Division 46 is afoot. We are expanding the activities of the Division, bringing some new faces to our leadership, and pushing forward into that brave new world of all media all the time! The 500 channel universe is here, depending on how you define channel. The “global village” of the late communications guru Marshall McLuhan, himself a product of my old local village in Canada, has been built, and young people are growing up in it. If Margaret Mead was alive, she might be writing “Coming of Age in Cyber,” because even in Samoa they’re on the Internet. Timothy Leary didn’t exactly die on the Internet as he wished but as time goes on and we are increasingly cybersnared, many of us might, in reality or metaphorically….

The rewrite of the old parental lecture to tweens about the birds and the bees should become the “cyberspace sit-down.” Sexual knowledge is already out there at an increasingly early age, via the wiki-world or real or digital networking. Birds and bees sit-downs by parents are often too little, too late, and redundant. What especially counts for beleaguered parents is correcting misinformation and connecting over cybersafety and netiquette.

In Division 46 we are working to help define the leading edge of 21st century media at least as found in APA activities. And this clearly involves more than TV, radio and print. It involves the Net from 1.0 to 2.0 to ?, with Second Life, etc., along the way, and as it evolves we want to make a difference. For the moment APA is totally re-designing its website, and we hope to be able to re-design ours in concert, with one desired outcome being greater connectivity among divisions, members, activities and ideas.

Connectivity is the game. This concept has been central, for example, to Google’s success. It is creating a Net that allows for information to be inter-related with speed and facility and it will get better. Forms of conceptual mapping among our various sub-disciplines may evolve helping us to seek the ever-elusive common ground in our thinking and research across the too many sub-disciplines we have created.

One of the promissory notes I hope we are able to cash is the therapeutic possibilities of games, and other features of the Internet. If we can construct cyber alter-egos, create a “new” personality, and develop relationships with other characters, can we learn solutions to entrenched relationship problems and conflicts, and can we gain personal insights heretofore hidden, can we evolve problem-solving that will serve us in real as well as virtual worlds? So much research to do and so little time! Will we get Second Chances to figure things out in this strange passage with a new projected life where things can be explored with less baggage and fewer priors?

An issue that should be of concern to us all is that, if children’s center of gravity leaves the family and the neighborhood and real community and becomes instead the texted, videoed, auded world of “communication” technologies, with endless communications with vast often never-met “friends” and others, will their lives be less grounded with less sense of self and identity and become more absorbed into a world of faux emotions and insecure commitments and connections? Will text-messaging on banal topics from the edge of the Grand Canyon be a harbinger of digital dumbing down of the culture, of cordless umbilical cords, and the vacating of the essential human motive of adventure and risk? Will constant “being in touch” become the mediated mantra of the next generation, reducing independent and critical thinking and paving the way for mass movements of some variants of “mind control.” Or will the new interconnectedness provide greater understanding of diverse others, and garner broader perspectives and facilitate more positive relations among peoples?

These are only some issues our field faces. Division 46 needs more discussion of these and many other related questions going forward. So please, bring your thinking and suggestions to the Division 46 listserv. But firstly, please join the listserv if you are not on it as the majority of our members have not yet joined! Hope to see you there!
President-Elect's Column

Positive Psychology at the Movies

Danny Wedding, PhD, MPH
danny.wedding@mimh.edu

I am pleased to serve as the President-Elect for the Division of Media Psychology, and I look forward to making new friends in this role and learning much more about the Division. Two recent Presidents, Frank Farley and Charles Spielberger, are cherished colleagues whom I have known and worked with for many years.

My own interests in media psychology relate to the portrayal of psychopathology and mental health professionals in film. These interests are reflected in a number of publications, including the book Movies and Mental Illness (Wedding, Boyd, & Niemiec, 2005), an article on “The Portrayal of Psychotherapists in Movies” that was published in Advances in Medical Psychotherapy and Psychodiagnosis (Niemiec & Wedding, 2006), and a chapter in Psychologists Desk Reference (Koocher, Norcross, & Hill, 2005). Some members of the Division may be interested in visiting a website devoted to discussion of movies and mental illness: http://moviesandmentalillness.blogspot.com/. I am currently working on a new book titled Positive Psychology at the Movies (Niemiec & Wedding, in press) that will examine the way that the virtues and character strengths identified by Chris Peterson and Marty Seligman (2004) are portrayed in films.

Peterson and Seligman identify six primary virtues: Courage, humanity, transcendence, temperance, justice, and wisdom and knowledge. Twenty-four specific character strengths (e.g., love, bravery, and curiosity) make up these six core virtues. The schema in Figure 1 illustrates the relationship between the character strengths and virtues; all eventually feed into a life of pleasure, engagement and meaning.

It is not difficult to identify movies that illustrate each of the 24 character strengths. For example, creativity is found in Roberto Begigni’s Life is Beautiful; perspective in Life as a House; bravery in Hotel Rwanda; vitality in Cool Hand Luke; love in Titanic; kindness in Amelie; citizenship in Paper Clips; leadership in Richard Attenborough’s classic movie Gandhi; forgiveness in David Lynch’s The Straight Story; appreciation of beauty in Wim Wenders Wings of Desire; and spirituality in Why Has Bodhi-Dharma Left for the East? I hope to be able to discuss some of these films and the ways in which they illustrate specific character strengths and virtues in future columns.

References

Figure 1. Peterson and Seligman’s (2004) typology for character strengths and virtues.
In 2007, we on the Executive Board of Division 46 looked backwards at our history and began to look ahead to where we are going. Division 46 has always been a forward-looking entity. The Division was formed over 20 years ago as a guild for psychologists who worked in the media. The founding psychologists of Division 46 were the first to attempt to make psychology a household word, an initiative that APA adopted many years later.

Now after celebrating our 20th year, we find that we must again venture into new and exciting areas. As APA is working on the first strategic plan in its long history, we, too, are creating such a plan in our shorter history because the challenges of the 21st century warrant it.

