Several years ago Dean Steven Smith of the California Western School of Law, in talking about cases involving psychologists’ purported ability to predict future violence referred to this as “petard liability”; overstating our own abilities and therefore setting ourselves up for litigation, when our predictions are not accurate. Unfortunately, some mental health professionals have been doing similar things for many years. As far back as the 1950s some of our colleagues were maintaining that if they could theoretically intervene in the childhood of everyone facing charges in criminal courts, then there would be no crime in America. What makes this even more unfortunate, is that the media loves these grandiose statements and seeks out those colleagues of ours who make similar statements.

A recent discussion on our listserv brought this phenomenon to mind. There were some spirited arguments pro and con about therapists bringing their own patients onto the media and having them discuss issues that came up in their treatment. Many listserv members were opposed to this practice stressing the lack of confidentiality, the problems with informed consent, and the rather “tacky” feel it gave to psychotherapy. Others saw it in a more positive light stressing that it “demystified and destigmatized” the idea of being in psychotherapy. Both of these positions have merit. However, I was struck by how easily this could in and of itself create misperceptions, suggesting that psychotherapy can be a series of clever statements made by the therapist that resulted in rapid change in a patient or client’s presenting problems. If therapists do engage in such media presentations they have to be very careful to avoid creating this impression of “rapid cures.”

Not too many years ago a form of “pop psychology” existed which promised in its brochures “THERE IS A CURE” and proceeded to list a variety of problems that could be cured in five minutes, by doing certain bodily movements; such ads seemed to have vanished now. It was an example of just the “petard liability” that we must be very careful to avoid.

---

**Publication and Submission Guidelines**

The Amplifier is the official newsletter of APA Division 46, Media Psychology, and is published twice a 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, V. Krishna Kumar, PhD (kkumar@wcupa.edu). Submissions must be received by April 1 for Spring/Summer issue and October 1 for the Fall/Winter issue. Authors should ensure that their manuscripts comply with all APA publication and ethical guidelines.

**Join Our Facebook Group**

Media platforms like Facebook provide us with additional ways to build and maintain our network. Thus, Division 46 has developed its own Facebook Group, “APA DIVISION 46.” You must be a member of Facebook to join this Group. Facebook membership is free, so there is no cost to network, ask questions, interact, and discuss issues that are relevant to Division interests such as Internet and media psychology. This differs from the Division listserv in that it can for some be a more appropriate place for discussions since they stay between discussants, as opposed to involving everyone on the list. Please contact Joanne Broder Sumerson at joannebroder@aol.com if you would like more information.
President-Elect’s Column

Educating the Public Online About the Value of Psychology

Pauline Wallin
drwallin@drwallin.com

I've been spending way too much time online (about 30 lbs. worth!) But along the way, I've learned a LOT about the Internet, and how to use it for research, productivity, marketing and connecting with journalists.

The theme for my tenure as Division 46 president in 2011 will be Online Connections with the Public on Psychological Issues.

People are searching online for answers to their questions and help for their problems. They are also shopping, viewing and uploading videos, and communicating on social networking sites.

The Internet allows us, as individual psychologists and as the profession of psychology, to connect directly with our audiences wherever they happen to be online, and educate them about the value of psychology in their lives. More on this theme later in the year.

For now, here are a few tips that you can start implementing right away:

1. Set up your home on the Web. You need a place where people (including journalists and publishers) can learn more about you and your expertise. If you don't have a website, set up a blog at blogger.com. You can be up and running, and have your first blog post published within half an hour.

2. Start leaving “footprints” online. Visit news sites and read stories that relate to your expertise. If the stories have a “Comments” section, write a comment, including a link to your website (if allowed.) The journalists who write these stories read the comments—and if they like yours, they may consult you later on another story.

Comments are listed in the order received, with the earliest ones appearing on the first page. Therefore, for greatest visibility, try to comment as soon as possible after a news story is released. Set up Google alerts at alerts.google.com to notify you by email when a news item in your area of expertise is published, so that you can quickly click over there and leave a comment.

3. Search Twitter for people or topics of interest, and follow them. Many people will follow you back, which will increase your networking reach. To find journalists who tweet on health or other topic areas, go to muckrack.com.

4. Join Linkedin.com. But don’t stop there. Look around for questions that you can answer. It's a great way to demonstrate the value of psychology for workplace issues.

5. Create a video on a psychological topic, no more than 3 minutes long. Upload it to YouTube. With over 2 billion views per day (“At Five Years, Two Billion Views Per Day and Counting,” 2010), YouTube has much potential for educating the public about how psychology applies to everyday life.

If you’d like to get involved in Division 46 Internet projects, please contact me at drwallin@drwallin.com Everyone is welcome, even if you’re an Internet newbie.

Reference


Join Division 46 Today!

You can find the online membership application form at the APA website (http://memforms.apa.org/apa/cli/divapp/).
Chatroulette

Danny Wedding
dwedding@alliant.edu

Like many of you, over the past few months I have engaged in the guilty pleasure of chatroulette (www.chatroulette.com). Part of the pleasure is sheer voyeurism; part of my fascination with this site is the desire to see and understand how people behave under conditions of almost absolute anonymity. Put bluntly, they behave badly.

For those of you unfamiliar with the phenomenon, chatroulette is a website developed by a Russian teenager that randomly connects webcams, allowing the user to jump from camera to camera—and from person to person—around the world. It is a global playground for both voyeurs and exhibitionists, and it is a brilliant illustration of the astonishing power of intermittent reinforcement.

