, EdD, MS, and David L. Shapiro, PhD, MS
12:00 PM–1:50 PM
Invited Symposium: Engineering Creativity and Media Psychology
Hilton New Orleans Riverside Hotel, Jasperwood Room
Chair: Mary B. Gregerson, PhD
3:00 PM–4:50 PM
Conversation Hour and Social Hour: Media, Population, and Environment, and International Psychology
Hilton New Orleans Riverside Hotel, Oak Alley Room
5:00 PM–5:50 PM
Social/Conversation Hour for Division 46 Media Psychology Awards and Senator Mary Landrieu, Invited Participant
Hilton New Orleans Riverside Hotel, Grand Salon 16

Sunday, August 13
10:00 AM–11:50 AM
Symposium: Creativity and Psychology Showcase—Part I
New Orleans Marriott Hotel, La Galeries 3
Chair: Mary B. Gregerson, PhD
12:00 PM–1:50 PM
Invited Symposium: Research in Media Psychology
Morial Convention Center, Meeting Room 266
Chair: Charles D. Spielberger, PhD

The current and past presidents of Division 46 at the 2005 APA Convention Social Hour and Member Recognition (left to right: Kate Wachs, Lawrence Balter, Michael Broder, Irene Deitch, Elizabeth Carll, Frank Farley, Lilli Friedland, Florence Kaslow, Marion Gindes, current president Peter Sheras, Louis A. Perrott).
At the 1994 Mid-Winter Board Meeting in Scottsdale, AZ, Div 46 President Irene Deitch, PhD, (second from right) was joined by Members (left to right) Drs. Rene Norton (back), Florence Kaslow, Alan Entin (back), Elaine Rodino, Ellen McGrath, Lilli Friedland, Bob McColl, President Deitch, and Fred Koenig.

In 1995 Div 46 President Irene Deitch, PhD, hosted a Social Hour with, from left to right, Drs. Florence Kaslow, Kate Wachs, President Deitch, Michael Broder, Lilli Friedland, Stuart Fischoff, Steve Brody and Elaine Rodino.

DCPA Secretary and Div 46 member, Rona Fields’ Welcome Address at the 2005 APA Convention Opening Session in Washington, DC.

Left: At the Earth Day Celebration in Alexandria, VA Amplifier Editor and 2006 Div 46 Program Chair Mary Banks Gregerson, PhD, test drives a Segway human transporter, which should have test drives available at the 2008 APA Annual Meeting in Washington, DC. Photo by William West Hopper, Virginia Segway enthusiast.

The presenters at the 2005 APA Convention symposium on “Getting Your Book Published and Promoted in the Popular Press” (left to right: Drs. Deborah Forrest, Elizabeth Carll, Linda Sapadin).

The presenters at the 2005 APA Convention of the Division 46 Invited Symposium “Innovations and Best Practices in Violence and Disaster Intervention” (left to right: Peter Sheras, Yael Danielli, Elizabeth Carll, Anthony Marsella).
President’s Column
(continued from p. 1)

Please note the discussion of the name-change issues by Rochelle in her President-Elect’s Paragraphs. Finding ways to communicate the broader goals of our Division while retaining our current name will be a major agenda item at the next meeting of our Board, which will take place during the APA Convention in New Orleans.

Another important topic that was considered by the Board at our recent meeting involved the establishment of a separate award to be presented to the producers of “Brokeback Mountain” at the forthcoming APA Convention. This one-time Special Award was not proposed by the Division, but represents our positive response to a request from APA President Gerald Koocher on behalf of Division 44 Society for the Psychological Study of Gay, Lesbian, and Bisexual Issues. President Koocher invited our Division to serve as the catalyst for an Award to be presented jointly with APA and Division 44, either at the opening ceremony of the Convention or at a time to be arranged by President Koocher. Since no other films were considered, this one-time award will recognize the sensitive portrayal of important psychosocial issues, rather than indicating our selection of the most outstanding movie of the year.