Last Summer, after noting that we need to be in the forefront not only of Internet communications and psychology but also that we need to be making inroads into digital technology that is one of the newest technologies, we decided to create a Strategic Planning Group for the Division. This group met by telephone a number of times and undertook the task of once again being pioneers in media. We began with an internet committee whose overarching goal was to explore all areas that the internet touches in media psychology, including teaching, academics, practice, research, and multicultural communications, assigning a Committee member to spear point each area.

We also realized that we needed to update our website to bring us into good communication with the rest of APA and to attract the expertise we need from others who will be interested in exploring new worlds, new ways of thinking about traditional areas, and are eager to venture into new areas of exploration.

It is time for us once again to lead APA, this time to make us a household word in the digital age.

Join Division 46 Today!
You can find the online membership application form at our site (www.apa.org/divisions/div46/). There is a PDF download on the main page. Please fill out the form and mail it to Division 46, Administrative Office, 750 First Street, NE, Washington, DC 20002-4242.

Greetings from the new editor of The Amplifier. Following the very capable example of Sharon Lamb will be quite a challenge. Sharon has already been helpful for this issue, however, having forwarded a great deal of material that you have sent to her. Division 46 members owe Sharon a big “Thank you!”

If anyone has doubts about the interaction of psychology and the media, such doubts should have been quelled as the current political campaigns have taken over the press and television. The psychiatric history of the mass murderer at Northern Illinois University has similarly had abundant media coverage, along with arguments for maintaining closer watch on non-hospitalized individuals with a history of psychotic breaks and what caused them. A third item linking psychology and the media is the new television show, “In Treatment,” about which there is information and comment on other pages.

The Amplifier is very fortunate to have two Associate Editors: Kathryn Stamoulis and Vicki Hennessy. Both are doctoral students at Temple University. Not only will they help prepare each issue, but also they will each contribute a column reflecting their thoughts on psychology and the media. We welcome their participation.

A few guidelines for your contributions . . . If you are writing a column, please observe a 250-word limit. If you are submitting an article, the limit is 500 words. Most of you seem to be aware that “Member News” items should be even shorter. “Sightings,” which are reviews of special media- and psychology-related events, should generally observe the 250-word limit. These limits will enable us to include more items, rather than having to defer some to a later issue. All submissions are subject to editorial review and decision. Thank you all for your contributions and your cooperation!

Division 46 Board Member Election Coming Up!
Please vote when you receive the ballot.

President-Elect: Judy Kuriansky
David Shapiro

Treasurer: Salvador Santiago-Negrón

Member-at-Large: Edward Donnerstein
V.Krishna Kumar
Lila L. Schwartz
Harmful Behavior from Behind the Screen

Victoria Hennessy, MEd, MBA
vic619@comcast.net

Remember the days when someone would write something nasty on the bathroom wall at school or in the local restaurant? The target of the comment usually knew about it within minutes if it occurred at school and maybe a day or two later if it was written elsewhere. In both cases, they were able to respond quickly and remove it. Things have surely changed. Bathroom walls should be cleaner than ever with the advances in technology.

Today there is no need to write on bathroom walls because it’s easier to stay home and bully someone from the privacy of your house. The convenience of technology is immeasurable. Anyone can communicate with hundreds of people with the click of a button. Students can send a message to the entire student body if they want. Franek (2006) defined cyberbullying as repeated misuse of technology to harass, intimidate, bully, or terrorize another person.

According to the Pew Internet and American Life Project Report at the end of March 2006, 42% of Americans had high-speed at home, up from 30% in March 2005, or a 40% increase. And 48 million Americans—mostly those with high-speed at home—have posted content to the Internet.

Psychologically, what do we know about cyberbullies? They operate in an environment that is free from confrontation and social judgment. Is the person lacking self-esteem, social recognition, and coping skills? Is he or she a recluse? In regard to school-aged individuals, Willard (2007) believes the person may be trying to climb the social ladder, such as a wannabe, and the computer screen provides them with a sense of invisibility.

What are the legal consequences of cyberbullying particularly if it results in physical harm or death to another? For example, the young woman, Megan from St. Louis, who committed suicide because of the bullying messages she received from an adult neighbor posing as a 16 year old boy.

This new type of bullying needs to stop before more lives are lost or ruined. We need more research on the psychological effects of cyberbullying and to educate the public of the effects just as we did with television and movie violence. Furthermore, our legal system needs to step up to the plate and create the appropriate laws and punishment in order to influence technology connoisseurs to cease and desist cyberbullying.

References
Horrigan, J. B. (2006). Home broadband adoption 2006: Home broadband adoption is going mainstream and that means user-generated content is coming from all kinds of Internet users. Washington, DC: Pew Internet and American Life Project

Past Loves, A Click Away

Kathryn Stamoulis, MEd
Kestamoulis@hotmail.com

Recently I heard a story about a woman who bumped into her “long lost love” after 20 years apart. They fell in love while she was studying dance in Russia. She returned to the States and they fell out of touch. They just spent the weekend together in New York, experiencing a rush of emotions. She never married (perhaps still pining for him) and he is happily married in Russia.

This story is charming, romantic and historical. As someone who perhaps makes the cut of the “Myspace generation,” this will never happen to me and certainly won’t happen to anyone currently coming of age. Today ex-boyfriends are friends on Myspace. Meet someone briefly on a trip to Russia, search for them on Facebook. No last name? No problem, search for them by college, interests or location.

This couple is going to have to deal with the feelings their chance meeting has opened up, especially the man who is married. With current technology, what does the ease of contacting exes and flings mean to current relationships? It sure seems hard to stay content with your current partner when those from your past want to reconnect, especially those you knew in stress free times such as college or vacations. And what about adolescents? Imagine trying to get over your first breakup while constantly staying abreast of your ex’s current mood, current activity as well as pictures from last weekend.

Just a few years ago, you could meet someone and then they could become a distant, fond memory. Now those memories are easily brought to the forefront. This can be fantastic, as it’s easier to stay in touch. And this can be troublesome, as it’s easier to stay in touch. One thing is certain, the way people meet, date and forge relationships has changed. Running into your “long lost love” is a thing of the past.
How many of you reading this newsletter know what a BHAG is? I certainly had not heard of it, but quickly learned from the consultant to APA who is leading our quest for Strategic Planning for the organization.