Once you log onto chatroulette, you are instantly and anonymously connected to someone—somewhere—and you can decide to linger or move on (by simply hitting the next button [F9], colloquially known as “nexting”). Of course, the party on the other end has this same option, and it is a humbling experience to see how quickly and how often one is passed over by other players. (My data are restricted to the nexting rate generated by a bald, homely, 60-year-old man, but I suspect the base rate is quite high for everyone).

In many ways, chatroulette is a metaphor for communication in the 21st century. It is instantaneous, and judgments are made on the basis of very superficial information (appearance only). There is simply no time to engage in dialogue—although this is possible on chatroulette, it very rarely occurs. By the time one begins to speak or type an introductory sentence—or even a rapid “Hi”—the other user is likely to have moved on. Decisions about one’s worth as a chatroulette partner are made (literally) in milliseconds. One never discovers whether the other individual is decent, kind, generous or funny: the decisions made are the most primitive sort (is this person worth looking at any longer or is someone more interesting likely to pop up as soon as I click my mouse?).

This experience has made me appreciate that the base rates for exhibitionism are far greater than I had ever realized (within minutes, one is confronted with men—and occasionally women—masturbating, and there are occasional, alas too fleeting glimpses of fellatio and cunnilingus). There are also hundreds of eager teenage boys with signs imploiring the women participating on the site to bare their breasts.

In a world in which pornography on the internet is ubiquitous, it seems like observing sexual behavior would quickly become tedious, but the fact that the behavior is occurring in the privacy of someone’s home and is occurring in real time makes these quick glimpses into others’ sexual lives seem especially salacious—they are the morsels that keep us pressing the bar (or, in this case, clicking our mouse). They occur about once in every 100 connections—but Skinner has taught us just how thin a reinforcement schedule can become while still maintaining a reinforced behavior.

Chatroulette is available anywhere one can connect to the Internet and establish a webcam link (I recently spent an hour on chatroulette in the middle of a long Seoul night while I was coping with jetlag). It is simultaneously fascinating and appalling, but it is clearly a phenomenon worth exploring for any psychologist trying to understand how the Internet influences human behavior.

From the Editor

Fifty Ways to Find Your Lover: The Match-Making Media

V. Krishna Kumar
Kumar@wcupa.edu

So what are the ways? Art auctions, dance classes, drumming groups, dating shows, investment seminars, continuing education workshops, yoga classes, cashier lines in supermarkets, Laundromats, newspapers ads, sporting events, farmers market, flea markets, weddings, and funerals, just to name a few. If the eight-year old son of a “Sleepless [Dad] in Seattle” can find a mate for his dad via a radio show, perhaps so can yours. Or, you might just go online.

Internet is the unparalleled match-maker—it has globalized match-making with scores of match-making and social networking sites and millions of registered prospective matches from the most remote corners of the world for any kind of relationship you wish to seek. The Internet has made match making virtually “without borders.”

There are general matchmaking websites and specialized matchmaking websites for doctors, single parents, the religious, very rich, and other exotic types. Some websites even claim that they use scientifically developed questionnaires to match you with a perfect mate. However, you might wish to become familiar with

(continued on p. 4)
the dating lingo before you go on these sites, examples include 420, BBW, BDSM, BIF, BIM, DDF, NB, SINK, WTR, SJF, TDH, SHF, TG, etc. (see http://www.datingonline.org/dating/online/lingo/).

Has the Internet actually made it easier for people to find a good match? In Paradox of Choice: Why More is Less, Barry Schwarz suggests—when you have too many choices, you can’t make up your mind. Sheena Iyengar and Mark Lepper found that shoppers were more apt to buy gourmet jam when offered only 6 types instead of 24 in an upscale Menlo Park, California supermarket despite the fact the more extensive display attracted more customers. No doubt we cannot quite generalize from a study on the effect of many choices on purchasing of jams to the choice of mates, but consider the observations of John Tierney reported in New York Times, who identified the “Flaw-O-Matic Effect.” Although admitting that this term has not gained wide scale acceptance in social sciences, Tierney states that plenty of evidence shows that “Flaw-O-Matic Effect” is fully at work: “They can spend all day finding minute faults in hundreds of potential partners. But that’s also why so many people never make a lasting match.”

Has the Internet made mate-finding less exciting? First, you isolate yourself and play match-making much like solitaire for hours on your PC—not a healthy thing to do. A recent study reported in the Wall Street Journal (January 12, 2010, section D) links engaging in sedentary activities to higher risk of early death. Second, you find out more information than you wish to know about a prospect from the pictures and profiles posted on the website making the decision making process even more difficult.

On the other hand, there may be advantages to being armed with such information about your prospective mate. You have a choice of icebreakers on your first date. Imagine starting the conversation—“I read on your profile . . .” “To avoid embarrassment, make sure that you review the profile of the person you will be meeting! After the initial exchanges, you can quickly move to more important assessments about your prospective mate. Perhaps you can go prepared with brainteasers or extemporaneous questions as “How would you design Bill Gates’ Bathroom,” or “How would you test a saltshaker” (Poundstone, 2003, p. 82), which some corporations use in interviewing potential employees to learn how they handle themselves with unexpected questions (see Poundstone, 2003). Of course, I wish you good luck if you treat your potential mate as a candidate for employment!

What about a match-making website for psychologists? What might be the name of such a website? I offer some possibilities for a general website: Psychomatch.com, Psychodate.com (dateapsycho.com might be better). Specialized sites could be psychicmatch.com (this site is for believers, you can log on and off or send and receive “p-mails,” i.e., psychic-mails, telepathically); narcissistmatch.com (you are matched on the basis of number of times you use I, my, or me in your profile); depressedmatch.com (on Prozac, well you will be matched with someone on Prozac, or if you prefer on Wellbutrin); paranoidmatch.com (you will be contacted only after a thorough investigation); OCDmatch.com (matched on the total number of details you provide in your profile); gestaltmatch.com (site where “big picture descriptions,” but not particular descriptions such as WE, ND, or Sub are posted; see http://www.datingonline.org/dating/online/lingo/); and Tranpersonalmatch.com (where you specifically express interests beyond the mate you are seeking).