Membership recruitment continues to be a major goal of our Division, and we are most fortunate that former Division and APA President Frank Farley has agreed to serve as Chair of the Membership Committee. In recruiting new members, we must articulate the goals and priorities of our Division that range from active involvement in media-related activities to contributions to theory and research on communications and media-related technology.

The nomination and election of new Fellows for our Division is also a very high priority. I am personally delighted that Dr. Alan Entin accepted my invitation to serve as Chair of our Fellows Committee, with the progress that he has already made in this work, and with the excellent “Call for Fellows” that he has contributed to this issue of The Amplifier. Increased membership and the recognition of colleagues as Fellows who have made important contributions to media psychology will greatly enhance the potential for our Division to contribute to psychological science and professional practice.

On behalf of our members, I would like to express our appreciation to Dr. Mary Gregerson for her outstanding work in developing our Program for the APA Convention in New Orleans. A highlight of the Convention will be the “Lynn Stuart Weiss Lecture on Psychology as a Means of Attaining World Peace by Law” by Captain Mike Mukula, Minister of State for Health in Uganda, which is scheduled for 2 pm to 3:50 pm on Saturday, August 12. As I previously noted in the Spring Amplifier, Dr. Gregerson was instrumental in our working with Norman Abeles, President of Division 52 International Psychology, to invite Minister Mukula to present the Lynn Stuart Weiss Lecture, which is supported by a grant from the American Psychological Foundation. There will also be a Conversation Hour with Minister Mukula, beginning at 3:00 p.m. on Saturday, which will include colleagues from Divisions 34 Population and Environmental Psychology and 52 as co-sponsors. Hopefully, we will also have a reception following the Conversation Hour.

Information regarding other highlights of our Convention Program are also noted in Dr. Gregerson’s 2006 APA Program Committee report “The Phoenix Rises, Once Again…” in this issue of The Amplifier. It is especially impressive that Dr. Gregerson has arranged co-sponsorship with other Divisions for a number of our program activities, and for Division 46 to be co-listed as a sponsor for a number of relevant programs developed by other Divisions. I sincerely hope that most of our members will be able to attend the APA Convention, and look forward to the pleasure of seeing you there.

Division 46 President Charles D. Spielberger, PhD, ABPP is Distinguished Research Professor of Psychology and Director, Center for Research in Behavioral Medicine and Health Psychology, University of South Florida, Tampa.

Past President’s Reflections
(continued from p. 2)

documented. What is an appropriate way, as a culture of caring human beings to respond? Do we need to protect our children and adolescents?

We must at the outset realize that times are changing rapidly related to information flow and our children are often the first to be affected. Two important changes we must realize are the changes in the amount of information now available to everyone and the increased opportunities of interactivity.

Chris Dede, a Harvard futurist, talks of the transition from being an information seeking culture to an information filtering culture. When I was in school, if I could find three or four references for a paper I was writing, I considered that to be good documentation. Now, however, with new sites and updated search techniques, my students routinely may cite fifty to sixty sources, including websites and even blogs. Young people are learning the skills in school to find this information but we have not been teaching them how to evaluate or “filter” it.

Likewise, we have not been able to convince young people (and ourselves) that everything that goes out in email or on the internet may appear in the public domain. I have heard recently of many companies, when hiring new employees, examining their blogs and My Space sites to gather information about them. The content of these personal sites, once posted, may influence a person’s employability well into the future.

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Past President’s Reflections
(continued from p. 11)

Freedom of speech is a right, but we must be careful to remember that education and the understanding of developmental readiness is a necessity. There are very powerful positive and also very toxic messages in cyberspace. We cannot and should not control them all, but we do need to be aware of them and work to inoculate our developing citizens against those messages that might be harmful. We must further educate them about how to use the tools to which they increasingly have access.