It is a Big Hairy Audacious Goal... the newest term that sort of describes what we used to call a mission statement.

After listening to our consultant describe several other organizations’ BHAGs, it was quite clear to COR members that our current APA mission statement, created using the latest organizational psychology tools at that time available, is now quite outdated, not stimulating, and even boring.

In addition to a new website including a newly designed infrastructure, APA is attempting to figure out where it wants to be as an organization in the future.

We were asked to think about the headlines we would like to read about APA and psychology if we got off a plane 20 years from today. What would be the most exciting thing it could say? After discussion, we all felt that the firm that is leading our search for a new BHAG, is leading us in the right direction to develop a meaningful strategic plan for APA.

This Council meeting was all about media and communication and, not surprisingly, our division is playing a prominent role. Here are some highlights for me.

1. A new paragraph was substituted in the August 2007 resolution passed by council against the use of torture in interrogations that appears to be more clear in emphasizing APA’s absolute ban on any use of the named torture techniques as well as others similar to them. The Division 46 board, which met right before Council meeting, voted its sentiment to support this substitution and I along with the rest of Council voted to support it. It more clearly states our position.

2. The disappointing vote of the membership for a by-laws change increasing the number of COR delegates by four, to add one representative from each of the four multicultural organizations that have been participating, was voted to go back to the membership with more explanation. Most of us felt that the motion failed because of a lack of clear communication. We spent about two hours in small groups trying to think of better ways to communicate with our members. Again, our division figured prominently in the recommendations that came from council members.

As some of you may be aware, these four organizations, who have many APA members in their groups, were participating in the Council but without a vote for the past three years. They have enhanced the deliberations in the meetings, in my opinion, and in the other member’s opinions, as twice we all voted with no dissent to recommend a change in the by-laws so they can be regular voting members. This change would not affect convention time nor would it necessitate a change in the distribution of voting seats on Council. The representatives sent by the respective groups are all APA members, while others in these organizations may not belong to APA, much like state and society memberships. In any case, please be on the look out for the by-laws change and vote to support the change, if you believe the COR needs their diverse opinions, as I do. It simply makes us stronger.

3. Your Board of Directors, who met prior to the COR meeting, voted to support the new proposed division on Qualitative Psychology. Unfortunately, although a majority of Council also voted to support this new division, the motion was defeated because it required a two-thirds vote. There was concern that the members of this newly proposed division (over 800 signed the petition) were hostile to two divisions on Quantitative Psychology (Divisions 5 & 8) and therefore, it was not supported.

4. On the other hand, Division 56, Trauma Psychology was made a permanent division and the twenty or so members from Council Floor got up and applauded COR and ourselves. Every newly proposed division must demonstrate relevance as a provisional division for two years before becoming a permanent division of the APA.

5. We passed a large budget with many different parts to it. Instead of raising dues to keep up with inflationary costs within the association, we agreed to move about 1 million dollars from our assets into our operating budget. In a sense, this was simply a paper transfer, as the earnings from our properties which do earn us a lot of money, goes into the assets and not the operating budget. Rather than continue to build up these assets, we voted to move some of that money so we can continue our activities without having to raise dues. The bottom line is that we expect to have a surplus at the end of the year thou it is always hard to tell as so much can happen during the next few months.

If anyone has any questions or wants discussion of these and other items listed in the attached memo, please contact me or go on the APA website and review Rhea Farberman’s summary of this Council meeting that may give further information.
THE AMPLIFIER

Division 46 Fellow and Former Treasurer James H. Bray Wins APA’s Presidential Race

Members elected APA’s 2009 president: James H. Bray, PhD, a Baylor College of Medicine associate professor of family and community medicine and psychiatry.

Active in APA’s governance for over 15 years, Dr. Bray is perhaps best known for his clinical work and research on developmental and family factors in divorce, remarriage, adolescent substance use; collaboration between physicians and psychologists, and use of the media for public education.

Dr. Bray ran to advance psychology as a health profession and being recognized as a partner and an equal in all the health professions. But being on the campaign trail, he shifted his priorities because in talking with hundreds of psychologists he learned that they are hurting. Practitioners in particular are hurting very badly in their practices. Their reimbursement is going down, not up. APA needs to do something to help by refocusing our energy on this issue.

Dr. Bray also wants to shine a light on those who are homeless. Many homeless people are there because of psychological trauma, mental illness, problems because of drug and substance abuse, physical and sexual abuse. When you give them the help they need, they can become productive citizens. Homelessness is increasing. Dr. Bray would like to see what we can do to turn that around.

Dr. Bray will also continue to highlight the importance of prescription privileges for appropriately trained psychologists. His goal is to have at least three more states adopt the privilege. [Currently, only Louisiana and New Mexico give psychologists the right to prescribe.] He will do everything he can to make that happen.

Dr. Bray looks forward to working with members of Division 46 to advance his agenda. The media is one of our most powerful tools to educate the public and other professionals about the importance of psychological research and practice. For more information, visit www.bcm.tmc.edu/familymed/jbray.

Beantown Bound

Our Program in Boston, August 14–17, 2008

Frank Farley, PhD, Program Chair
V. Krishna Kumar, PhD, Program Co-Chair

If you book your reservations early for the APA Convention in Boston, you will get a real bargain—a Program of very high quality at a very good price! Don’t we all look for that equation in so many areas of our lives?

For the Boston Convention we have tried out a new approach to programming, where we have partnered with another Division for much of the Program! We have joined forces with the Society for Humanistic Psychology/APA Division 32, to put on a stellar joint Program, a Mini-convention on the theme “Humanizing an Inhumane World.” All sessions in each of the two Divisions are co-listed with the other. Not all Division 46 sessions fit into the general theme, but several do. The two Divisions fill most of the 3 1/2 days of the Convention with programming. You would have an inspiring, enjoyable and very extensive Convention experience if you just attended the Division 46/32 sessions!