So, how do we find a lover? Let us count and carefully consider the ways!

References

From the Associate Editor

Humanizing Mental Illness: Psychology on the Small Screen

Kathryn Stamoulis  kestamoulis@hotmail.com

Over the past decade, "reality" television programming has deluged Americans with "real" people facing "real" life problems. These programs have revealed such important issues as the complex mating rituals of guides and guidettes and the extreme pressures teenagers face in ensuring that their million dollar Sweet Sixteen is the “blingiest.” However, the true reality of most reality television is that is they are just not real, but there is a growing trend to using reality television to highlight psychological disorders and the people they affect. These days, one need only turn to basic cable to find numerous programs featuring people with mental illness: A&E airs Intervention and Hoarders; TLC features Addicted and Hoarding: Buried Alive; and MTV’s True Life documentary series studies young people affected by such problems as anxiety, body dysmorphic disorder, and obsessive compulsive disorder. Recently, Oprah Winfrey announced she will produce a show centered on people in a rehab facility. While some viewers may dismiss all reality television as purely entertainment, some programs do humanize mental illness for viewer benefit.
While no studies appear to have been conducted as to the potential positive effects on people’s understanding of mental illness that these shows may have, this possibility seems to have face validity. A prime example of a show that acts to humanize mental illness is *Hoarders*, which has created public awareness of a psychological disorder that is shrouded in secrecy and shame, a disorder even some mental health professionals know little about. The shows reveal the lives of hoarders with compulsion to buy and retain their possessions in which they are literally buried. In most instances, the individuals barely have room to walk, sit, or eat in their own home. With the help of a specialist, the hoarders discuss their attachment to the objects that engulf their lives. The shows further probe for insight into the thought processes behind the individuals’ insistence on retaining items that appear to be junk to viewers. Although the show is often full of outrageous filth and near inhumane living conditions, the most shocking revelation is that of a human being suffering and severely out of control. Episodes typically end, just as in real life, with some individuals overcoming their illness, and in others, individuals making little to no progress and continuing to live as victims of their own disorder. In either outcome, it quickly becomes clear to the viewer that the solution to hoarding is not as easy as picking up a broom and a dustpan. If the viewers can empathize, perhaps it will help lessen the stigma associated with this mental illness.

These shows can also serve educationally in the classroom. This past semester I showed a segment of *Intervention* to my Adolescent Development class. The show profiled a teen girl who struggled with alcoholism and identity issues. As the show started, a few chuckles were heard in the classroom as the teen girl stumbled after a night of drinking. As the story developed, and her personal pain revealed, the laughs turned into somber reflection. A thoughtful, compassionate conversation about teenagers and alcoholism ensued.

Reality television featuring extreme plastic surgery adventures or C-List celebrities looking for love are likely here to stay; however, new types of reality shows are emerging. These programs take viewers into the daily struggles of people with psychological disorders and the process of treatment. These reality shows just may have the power to humanize mental illness by bringing psychology to a broad audience via television.

March Madness and the Media

*Brad Litchfield*

*tlb03384@temple.edu*

An old saying goes “March comes in like a lion and goes out like a lamb.” In mid-March, one sporting event is at the forefront of media attention: The NCAA Men’s Basketball Championship, also known as “March Madness.” Many psychological phenomena exist within the media coverage of this tournament, including motivation and addiction. In addition, a prominent political figure—the President of the United States, is often interviewed before and during the tournament as he offers his insight to March Madness.

The origin of the word *madness* comes from the Middle English word *madnesse* which first appeared circa 1350. Defined, *madness* means “the state of being mad, insanity,” and “intense excitement or enthusiasm.” These definitions can be applied to the millions of people who obsessively gamble large amounts of money on single games of the 65-team tournament that started on March 16th and ended on April 5th. What are the chances that someone will fill out a perfect bracket?—9.2 quadrillion to 1. That means a person is about 1 billion times more likely to be struck by lightning than filling out a perfect bracket, yet gamblers or college basketball fans will try to convince you that their bracket is going to be near perfect. Are these fans crazy, or just entranced by March Madness?

President Obama also filled out a bracket, which aired on ESPN’s *Sportscenter* on March 17, 2010. Filling out a bracket is often called “bracketology,” suggesting there is science behind the process! In President Obama’s case, the media called it Barack-Etology, and often showed statistics of the president’s winning percentage during the tournament. One would assume that a network like CBS would be covering more important presidential matters—state of the economy, health care, immigration issues. Is it insane that a major network covered President Obama’s tournament picks? No, it’s March Madness!

CBS’s contract with the NCAA enables it to cover this event for 29 years. Additional coverage is provided by CBS affiliates, digital subchannels, Westwood One Radio Network, online streaming video on CBSsports.com, and live statistical feeds on several major news websites. Internationally, coverage of the event is in large part by CBS, except in the Philippines (covered by Basketball TV), Australia (covered by ONE HD), and Canada (covered by SUN TV).