From the Computer of the Editor...
(continued from p. 2)

Next, both the Featured Media Psychologist and Outside Experts articles focus on education and the media. The Division 46 member and new Chair of our Committee on Education Dr. Bernie Luskin as the Featured Media Psychologist in Education details his trail blazing in media psychology education and pedagogical development in the field. Two Outside Experts also report educational advances related to the media. The University of Kansas Dean Ann Brill analyzes how media and technology changes have revolutionized journalism and journalism education. Dr. David McCann, Chair-elect of the American Board of Disaster Medicine and Chief Medical Officer for the Department of Homeland Security details an innovative technology. The high fidelity human patient simulation mannequin used in the new board certification in Disaster Medicine is featured. All these professionals from different walks of educational life demonstrate the range of media impact on learning enterprises.

Lastly, a photo of high school students demonstrates how early interest is sparking in media psychology. These young people and their teacher sought out Division 46 Media Psychology for information on education and careers in media psychology. Our Division’s message is reaching the young!

Yet the APA Annual Meeting shows that education in media psychology is not just for the young, it is a lifelong pursuit. Let this newsletter "amplify" that message. Adults have a lot to learn about media psychology, too.

The field of media psychology has reached “critical mass,” so it seems. Its underpinnings have become systematized enough that courses are taught in the discipline, degrees granted in the field, elders have developed distinctions between elementary and advanced concepts, and the young have become curious. And, media psychology with its innovative technologies leaps forward into futuristic visions now actualized in new technology available for all. A test drive on the Segway human transporter (see p. 12) may be offered to all APA members at a future Annual Meeting in Washington, DC. Recreational outings on segways are called “glides.”

Yet part of our activities is still steeped only in history. It’s been over a decade since the Division successfully yielded new Fellows. We haven’t had new Division Fellows since 1995! Now, Division 46 just needs some Fellows originating from its membership, as Dr. Alan Entin reminds us in his “Call for Fellows” (see p. 16). So, those of you who are not yet Fellows although of that distinction and stature, please submit your credentials for consideration by the Division, who then nominates those meeting criteria to APA. This is one decade long record we should celebrate when it falls! And, let The Amplifier broadcast that message far and wide. Look for just that announcement in 2007.

Bernie Luskin
(continued from p. 3)

development of this new technology and creation of the programs, we applied the many theories of psychology in the production of media programs. Making CDs interactive required new techniques and a new language to capture its many cross-disciplinary aspects. I continued to pursue and foster the developing theme of psychologies applied to media throughout the ‘80s.

To produce good programs I promoted psychology as the foundation for interactive media development. Over time, I began to meet others who also believed that psychology is fundamental to the nexus between media and the human experience. In 1994, I moved to Denver as CEO of Jones Interactive, and President of a number of education telecommunications and cable networks including Mind Extension University and Knowledge TV. In 1996, having discovered Media Psychology Division 46, I teamed with Dr. Lilli Friedland to co-direct a study of psychology applied to new technologies that identified, described and forecast the many career opportunities in Media Psychology. In 1999, I developed and began teaching a course in Media Psychology in the doctoral program at Fielding Graduate University. My book, “Casting the Net Over Global Learning,” focusing on media-centered workforce training and online learning, was also published in 2002. Using the Division 46 task force report and other research, we developed and launched the first PhD program in Media Psychology, enrolling seven doctoral students in the fall of 2003.

The Fielding Media Psychology program is now flourishing and growing in stature and visibility. Through controlled growth, there are now fifty Media Psychology doctoral students in the School of Psychology. An additional 25 students will be admitted during the next college year and 15 more doctoral students are enrolled in the Media Studies concentration in the School of Educational Leadership and Change. The Media programs at Fielding Graduate University are rapidly gaining international visibility. The distinguished Media Psychology faculty has published articles in The Journal of Telemedicine and Telecare, The Amplifier, The Journal of Consulting Psychology and other professional publications. The Media Psychology program has recently been highlighted by National Geographic, The New York Times, The Chicago Tribune, and the Los Angeles Times.