A Selection of Sessions

- Smart Ways to Publish and Promote Nonfiction, Trade Books
- Humanizing an Inhumane World: The APA Comedy Jam—Laughter, the Most Positive Psychology
- APA Presidents Discuss Psychology and the American Presidential Election
- Humanizing an Inhumane World: Grand Theft Childhood—Videogame and Media Violence
- Media and Internet Psychology
- Media Psychology
- Getting Your Book Published—Turning Your Ideas Into Print
Congratulations to Newly Elected “Current” Fellows

Alan D Entin, PhD, ABPP
adentin@earthlink.net

It is a great pleasure to announce the newest “Current Fellows” to the Division: Sharon Lamb, EdD; Thomas Plante, PhD; and Danny Wedding, PhD. All are members of the Division and Fellows of other divisions of APA, therefore electable to Fellowship in the division by the Board of Directors of Division 46, without having to first go through the process of election to fellowship through the APA membership/fellows committee. If you are already a member of Division 46 and a Fellow of another division, please contact me to apply for fellowship in Division 46. If you would like to apply for Initial Fellowship in APA and Division 46, please contact me and I will send you the Fellowship application and materials. Read the accomplishments of our newest fellows to see the variety of “significant and enduring contributions” at a “national level” that they have achieved to earn their Fellowship in APA and other divisions.

Sharon Lamb, EdD, Professor of Psychology at Saint Michael’s College, Vermont, became interested in media effects through her interest in language. In the 1980s, she published articles on the language used by journal authors as well as news journalists with regard to violence against women. Since then she has co-authored the book, Packaging Girlhood, and is currently working on Packaging Boyhood. Both of these books focus on the media representations of gender to children and adolescents. She also currently is leading a statewide committee to combat the effects of media representations on sexual violence as part of “The Vermont Approach,” a 5-year plan to prevent sexual violence. Sharon served as Editor of the Amplifier in 2007.


Danny Wedding, PhD, is recognized as an authority on the portrayal of mental illness and mental health professionals in films. He has published and lectured widely in this area, and his work includes a book devoted to this topic: Movies and Mental Illness (with Mary Ann Boyd and Ryan Niemiec). Danny also maintains a website (www.moviesandmentalillness.blogspot.com) that addresses the portrayal of mental illness in films. A new book, Positive Psychology at the Movies (with Ryan Niemiec), explores the ways in which the qualities described by Chris Peterson and Martin Seligman in their book, Character Strengths and Virtues (2004), are portrayed in films. Danny currently serves Division 46 in the role of President-Elect.

Call for Fellow Nominations

Please submit nominations for Initial and Current Fellows to Alan Entin at adentin@earthlink.net or 804-359-0109.
Alan D. Entin, PhD, to Deliver Rosalee Weiss Lecture

The Board of Trustees of the American Psychological Foundation (APF) has selected Alan D. Entin, PhD, ABPP, to present APF’s 2008 Rosalee Weiss Lecture at the APA Convention in Boston. He exemplifies what the Weissses had in mind when they funded this lecture “… to be given by a leader of psychology or a leader in the arts or sciences whose work and activities have an effect on psychology.” Dr. Entin is a pioneer in the field of phototherapy and the use of photographs in psychotherapy; he writes and presents about the importance of family albums to understanding relationships, and his work appears in many major publications. He is also an award-winning photographer. He has been active in the governance of APA for over 25 years. Dr. Entin was the 2000 President of Division 46 and the recipient of the 2007 Award for Distinguished Professional Contributions to Media Psychology.

Member News

A contract was received for ...and They Lived Happily Ever After: ...a Guide for Movie Magic, edited by Mary Gregerson, from Springer Science + Business Media, LLC. The book is being written to be useful to therapists, life coaches, faculty and teaching media, film and communications courses’ and the movie viewing public. It will include chapters from various Division 46 members, including President Frank Farley, Past President Rochelle Balter, Past President Florence Kaslow, and Mary Gregerson. The book has a late 2009 publication date. A portion of the royalties from the book will go to the Division.

Dr. Irene Deitch, Division 46 member-at-large, was selected and honored by the Staten Island Advance Newspaper as the 2007 Staten Island Woman of Achievement. The event had Barbara Walters as a guest speaker and NYC mayor Michael Bloomberg offering congratulatory presentation. Dr. Deitch also produced and hosted on her cable TV show Making Connections, the Professional Education Committee of the Eastern Division of the American Cancer Society. This is the 20th video she has produced and hosted.

Dr. Larry Kutner’s book, Grand Theft Childhood: The Surprising Truth About Violent Video Games, and What Parent Can Do will be published by Simon & Schuster in April, 2008. It’s based on research he and his wife, Dr. Cherly K. Olsen, conducted at the Center for Mental Health and Media at Massachusetts General Hospital and Harvard Medical School. That research was funded by a $1.5 million grant from the Department of Justice.

Dr. Rosalind Dorlen of Summit, NJ, member and fellow of Division 46, received the Blaustein Alumni Award, from Rutgers University for her outstanding pro bono contributions to community public health. The program, Speak-Up-When-You’re Down, focuses on Postpartum Awareness and Education. Dr. Dorlen was appointed by Governor Codey to serve on the NJ Task Force on Postpartum Depression. In her role as Chair of the Education, Awareness, and Media Committee, she became a spokesperson for the initiative and was instrumental in creating web-based and patient-educational materials, and brochures describing postpartum depression. The website contains a short informational video and features women representing the diverse nature of the NJ population. The initiative has received national attention and thousands of TV commercials appeared on major TV channels throughout the tri-state area.

Dr. Peter Kanaris, chair of the New York State Psychological Association Public Education Committee, has produced a new public education podcast program. The series is called “Psychology and You.” Psychologists are interviewed on a variety of Mind Body Health topics. It can be accessed at NYSPA.com.

PsychCentral.com was mentioned on January 10, 2008, in the New York Times health blog, “Well,” for an entry about lying to one’s therapist. PsychCentral.com is one of the oldest and largest mental health sites overseen by mental health professionals, led by Dr. John Grohol, and receives nearly 700,000 visits per month by consumers. It’s currently in its 13th year online with over 60,000 members.