Coaches who aspire to take their teams to the tournament view this expanded coverage as a motivational opportunity. Don Friday, head men’s basketball coach of St. Francis University, PA, observed that “The thrill of Selection Show Sunday (the announcement of the teams participating in the tournament and aired by CBS) is something I think about everyday and how I will get my team in that position to be there” (personal communication March 18, 2010). With the increasing popularity of websites such as Facebook and Twitter, coach Friday addressed how his players are motivated by connecting with players from other teams who have participated in the tournament:

For our players, they see so much on TV and Internet, so they understand and it does drive them to perform. In recent years
March Madness and the Media
(continued from p. 5)

you have to look at the dynamics of social networking as well—players from one school are now in touch with players from other teams. They communicate and share their feelings with people. So you can imagine how many guys are being contacted on winning teams and are sharing their experiences with fellow NCAA athletes.

Healthy People 2020 Goals: Scientific Creative Format Health/Mental Health Programming: Summary of Public and Online Testimony to U.S. Department of Health and Human Services

October 22, 2009, Kansas City, KS, Public Meeting

Mary Gregerson
oltowne@aol.com

Why has the U.S. lagged behind developing countries in accessing creative media technology outlets to disseminate public health information and facilitate behavioral change?

In Uganda the AFFORD Health Marketing Initiative in April 2007 launched an entertaining and educative television, radio, and community-based game show, funded by Johns Hopkins and U.S.AID, called The Good Life Gameshow with a telephone hotline, print materials, and neighborhood Good Life Teams. From 2002–2004 47% of Ethiopian men and 42% Ethiopian women tuned into a 257 episode radio serial drama Yeken Kignit (Looking Over One’s Daily Life) targeting reproductive health and women’s status, including family planning, marital communication, and HIV/AIDS (Barker & Sabido, 2005). Independent research documented a dramatic increase in AIDS testing for listeners (4 times for men and 3 times for women) compared to non-listeners and a significant reduction in prejudice toward those with HIV/AIDS. The Sabido method of “entertainment with proven social benefit” (Andaló, 2003) has scientifically designed and evaluated over 200 creative format health intervention programs across 50 Latin America, Africa, and Asia countries (Singhal et al., 2004). Since 1996 in South America the Ethics and Human Rights Department of the University of Buenos Aires has used films to teach human rights ethics to more than 35,000 students in basic and applied sciences like medicine, psychology, biology, and law by dovetailing print volumes, websites, multi-media educational materials, and graduate level courses.

Since 1985 a private organization in New York called PCI-Media Impact has used creative media for over 75 radio and television creative programs worldwide in places like Kenya, Rwanda, China, Pakistan, Peru Honduras, and Mexico (Andaló, 2003), but not in the U.S.

WHAT ABOUT THE U.S.?
We need to do better. Our children are spending more of their time with new technologies like texting and computing than they are talking (MC Marketing Charts, 2009). They spend more time with various media than with their parents (Graydon, 2004). If we do not access these new media, we risk losing our youth (Gregerson, 2009)! Whether we like it or not the media sends messages. The choice we have is in contouring the messages and evaluating the effects.

Currently about 30 U.S. news format television shows include The Healthy Place consortium of TV, films, website, and videos (see http://www.healthyplace.com/). Yet, no creative programming, reality or otherwise, for health or mental health exists, although aired the 2004–2005 PBS series drama Medical Investigation where “a mobile medical team from the National Institutes of Health (NIH) who were summoned in a heartbeat to scope out—and hopefully snuff out—outbreaks of unexplained and fearful diseases” (http://www.tv.com/medical-investigation/show/24271/summary.html).

Glimpses of healthy living are found sporadically throughout various TV fare. Successful and viable television series in medicine like House as well as in crime investigation series like Monk or CSI (whether in Las Vegas, Miami, New York, or the Navy) weave medical and mental health information intricately into plot lines. Some series like Law and Order: Special Victims Unit (SVU) have medical personnel such as SVU’s Neal Baer, MD, on their production teams: This particular series received an APA Division 46 Golden Psi Award for ethical excellence in the portrayal of psychology and psychologists in select episodes. An analysis of a popular television series Grey’s Anatomy (Farina, 2009, pp. 5–8) examined both the presence and absence of pertinent teaching moments. Vicki Beck, director of University of Southern California’s (USC) Hollywood,
Thank You, Hollywood, for Listening: An Historical (Hysterical) Account From Behind the APA Scenes

Mary Gregerson
oltowne@aol.com

It started early one bright, sunny August Saturday morning. That year (2005) Washington, DC hosted the American Psychological Association (APA) 113th Annual Conference. “Where and what was that loud, raucous dance music blaring at 8am in the Convention Hall?” neighboring colleagues seemed to ponder as they one-by-one crowded the doorway. Hmmmm, this year had the Dance Caucus (i.e., a loosely formed tribe of like-minded exuberant psychologists hitting night spots whenever and wherever national meetings occurred) kept boogie-ing right into a conference room Saturday morning?

This growing awareness in the private sector needs complementary commitment from public sources. By the year 2020 the U.S.:

• Should have a number of health marketing mechanisms, and some specifically contoured for our public broadcasting could include successful reality and/or entertainment show(s) disseminating through real life dilemmas and/or story lines the paths toward public health and perils of neglecting public health issues.
• Why not a public health marketing soap opera, perhaps applying the Sabido and/or Farina method(s), titled The Young and the Healthy or As the World Thrives? MTV now has such shows. Why not partner with such popular venues?
• Why not take further the first steps established by “The Healthy Place” consortium to become a public health channel!! This public health channel could archive series, allowing for viewer friendly options.

References

SPRING/SUMMER 2010

No, I was chairing a symposium on “Stereotypes in the Media” with Rochelle Balter, Larry Balter, and Stuart Fischoff. At the last minute a student presenter had cancelled, so as chair I substituted. Instead of dancing away Friday night, I squirrelled in my home media room writing, writing, writing, and screening illustrative clips from various movies for a presentation on “Dawning of Desire Viewed Skewed through a Media Lens.” So, blaring Dirty Dancing (Ardolino, 1987) music made sure no audience or symposium member slept at that early hour—see what ends a chair will go to deliver a quality conference program?