The FGU Media Psychology program continues to attract uniquely diverse, accomplished students having a wide range of career objectives. The Media Psychology program now includes students

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Bernie Luskin  
(continued from p. 12)

in Canada, South Korea, China, Japan and Europe. A number of students have been specifically promoted in their employment as a result of their program participation. Seven of the media psychology students are presently faculty members at various colleges and universities and are beginning to teach media psychology courses. One student, a physician, lives on a Navajo Reservation in New Mexico and is developing Media Materials to help obese Native American youth cope with diabetes and obesity. Another student is working in a cancer research center in Hawaii developing media materials to help patients cope with serious illness. There is a student working with the blind and another working with the deaf. A retired FBI agent, now a PhD candidate, is developing media materials in the area of Forensic Media, an emerging sub-specialty within media psychology focusing on intellectual property and public understanding of legal issues. We have students in the fields of marketing, workforce training, telemedicine and telecare and in the entertainment industry in various roles.

The Center for the Study of Media Psychology and Fielding Media Laboratory are now being developed and will be established this year. Special presentations about the Media Psychology program regularly take place at prestigious industry events such as Digital Hollywood and The Society of Psychologists in Management, and The Society of Counseling Psychology, APA Division 13.

Media Psychology is clearly a significant emerging field. There is high interest in professional development programs in Media Psychology. As I look back over the last forty years, there is a consistent pattern of evolution continually refining the emerging field of Media Psychology. The application of psychology in producing media, creating emotional response, in affecting our world, and in being pervasive in all aspects of life is becoming increasingly clearer.

Media Studies is best defined as the study of media effects. There are a number of graduate programs in Media Studies and Media Arts emerging in schools of communication, film and television, information systems, and schools of education. Psychology is foundational in all of these programs. Psychology is relevant to media, as arithmetic is relevant to accounting. It is fundamental.

Now that the first MA, PhD program in Media Psychology has reached critical mass, and now that the success of both the program and the students is being noticed, there is a beacon lighting the way to the future of media psychology as a specialty area within psychology. Interestingly, in the past six months, I have received calls from administrators in six colleges asking me to recommend a media psychology faculty member to help launch a program. We are at the beginning stage, and only now are these first graduates becoming available. At present, one of our students has begun a media psychology course at The University of Hartford, another at California State University at Northridge. “The boats are leaving the dock.”

This is the decade when media psychology will come into its own as a professional specialty. The converged digital media appliances are rapidly becoming mass market ready in terms of cost, usability and friendliness. In addition, strides are being made in telemedicine, telecare, public policy, and commerce. There are a number of us who have immersed ourselves in the study of media psychology believing that this is the decade when the professionals with the component skills to make significant contributions will emerge. It is now more than forty years since I started to work toward the goal of realizing the promise of media psychology. I am pleased to contribute to where we are today. Media Psychology is a field whose time is here.

Bernie Luskin, EdD (bluskin@fielding.edu), Chair of the Department of Media Psychology for Fielding Graduate Institute, just accepted appointment as APA Division 46 Media Psychology Committee on Education Committee Chair.

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:

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In the subject line, type subscribe.

In the message section, type subscribe DIV46-MEDIAPSYCHyourfirstnameyourlastname.

Bernie Luskin
Chair of the Department of Media Psychology for Fielding Graduate Institute
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*The Amplifier* is the official newsletter of APA Division 46, Media Psychology, and is published three times this year (Spring, Summer, Fall/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, May 1 for the Summer issue, and October 1 for the Fall/Winter double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

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**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.

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**Call for Fellows**

The good news: APA documents over 11 years Division 46 initial Fellowship nominations had 100% success. The bad news: We have submitted only two members—both in 1995!

Initial APA Fellow election involves a Division nominating members who have demonstrated national impact of a significant and enduring contribution in the field. Div 46 Media Psychology members can meet this stringent challenge in research, applied, clinical, or educational contributions. If you think you meet these criteria, or know a colleague who does, please consider applying.

Fellows in another Division can become a “Current Fellow” in our Division by notifying Alan Entin at adentin@earthlink.net.