Dr. Linda Sapadin was quoted in a Wall Street Journal article on the most praised generation going to work and in an Associated Press article on the excitement of fear. Also, her book Now I Get It! was picked up by an Australian publisher, Inkstone Press, and will be published in Australia, New Zealand, and Southeast Asia.

USA Book News has announced that Secrets from the Sofa: A Psychologist’s Guide to Achieving Personal Peace (iUniverse 2007) by Dr. Kenneth Herman is the recipient of two National Best Books 2007 Finalist Awards. The Awards were for the categories: Health: Psychology/Mental Health and College Guide. The book is reviewed at secretsfromthesofa.com.

Elizabeth Carli, PhD, recently edited the two volume set, Trauma Psychology: Issues in Violence, Disaster, Health, and Illness, Two Volumes (2007) published by Greenwood Praeger. (Volume 1: Violence and Disaster; Volume 2: Health and Illness). The volumes cover a wide range of trauma issues including stalking, terrorism, torture, kidnap, workplace and interpersonal violence, online support following disaster, motor vehicle accidents, AIDS, pain, burns, spinal cord injury, children and medical illness, anesthesia awareness, homelessness and more. She is also the founder and chair of the Media/ICT Working Group of the United Nations NGO Committee on Mental Health and has organized a variety of programs over the past 4 years, focused on media and psychological well-being. Most recently she has been interviewed by media on trauma, violence, and media issues.

Dr. Bernard Starr’s book, Escape Your Own Prison: Why We Need Spirituality and Psychology to be Truly Free was published by Rowan and Littlefield in September 2007. He continues to write for United Press International’s Religion and Spirituality section.
A new journal is being released in March of this year entitled Media Psychology Review. You can find information about this journal at http://mprcenter.org/journal.html.

Packaging Girlhood is a new book by Sharon Lamb and Lyn Mikel Brown that helps guide parents through attempts to claim them by marketers and media. What They Wear, What They Hear, What They Read, and What They Do: they examine the lives of girls from childhood, through the tween years and middle school, and on through adolescence.

Graduate Student Alert! Have you joined or renewed your student affiliate status with APA for 2008, which automatically enrolls you as an APAGS member? If not, you will miss the many benefits you receive, such as gradPSYCH (the APAGS magazine), the Monitor on Psychology, The American Psychologist, and access to the largest network of psychologists and psychology students in the world. Be sure to renew or join now by visiting: http://www.apa.org/apags/join.html. News Release from January 2008 on http://www.kaisernetwork.org.

New study finds television stations donate an average of 17 seconds an hour to public service advertising. Nearly half (46%) of all public service advertisements (PSAs) air after midnight.

While the media environment is evolving rapidly, television continues to be the dominant medium used by the American public. TV advertising is therefore still a core component of most major public service campaigns, on topics such as childhood obesity, drunk driving, or cancer prevention. To help inform the work of non-profits seeking to communicate with the public, the Kaiser Family Foundation is releasing a new, updated study that examines the extent and nature of public service advertising (PSA) on both broadcast and cable television. The report—Shouting To Be Heard (2): Public Service Advertising in Changing Television World—found that broadcast and cable stations in the study donated an average of 17 seconds an hour to PSAs—totaling one-half of one percent of all TV airtime. The most frequent time period for PSAs to air was between midnight and 6 a.m., accounting for 46% of donated PSAs across all stations in the study; looking only at broadcast stations, 60% of donated PSAs ran overnight. The time period with the fewest donated PSAs was during prime time (8–11 p.m.), with 13% of all donated Psas.


---

Job Description:

1 Year Visiting Professor in Psychology

Woodbury University in Burbank-Los Angeles, CA invites applications for a one year full-time visiting faculty position in the psychology department for the 2008-2009 academic year. Applicants must hold a doctorate in psychology with a minimum of two years teaching experience. An ABD candidate may be considered under exceptional circumstances. Rank and pay are commensurate with experience.

The successful candidate must demonstrate a strong potential for teaching excellence and a commitment to transdisciplinary collaboration in our new school of Media, Culture, and Design. Degree area is open but strong preference will be given for an individual with expertise in one of the following subfields: media psychology, consumer behavior, or environmental psychology.

Woodbury University is a teaching university with a 4-4 course load and the successful candidate may be required to teach either an evening or weekend course.

Founded in 1884, the independent nonprofit university of 1,500 students has facilities located in the suburban foothills 20 minutes from downtown Los Angeles. Additional information about the university is available at our web site, http://www.woodbury.edu. Information about the School of Media, Culture, and Design is available at http://mcd.woodbury.edu/.

The position starts August 2008. The search begins immediately with the position remaining open until filled. Send letter of interest, curriculum vitae, and names and contact information of three references to:

Human Resources Office
Woodbury University
7500 Glenoaks Boulevard
Burbank, CA 91510-7846
E-mail: martacarroll@woodbury.edu

Woodbury University is an EEO/AA institution committed to multicultural diversity in its peoples and programs.
Meet Our Newest Member-at-Large of the Board, Dr. David Baker

David B. Baker, PhD, is the Margaret Clark Morgan Director of the Archives of the History of America Psychology and professor of psychology at The University of Akron. He received his PhD in counseling psychology from Texas A & M University in 1988. Prior to coming to The University of Akron, he was a member of the psychology department at the University of North Texas where he was active in child clinical research, training, and practice. As a historian of psychology, he teaches the history of psychology at the undergraduate and graduate level. A contributing author to three books and more than 40 scholarly articles and book chapters, he maintains an active program of research on the rise of professional psychology in 20th century America. In addition to being a Fellow of the American Psychological Association and the Association for Psychological Science, he serves on two editorial boards and is as an elected member of the Association's Council of Representatives. In the spirit of “giving psychology away,” David regularly works with the media to bring perspective to contemporary issues through historical analysis. He has appeared in the New York Times on several occasions and can be seen in documentaries distributed by the History and Discovery Channels.

Meet Our New Treasurer, Dr. Salvador Santiago-Negrón

Dr. Salvador Santiago-Negrón was born in Cayey, Puerto Rico. He obtained his PhD at the University of Wisconsin—Madison and a Master’s Degree in Public Health from Harvard University. He is also a diplomate of the American Board of Administrative Psychology.