(continued on p. 8)
Thank You, Hollywood, for Listening
(continued from p. 7)

The next year (2006) the article titled “I M 4 U The Dawning of Desire Skewed through a Media Lens: The Loss of Adolescence” appeared in the Sprin Amplifier. I also provided media psychology consultation to the APA Task Force on the Sexualization of Girls (American Psychological Association, 2007). Waiting for flights home from the 2007 San Francisco APA Conference, Division 46 Book Series Executive Editor Florrie Kaslow (herself a Media Maven, that is, a troupe of multi-talented female psychologists providing entertainment for many years at various APA social venues like former APA CEO Ray Fowler’s retirement) and I at lunch launched a Book Series film and psychology book. A dozen colleagues contributed theme oriented chapters to repurpose films for therapeutic and life skill ends. After two years The Cinematic Mirror for Psychology and Life Coaching arrived in print with the basic premise that films not only “mirror,” that is, reflect American life but also contour it.

For instance, my book chapter on “The Dawning of Desire Skewed through a Media Lens, and the Loss of American Adolescence: M I 4 U?” springboards from my previously mentioned work, and expands my keen interest to specially spotlight (pun intended) the youth of Hollywood. The basic lament is that media exploits youth to sell products. The positive psychology constructivism culminating in this book chapter calls for adults and the media, as the more responsible parties, to care about and not just for, to interface and not interfere with youth, to foster and not fuse or blur generational and personal boundaries with the young, to cultivate respect that develops independence and confidence rather than reliance or rebellion that creates insecurity in the young, to empower rather than dominate or neglect youth, and to understand the new biological, social, and psychological tasks facing growing youths. We can do this!

We can foster a transformative holding environment (Gamble, 2007) for youth that hallmarks adolescence as an evolving phase for healthy identity formation, for building satisfying relationship skills, for morphing from child to adult, à la Erik Erikson (1958). The media have to help us, or else they hinder us. There is no middle ground. And, the time is now.

This year the APA 2010 Annual Convention in San Diego will field a panel discussion with chapter authors Drs. Ani Kalayjian, Danny Wedding, Judy Kuriansky, Florrie Kaslow, and me. The panel discussion will provide the opportunity for a Hollywood update on the various chapters. For instance, I will have the distinct pleasure of heralding modern coming-of-age movies like 2007’s award-winning live-action Transformers: The Movie (Bay) and 2009’s Transformers 2: Revenge of the Fallen (Bay). These films soothe my lament by showing the young male hero teaming with his parents, as both generations shown scrappily rising to challenges posed by robotic contretemps. Son and parents are truly stronger together. Son and girlfriend are truly equals. And, together with the good robots (alas, not wearing white hats!) they fight the bad bots (where are those black hats?) in what might now be called a “techie” instead of a movie western.

So, “Thank you, Hollywood.” Wittingly or not, such positive psychology film fare contributes to the tradition of “entertainment with social value.” Such advancements follow a bit less scientific take on the Sabido method of “entertainment with proven social value” (Barker & Sabido, 2005).

Although this article started in an upbeat, semi-facetious tone, entertainment psychology work is serious business with wide-ranging import. What started as hysterical humor in my report ends now pointing to another type of hysteria—that of youth out of control and overwhelmed by an industry oftentimes bruising for adults. Note the pathos with the suicide of former child actor and struggling recovering drug addict Corey Haim. Angst also rises reflexively to media rumblings when after a late night out a former-child star, who is now struggling to find work, stumbles into a cactus (http://www.popeater.com/2010/03/24/lindsay-lohan-photos/). Did the omnipresent paparazzi push her or help her up? The very sad news is that almost 2 to 1 those voting in the Access Hollywood online poll really did not care about the answer to this question—they blamed this now unemployed young adult for her own difficulties. Perhaps an instance of “schadenfreude” (Heider, 1958; Sontag, 2003), that is, evident joy at the misfortune of envied others. Surely the continuing complexities of being young in the spotlight signifies how much social science needs to investigate and address with social responsibility the multiple facets of the “Hollywood experience” whether from inside the industry or from the viewing seat.

And, that spills over into non-acting Hollywood young and youth across America. Note the pathos of children like Cameron Douglas, son of renowned actor Michael Douglas, facing 31 years in jail for drug problems. The problem may not just be with Hollywood young in the spotlight, but these struggling young highlight a blight like lightning bolts striking at the heart of our culture.

American studies scholar Dr. Jack Cashill (2009) notes in his chapter “When Will Hollywood Get the Family Right?” in The Cinematic Mirror for Psychology and Life Coaching warped aspects of the Hollywood holding environment mirror into film fare, which then reflect onto global society. This global reach homogenizes as well…..please let that leveling agency be healthy. I, for one, vow to work for a healthy Hollywood holding environment. A large portion of the world will benefit since entertainment now is the number one American export (MPAA, 2008).

References
Welcome to Shutter Island

Elise Luber
E.Luber3@gmail.com

Looking for a suspense-filled psychological thriller? Shutter Island is the movie to view. The movie is set in the 1950s on an island where a hospital housed some of the most dangerous patients. A supposed breakout occurs, and the protagonist is sent to the island to investigate. Teddy Daniels, a U.S. Marshall suffering from post-traumatic stress disorder, begins to receive strange vibes from his fellow patients and the head psychiatrist at the hospital as he investigates the missing patient. Things become blurry as Teddy believes that the head psychiatrist brought him to the island for experimentation. A cat and mouse game plays out between Teddy and the head psychiatrist as Teddy goes about discovering the truth about what is occurring at the hospital.

This movie depicts a snapshot of a time in our history that many may like to forget when lobotomies were regarded as acceptable treatment for mental illness. Especially relevant in this genre of films are One Flew Over The Cuckoo’s Nest and Girl, Interrupted from which people draw inferences about the nature of psychiatric care. This movie allows viewers a glimpse into psychosis and an unfolding of the scope of the illness. Another highlight of this film is that, contrary to the prevailing psychiatric practice of the times, the head psychiatrist in Shutter Island fosters a humane approach to Teddy’s treatment, as opposed to a surgical one. This aspect of the film is highly relevant as we continue to find more humane medical care. This movie allows viewers a glimpse into psychosis and an unfolding of the scope of the illness. Another highlight of this film is that, contrary to the prevailing psychiatric practice of the times, the head psychiatrist in Shutter Island fosters a humane approach to Teddy’s treatment, as opposed to a surgical one. This aspect of the film is highly relevant as we continue to find more humane medical care.

A New Journal on Cyber Behavior

Claudia Smarkola
smarkola@temple.edu

The International Journal of Cyber Behavior, Psychology and Learning (IJCBPL) aims to disseminate the most up-to-date research on psychological and cognitive aspects in cyber behavior and learning. This journal publishes both quantitative and qualitative studies to provide a timely resource for those who are interested in interpreting the complexities of emerging online phenomenon from the cognitive and psychological perspectives.

IJCBPL offers a multi-disciplinary approach that incorporates the findings from brain research, biology, psychology, human cognition, developmental theory, sociology, motivation theory, and social behavior. It attempts to identify learners’ online behavior and learning based on the theories in human psychology, and social and cognitive learning theories and principles. The journal is featured by both theoretical and practical foci to promote applied psychological application and research in cyber behavior and learning.

The journal will impact multiple areas of research and practices including secondary and higher education, professional training, web-based design and development, media learning, adolescent education, school and community, and social communication. Topics covered by this journal include but not limited to are:

• social aspects of online learning including online social communication and relationship formation
• online behavior such as online gaming, online addiction, and internet predation
• cognitive and psychological aspects related to online learning and training

To find out more about the journal you may go to http://www.igi-global.com/ijcbl

Touro University Worldwide

Bernard Luskin
Bernard.Luskin@tuw.Touro.edu

Touro University Worldwide starts an MA degree program in Media and Communications Psychology. Bernie Luskin, CEO and Senior Provost at TUW announced this unique program in March, 2010 noting that, “More than fifty MA degree students are now enrolled in this unique new program.” This forty unit TUW degree program follows the PhD program launched in 2004 and the UCLA/Fielding MA degree program in Media Psychology and Social Change, launched in 2007, also developed by Bernie Luskin. This new MA
degree is also part of the planned milestone degree path for those interested in pursuing a doctoral program also in development at TUW. Bernie may be contacted at Bernard.Luskin@tuw.touro.edu, and the website is www.tuw.touro.edu

Creating a Social Media Policy for a Private Psychotherapy Practice
Keely Kolmes
www.drkkolmes.com

As the Internet grows, psychotherapists and their clients will experience a higher frequency of encounters on social networking sites. This will create a greater need for therapists to develop clear policies related to how they handle social media in their practice and to include these policies as part of informed consent.

We provide documents describing our cancellation policies, fees, confidentiality, and other information to our clients. Yet, few have formal policies regarding Social Media, and fewer have made these accessible to clients. Writing up a policy helps clinicians explore and articulate their own approach to social media. But making policies explicit is essential for clients who want to know and understand how their therapist manages this aspect of clinical care. It also opens up the conversation about issues of trust, safety, boundaries, and our ethical commitments. I have written up a Social Media Policy for my clients: www.drkkolmes.com/docs/socmed.pdf. Clinicians can borrow, copy, or modify any of my language and adapt it for their practice. As you develop your own policy, consider providing brief explanations for your choices so that your clients can understand your reasoning and how you might respond to their respective requests.

APA Division 46 Board Meeting Minutes

August 7, 2009 (Approved Minutes)
Present: Danny Wedding, PhD, President; David Shapiro, PhD, President-Elect; Frank Farley, PhD, Past President; Pauline Wallin, PhD, Secretary; Mary Gregerson, PhD, Treasurer; Lenore Walker, PhD, APA Council Rep.; Irene Deitch, PhD, Member-at-Large; Krishna Kumar, PhD, Member-at-Large; Rochelle Balter, PhD, J.D., Past Past President and Long-Range Planning Committee Chair; Joanne Broder-Sumerson, PhD, Membership Chair; Patrick Quirk, PhD, Media Watch Committee Chair; Elizabeth Carll, PhD, News Media, Public Education, Public Policy Committee Chair; Judy Kuriansky, PhD, Telehealth Committee Chair. Guests: Rivka Bertisch Meir, Ryan Rasdall, Juliane Casey.

Absent: Lawrence Balter, PhD, Member-at-Large; Lillian Comas-Diaz, PhD, Member-at-Large; David Baker, PhD, Member-at-Large; Ed Donnerstein, PhD, Member-at-Large.