He has been the Dean of Students at the School of Medicine of the Universidad Central del Caribe in Puerto Rico. In 1985, he was appointed president of the Carlos Albizu University, where he served for 21 years until he retired in 2006. In this position, he brought to the institution his vitality in administration and development of academic programs at its two campuses, San Juan and Miami, securing the American Psychological Association’s (APA) accreditation of the doctoral programs in Clinical Psychology. This was the first APA-accredited Hispanic institution.

Dr. Santiago was recognized by the Puerto Rican Psychological Association as Psychologist of the Year in 1999. In 2000, he received the Cultural Diversity Award from the National Council of Schools and Programs of Professional Psychology for his role in promoting cultural diversity in higher education. In 2006, he was recognized with The Karl F. Heiser APA Presidential Award for Mental Health Advocacy.

He participates in various radio programs providing orientation and referrals to the general public. At present, he is directing the media campaign for the Commission for the Prevention of Violence in Puerto Rico (appointed by the Governor of PR), located at the Cayey campus of the University of Puerto Rico. He frequently contributes editorials to the local print media in Puerto Rico, particularly addressing topics related to drug policy and violence prevention.

At present, he works as a private consultant and psychotherapist at the Red Metropolitana de Psicología, a private corporation in San Juan, Puerto Rico.
Media Watch Committee Report

Harriet T. Schultz, PhD, Chair
htschultz@msn.com

1. We continue to “media watch” portrayals of fictional mental health professionals in TV, film, and books, always on the lookout for one that meets our criteria for our award. We maintain an active e-mail exchange, including alerting members to relevant portrayals, and we encourage discussions. We use our rating system to rate the professional/ethical behavior of the mental health professional as well as the manner in which the show’s producer or book’s author portrays him or her. A portrayal that shows excellence in the responsible portrayal of professional standards may earn the award, now titled the “Shirley Glass Golden Psi Media Award,” to honor the committee’s founder.

2. Our current members are: Harriet T. Schultz (Chair), Mary Gregerson, Armond Aserinsky, Betsy Carll, Nancy Kalish, Keri Heitner, Shirley Maides-Keane, Eileen Mager, Rochelle Balter, Richard Harris, Mark Komrad, Mustaq Khan, Angie Lipsitz, Stephen Dine Young, Michael Fenichel, Otto Wahl, Joseph Ganz, Sue Ann Lewan, Jamie Lontz, and Danny Wedding. It is noteworthy that these members have remained with the group for several years.

3. Our annual symposium was accepted for the 2008 convention, entitled “Psychologists on the Screen: Sex, Humor, and Videotape.” Harriet Schultz is chair, Nancy Kalish and Harriet Schultz are presenters, and Rochelle Balter is the discussant. Contrasts between couples’ therapists on two HBO programs were the focus of the proposal. Shows are Tell Me You Love Me—depicting an ethical therapist (and explicit sex)—and Curb Your Enthusiasm—with two wildly unethical therapists (and humor). Should another show win our award, it would be discussed as well.

4. We have some possible nominees for our award this year, including a new HBO show In Treatment.

5. Something new we did last summer was communicate with the producer of Law & Order: Special Victims Unit, to whom we gave our award a few years ago, to ask his opinion about why psychologists are portrayed as they are. In the past we had contacted producers only after they had won the award. His interesting responses were included in Mary Gregerson’s convention paper in our 2007 symposium entitled “Trends in Hollywood’s Portrayal of Psychologists and Patients: Thumbs Up?” Because we found that this interchange added to our understanding of producer’s motives, we will continue pursuing this type of communication. For the 2008 symposium, speakers will contact the show’s producers to hear their views on the portrayals.


7. Our goals for the year include continuing to build on previous work, but also considering whether we should expand or change the goals of the committee, given the paucity of good portrayals over the years.

Call for Nominations for 2008 News Media Recognition Award

Elizabeth Carll, PhD, Chair
ecarll@optonline.net

The News Media Recognition Award for excellence in the reporting of psychological information and research was developed in 2002 by the News Media, Public Education, Public Policy Committee. The annual award is given to a journalist from either print or broadcast media.

Recommendations for nominees are requested for journalists who have a track record of reporting stories in the areas of mental health and psychology. Please include the nominee’s current news outlet affiliation, bio if available (often on the Internet), and some of the news stories they reported. News stories should be relatively current ones published, aired, produced in the last two years. If older stories are available that would be helpful to include as well. Often an excellent article may have been published by a journalist and Googling the journalist will often provide other recent stories.

The recipient of the News Media Recognition Award will be announced at the 2008 APA Convention in Boston.

Previous recipients of the News Media Recognition Award have included Marilyn Elias from USA Today, Peggy Girshman from NPR, Andi Gitow from Dateline NBC, Pat Bellinghausen from The Billings Gazette, the The CBS Early Show team, Michelle Trudeau from NPR, and the 2007 award went to Sue Shellenbarger of The Wall Street Journal. The award to Bellinghausen was unusual as she was from a regional media outlet. However, her track record of stories was unique as they influenced public policy in her state, regarding mental health.

The deadline for nominations is May 15, 2008. If you would like to nominate a journalist with a track record of excellence reporting about psychology and/or mental health issues/policy, please contact Elizabeth Carll, PhD, Chair, Division 46 News Media, Public Education, Public Policy Committee at ecarll@optonline.net or 631-754-2424.
The Archives of the History of American Psychology: For the Discipline, the Public, and the Media

David B. Baker, PhD
Margaret Clark Morgan Director, Professor of Psychology
bakerd@uakron.edu