Bernie Luskin was the keynote speaker at several major conferences this spring. EDEN: European Distance Education and eLearning Conference, on June 8, 2010, in Valencia, Spain, and The IMS Global Learning Consortium Conference in Long Beach, California on May 18, 2010. The importance of understanding and applying media psychology in distance learning is the central theme of each keynote. The EDUCAUSE spring quarterly newsletter features an article by Bernie Luskin titled: Think “Exciting”: E-Learning and the Big “E.” This article makes the case that the “e” means more than “electronic,” and is a stimulus and acronym for excitement, energy, enthusiasm in education, and extends the reach of learning through a broader definition of eLearning that includes the importance of media psychology in eLearning.

Call to Order, Welcome and Introductions: Danny Wedding, PhD
The meeting was called to order at 8:00 a.m. Dr. Wedding welcomed members and guests.

President’s Remarks: Danny Wedding, PhD
The President’s remarks were brief. Dr. Wedding noted that he had been in Korea for most of his term, but that he communicated frequently with Board members.

Past President’s Remarks: Frank Farley, PhD
As chair of the Awards Committee, Dr. Farley announced three awardees:
- Lifetime Achievement in Psychology: Lenore Walker, EdD; Dorothy Singer, PhD
- Professional Contributions: Roger Klein, PhD, for his Psychology Minute radio program.
President-Elect’s Remarks: David Shapiro, PhD

Dr. Shapiro, also chair of the Nominations Committee, announced the winners of the recent election:
- President-Elect: Pauline Wallin, PhD
- Members-at-Large: Frank Farley, PhD and Lilli Friedland, PhD

Treasurer’s Report: Mary Gregerson, PhD, Chair

Dr. Gregerson presented the budget report as of June 2009. Our net income was around $7,000. However, this does not include July payouts for awards. There was discussion about budget categories.

Dr. Gregerson noted the requirements for reimbursement for expenses. Original receipts must be submitted.

Social Networking Guidelines: Jesse Raben, JD, APA Associate General Counsel

Mr. Raben discussed the benefits and pitfalls of social media.

Questions for Divisions to ask before setting up a Facebook page: What is the purpose of Facebook page? Will it be public or private?

He recommended that we have a site administrator to monitor the content, so that it does not violate APA 501(c)3 rules. He also recommended that rules be posted on the Facebook page. He provided a long version and short version of the rules. For more information, contact jraben@apa.org

There was discussion about listserv policies.

Committee Reports

1. Nominations and Elections—Dr. Shapiro requested names of members who would be willing to fill the remaining term (one year) of the office of Secretary, which is being vacated by Dr. Wallin as she assumes the role of President-elect.

2. Convention Program—Ryan Niemiec, PsyD, Chair. Dr. Niemiec submitted a written report. Division 46 used all 14 of our allotted substantive programming hours (symposia, workshops) and all 7 of our non-substantive hours (Presidential address, business meetings, etc.). We also co-sponsored 2 symposia with other divisions, and co-listed with 21 programs from other divisions.

3. Finance (see Treasurer’s Report)

4. Long-Range Planning—Rochelle Balter, PhD, Chair. No report

5. Membership—Joanne Broder-Sumerson, PhD, Chair. Our current membership count is 388. This does not include lifetime members, which are included in year-end report.

There were some suggestions for recruiting new members—e.g., state media coordinators (e.g. Peter Kanaris)


7. Media Watch—Pat Quirk, PhD, Chair. Dr. Quirk noted that there is a lot of opportunity to promote “psychology” as well as psychologists in the media.

Dr. Carll recognized the work of Dr. Harriet Schultz, and recommended that she receive an award for her 10 years’ contribution as chair of Media Watch committee.

8. Fellows—Lillian Comas-Diaz, PhD, Chair. No report.

9. Awards—Frank Farley, PhD, Chair—see Past President’s remarks, above

10. Publications—David Baker, PhD, Chair; Krishna Kumar, PhD, Editor, The Amplifier. Dr. Kumar proposed a motion to move to an electronic version of The Amplifier, but will send a print version for everyone who asks for it, as well as printing copies for marketing and promotional purposes. The motion carried unanimously. Dr. Wedding commended Dr. Kumar on the superb job he is doing on the newsletter.

The report by the Website Development Committee, chaired by Lynn Temenski, was submitted, but not reviewed.

11. Ethics—David Shapiro, PhD, Chair. No report.

12. Telehealth and New Technologies—Judith Kuriansky, PhD, Chair. Dr. Kuriansky recommended that we take up as a committee the issue of filtering the Internet for psychological distress and potential ethical ways that we as psychologists need to pay attention to threats posted online.

Dr. Deitch recommended that the emphasis be on education rather than monitoring.

Dr. Walker suggested that there are guidelines from programs on workplace violence that could be adapted.

Dr. Kuriansky introduced the DVD from Div 52, explaining International Psychology to students.

APA Council Rep: Lenore Walker, EdD, Chair

Dr. Walker reported two important developments from APA Council:
1. There will be no dues increase for APA membership for the next 8 years.
2. APA Council developed and passed a new strategic plan.

New Business

Division 21 is willing to cosponsor presentation from the producer of the new TV program, “Obsessed” (Rob LaPlante) Dr. Walker recommended forming a new committee to write sound bites.

Meeting was adjourned at 9:50 a.m.

Respectfully submitted:

Pauline Wallin, PhD
Secretary
Tentative APA Division 46 Board Meeting Minutes

Thursday, February 18, 2010

Present: David Shapiro, PhD, President; Past president; Pauline Wallin, PhD, President-Elect; Mary Gregerson, PhD, Treasurer; Kathryn Stamoulis, PhD, Secretary; Lenore Walker, EdD, APA Council Representative; Frank Farley, PhD, Member-at-Large; Krishna Kumar, PhD, Member-at-Large and Editor, the Amplifier; Joanne Broder Sumerson, PhD, Membership Committee Chair.