The Archives of the History of American Psychology (AHAP) was established at the University of Akron in 1965 in order to promote research in the history of psychology by collecting, cataloguing, preserving and making available the historical record of psychology. Recognized as the largest collection of its kind in the world, the AHAP houses over 700 manuscript collections, including the papers of such notables as Anne Anastasi, Jack Hilgard, Abraham Maslow, and Carolyn Wood Sherif. The AHAP also houses the records of organizations in psychology such as the Association for Psychological Science, Psi Beta, and many others. AHAP’s artifact and apparatus collection has grown to over 1,200 pieces and includes material from the Stanford Prison Experiment and the original simulated shock generator used by Stanley Milgram in his famed studies of obedience and conformity. Also housed at the AHAP are over 7,000 films, including home movies of Sigmund Freud; over 20,000 photographs; some 12,000 psychological tests; and over 50,000 rare and antiquarian books. The archives has been an affiliate of the prestigious Smithsonian Affiliation program since 2002 and has exhibits at Ellis Island, the National Zoo in Washington, DC, and the National Inventor’s Hall of Fame. The AHAP was featured in the Science section of the New York Times in 2005 and often provides material for the media. The AHAP sponsors national conferences that bridge historic and contemporary issues. Of particular importance are issues that focus on traditionally underrepresented groups in psychology. For example the AHAP has sponsored programs on the founding of the Association of Black Psychologists, Blackfoot Indian culture and American psychology, and the legacy of Evelyn Hooker. Currently the AHAP is focused on an ambitious campaign to create the Center for the History of Psychology which will house a national museum of psychology, the archives, a theatre, library, and space for visiting scholars. Interested readers can visit the AHAP website at www.uakron.edu/ahap

TV Show Review

It’s Hard Out Here for a Therapist

Sharon Lamb, EdD
slamb@smcvt.edu

Or so the subtitle of In Treatment might run. In Treatment is a new HBO series that features Gabriel Byrne as a psychotherapist or perhaps a psychologist (the HBO website states “psychoanalyst”), and it plays five days a week, Monday through Friday, with five in-depth therapy sessions. On Monday we see Dr. Paul Weston’s appointment with Laura a young, beautiful anesthesiologist with an erotic transference that won’t let up; on Tuesday, Alex, a former Navy bomber pilot with a guilty conscience of which he has no awareness, has started therapy; on Wednesday, Dr. Weston meets with Sophie, a teenage gymnast with multiple issues; on Thursday, he sees a couple whose Stoppardesque vicious repartee reminds us of the difficulties of couples work; and, on Friday, he meets with his former supervisor, Dr. Gina Toll, played by Dianne Wiest.

While I love his sessions with Sophie, the most instructive sessions are the ones Paul has with his own therapist. Monday through Thursday, we are tempted to fret over his mistakes, and there are plenty, but by Friday the writers show they know what many of these mistakes are as Weston discusses them with his supervisor/therapist. Media psychologists might wish for a more accurate portrayal of therapy in order to edify the consuming public, but let’s remember that this is entertainment and there are some rules of drama that need to apply. For example, when a director needs to crunch 50 minutes into 25, it makes it difficult to include therapy’s silences, let alone sessions that seem to go nowhere. Also, as with any drama, it’s considered bad writing to have the action occur offstage. But because this is TV, it seems the action needs to occur right in the office (e.g., a miscarriage happens right there during a session, people come and go into each other’s therapy hours). Another rule of drama is to use the full set; that is, if you have an extra room on the set, you’ve got to make the players move into it once in a while. And there is a bathroom, strangely right off this doctor’s enormous home office. Because it’s there, the players in the drama must use it, but in the middle of sessions? In 3 weeks of In Treatment, more of his clients have gotten up to go into that bathroom in the middle of a session than all of my adult clients in the past 20 years!

Let’s look at the therapist. In many ways he’s a projection of many a client’s fantasy therapist, a therapist for those who say they want someone who is smarter than they are and who can see beneath
their self-deception and confront them, much the way Freud did, pushing, pushing, pushing, not as the doctor says in one session, letting the client control the gas pedal. The questionable underlying premise about what it means to be in treatment is that clients deceive themselves and that the therapist helps them to see how. But also, therapists deceive themselves and they need supervision to help them see how.

Another wish and fear that clients have is that their therapists might be “even more screwed up than they are.” Dr. Weston is revealed to have a troubled past, and an even more troubling family life, that unexpectedly enters his office.

A third wish and fear of many a client has to do with whether boundaries will be crossed. That’s what the show is about. And it would be incredibly exhausting to be this therapist when every session produces some ethical test. “Do you want me?” asks Laura, who later tries to push past him to enter his house to use the only working bathroom. Two additional clients have already brought him gifts that he’s accepted. I can think of five other issues that have occurred in just 3 weeks.

But there’s a more interesting boundary issue. Because we’re privy to Weston’s personal life, we can see how sometimes feelings from outside the office, the fight he just had with his wife, the struggle he’s having with his own child, and depression about aging, enter into his therapy with others, and how sometimes the feelings and thoughts of his patients are echoed in his own life. At some moments, we are afraid that he is simply responding to his clients based on his own worries and needs. At other moments, we see how he is deeply touched by their struggles in a personally relevant way.

With 6 more weeks to go, I’m hooked. The acting is superb and the sessions, Sophie’s in particular, have moments that ring true dramatically and therapeutically. Therapists watching might wish that the doctor reflect the emotions of his clients more regularly instead of jumping so quickly to a smart idea or incisive interpretation. Nevertheless, if in time he stops making so many smug interpretations, with a supercilious I-know-you-better-than-you-know-yourself smile, I might develop my own erotic transference for him.

---

**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, go to the following URL: [http://lists.apa.org/cgi-bin/wa.exe?HOME](http://lists.apa.org/cgi-bin/wa.exe?HOME)

Scroll down to DIV46-MEDIAPSYCH, click on it, and follow the instructions for joining the listserv. *(Please note: You must be either an APA member or a Div. 46 member to be eligible to join.)*

**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 jbrodersumerson@phila.k12.pa.us.

Joanne Broder Sumerson, Membership Chair
My clients get ALL of my attention

The Trust takes the worry and guesswork out of managing your professional liability insurance. For more than 40 years the Trust has been the source of innovative insurance coverage anticipating the needs of psychologists. Through good times and bad times, the Trust has offered state-of-the-art protection that keeps pace with the profession's constantly changing environment.

And even more...
If you are insured through the Trust* and you face a risk management issue, whether it’s a simple question or the beginning of a crisis, the Trust’s Advocate 800 Risk Management Consultation Service can help you avoid trouble before it begins. Our advocate is an experienced attorney and licensed psychologist who has advised more than 20,000 of your colleagues. The call is free and the advice is priceless!**

Focus on what you do best!
Give your clients 100% of your time with no distractions. Let the Trust help manage the risk so that you can focus on what you do best. All it takes is one click at www.apait.org for the peace of mind and security you always wanted. Call (800) 477-1200 for information about our comprehensive risk management program for psychologists.

I never spend time worrying about my malpractice insurance because I’m with the Trust

The Trust takes the worry and guesswork out of managing your professional liability insurance. For more than 40 years the Trust has been the source of innovative insurance coverage anticipating the needs of psychologists. Through good times and bad times, the Trust has offered state-of-the-art protection that keeps pace with the profession's constantly changing environment.

And even more...
If you are insured through the Trust* and you face a risk management issue, whether it’s a simple question or the beginning of a crisis, the Trust’s Advocate 800 Risk Management Consultation Service can help you avoid trouble before it begins. Our advocate is an experienced attorney and licensed psychologist who has advised more than 20,000 of your colleagues. The call is free and the advice is priceless!**

Focus on what you do best!
Give your clients 100% of your time with no distractions. Let the Trust help manage the risk so that you can focus on what you do best. All it takes is one click at www.apait.org for the peace of mind and security you always wanted. Call (800) 477-1200 for information about our comprehensive risk management program for psychologists.

1-800-477-1200 • www.apait.org

* Professional Liability Insurance underwritten by ACE American Insurance Company, one of the ACE USA companies. ACE USA is the U.S.-based retail operating division of the ACE Group of Companies rated A+ by A.M. Best. Administered by Trust Risk Management Services, Inc. (TRMS) ** Events which may reasonably be expected to evolve into a claim must be reported to TRMS at (877) 637-9700.
DIVISION OF MEDIA PSYCHOLOGY • 2008 BOARD DIRECTORY

Officers

President
Frank Farley, PhD (08)
213 Ritter Annex
Temple University
Philadelphia, PA 19122
Phone: (215) 204-6024
Fax: (215) 204-6013
frank.farley@comcast.net

President-Elect
Danny Wedding, PhD (08)
Missouri Institute of Mental Health
University of Missouri—Columbia
5400 Arsenal
St. Louis, MO 63139
Phone: (314) 877-6464
danny.wedding@mimh.edu

Also Nominations Committee Chair

Past President
Rochelle M. Balter, PhD, JD (08)
420 E. 72nd Street
New York, NY 10021
Phone: (917) 783-6877
Rbalt@aol.com

Secretary
Pauline Wallin, PhD (08–10)
201 S. 32nd Street
Camp Hill, PA 17011
Phone: (717) 761-1814
Fax: (717) 761-1942
drwallin@drwallin.com

Treasurer
Salvador Santiago-Negrón, PhD (08)
21503 Villas de Guavate
Cayey, PR 00736
Phone: (787) 505-5342
salvysan@gmail.com

Also Finance Committee Chair

Members-at-Large
David B. Baker, PhD (08–10)
Archives of the History of American Psychology
University of Akron
Polsky Building LL-10A
Akron, OH 44325
Phone: (330) 972-7285
bakerd@uakron.edu

Irene Deitch PhD (08–10)
Oceanview-14B
31 Hylan Blvd.
Staten Island, NY 10305-2979
Phone: (718) 273-1441
Cell: (512) 626-1424
Office: (718) 273-1445
ProfID@aol.com

Lenore E. Walker, EdD (08–10)
Director of Research
and Development
Family Therapy Institute
of Alexandria
220 S. Washington St.
Alexandria, VA 22314-3646
Voicemail: (703) 391-8661
oltowne@aol.com

Roger Klein, PhD (06–08)
Department of Psychology
in Education
University of Pittsburgh
5930 Posvar Hall
Pittsburgh, PA 15260
Phone: (412) 648-7043
Fax: (412) 624-7231
rklein@pitt.edu

Irene Deitch PhD (08–10)
Oceanview-14B
31 Hylan Blvd.
Staten Island, NY 10305-2979
Phone: (718) 273-1441
Cell: (512) 626-1424
Office: (718) 273-1445
ProfID@aol.com

Mary Gregerson, PhD (06–08)
Director of Research
and Development
Family Therapy Institute
of Alexandria
220 S. Washington St.
Alexandria, VA 22314-3646
Voicemail: (703) 391-8661
oltowne@aol.com

Roger Klein, PhD (06–08)
Department of Psychology
in Education
University of Pittsburgh
5930 Posvar Hall
Pittsburgh, PA 15260
Phone: (412) 648-7043
Fax: (412) 624-7231
rklein@pitt.edu

Mary Gregerson, PhD (06–08)
Director of Research
and Development
Family Therapy Institute
of Alexandria
220 S. Washington St.
Alexandria, VA 22314-3646
Voicemail: (703) 391-8661
oltowne@aol.com

Roger Klein, PhD (06–08)
Department of Psychology
in Education
University of Pittsburgh
5930 Posvar Hall
Pittsburgh, PA 15260
Phone: (412) 648-7043
Fax: (412) 624-7231
rklein@pitt.edu

Mary Gregerson, PhD (06–08)
Director of Research
and Development
Family Therapy Institute
of Alexandria
220 S. Washington St.
Alexandria, VA 22314-3646
Voicemail: (703) 391-8661
oltowne@aol.com

Roger Klein, PhD (06–08)
Department of Psychology
in Education
University of Pittsburgh
5930 Posvar Hall
Pittsburgh, PA 15260
Phone: (412) 648-7043
Fax: (412) 624-7231
rklein@pitt.edu
Publication and Submission Guidelines

*The Amplifier* is the official newsletter of APA Division 46, Media Psychology, and is published periodically throughout the 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 Executive Editor, Lita L. Schwartz, PhD (lls2@psu.edu). Submissions must be received by February 1 for the Spring issue, May 30 for the Summer issue, and September 15 for the Fall/Winter double issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.