Board members and committee chairs present via conference call: Danny Wedding, PhD, Past-President; Irene Deitch, Member-at-Large; Elizabeth Carll, PhD, News Media, Public Education, and Public Policy Committee; Lilli Friedland PhD, Fellows Committee.

Non-Present Committee Chairs who submitted reports electronically: Ed Donnerstein, PhD, Finance Committee; Judy Kuriansky, PhD, Telehealth and New Technologies Committee; Pat Quirk, PhD, Media Watch Committee.

Call to Order, Welcome, Introductions—D. Shapiro

President’s Remarks—D. Shapiro

• Accepted the amended minutes from the August 2009 board meeting.

Past President’s Remarks and Thanks—D. Wedding

• The past presidency has been a frugal one in order to save the division money.
• New book in the series, *The Cinematic Mirror for Psychology and Life Coaching*, is a meaningful contribution. A review will be forthcoming in PsycCRITIQUES.

President Elect’s Remarks—P. Wallin

• Looking forward to see ideas turn into action in the upcoming years.

Treasurer’s Report—M. Gregerson

• Most of Division 46 income is generated from dues although this year we may get royalties from the division book. The *Amplifier* is a large expense but it had been reduced due to electronic mailings and a reduced number of issues from 4 to 2. This year these two issues will be both electronic and print copies.
• Will differentiate member services vs. administrative services since administrative services can only be 25% of expenses.
• Amazon associate program may be used to generate income since any purchase made accessed through that link will result in residuals coming to the Division. We will reannounce book with a link though an email. It may become a new income line item.
• The APA Trust has not yet paid their fees for advertisement in The Amplifier for the past year.

Committee Reports

Nominations and Elections—P. Wallin

• Dr. Gregerson made a motion made to accept the slate and in the case that whoever is elected is unable to serve, the president appoints for a one-year term with a new election at regularly scheduled times. The motion carried.
• The final slate was approved by the board

Convention Program—F. Farley/K. Kumar

• Many hours went into finalizing the 21 hour program. All programming is now closed.
• The invited symposium "Portrayals of Caregivers in the Media: The Picture of Health, or Not?" has appointed Dr. Judy Kuriansky Chair as well as Discussant.

Council—L. Walker

• Report on lawsuit between APA and APA Insurance Trust.
• APA passed a policy that prohibits psychologists from working in venues where there is torture.
• Model licensing act for APA is up for a vote, school psychologists without a PhD would no longer be referred to as “psychologist.” Dr. Walker made a motion that the board of Division 46 is opposed to the change. The motion carried.
• A call for nominations for APA Boards and Committees was passed around board meeting and communicate to members on the conference call.
• The new APA website is operating.

Finance—E. Donnerstein

• 33% of expenses go towards publication of the Amplifier. There would be a
• Reduction of expenses if the Amplifier goes completely digital, although issue layout would still be an expense.
• An increase in membership would equal an increase in monies.

Strategic Planning—R. Balter

• There is a need to update the website, to add a blog feature, make it attractive to users and easy to navigate and search. We need a webmaster.
• There is a need for increased etiquette on the listserv. This could be obtained by utilizing a listserv moderator (possibly an ECP and veteran member) along with posted rules. A continuing education course on “webiquette” may be offered as a service from the Division open to all APA members.
• An idea of offering CEs to generate income was discussed. Topics include webinars on utilizing new technologies such as teaching online, recording a podcast.

Membership—J. Broder Sumerson

• Membership declined 8% in 2009 from 2008. This loss is not atypical to overall APA trends. Membership status remains the lowest among students and ECP.
• Update from communication board meeting (1/20/10) on ways to improve membership. Plans include distributing a
membership satisfaction survey (will be sent electronically for board review), regional networking events/meetups and Facebook group.

**News Media, Public Education, Public Policy—B. Carl**
- Discussion of call for nominations for the 2010 News Media Award.
- Appointed Jon Cabiria as co-chair of the committee.

**Media Watch—P. Quirk**
- The wording of the Harriet Schultz Special Media Award has been approved.
- There is a cost of approximately $200 for the obelisk award.

**Fellows Committee—L. Comas-Diaz**
- Dr. Comas-Diaz made a motion for the approval of three recommended members to become fellows of Div. 46. The motion carried.

**Awards—D. Wedding**
- A proposal was made that Division 46 consolidate all awards from three areas into one, coordinated by the past-president. It would also be easier for the treasurer to have only one award line item.
- A motion was made by Dr. Shapiro that we amend the bylaws under section 12 that the responsibility of the committee shall be to nominate in discussion with the awards chair and present the award to the board for approval. The motion carried.
- The deadline for new awards is April 2010.

**Publications—D. Baker/K. Kumar**
- The Amplifier is currently accepting sightings and member news for the upcoming issues. An electronic request was sent via the listserv.

**Ethics—D. Shapiro/P. Sheras**
- Peter Sheras and David Shapiro are working on a casebook on ethics in the media, a potential new book in the series with Editor-in-Chief Florence Kaslow.

**Tele-Health/New Technologies—J. Kuriansky**
- Although Division 46 cannot monitor the Internet for violence, a webinar could help address the issue of the Internet and violence.
- Division 46 requests a proposal for more information regarding a DVD on International Psychology for students and INTERNEWS, a journalist training program.

**Website Development—P. Wallin/L. Temensky**
- A website outside of APA would increase usability and search options, as well as allow for links and video streaming.
- A motion was made by Dr. Gregerson to allocate $800 for this purpose contingent on a webmaster commitment of two years to help run the website. The motion carried.

**Student Committee Report—K. Stamoulis**
- There was no attendance at the open meeting in August. Work is being done in conjunction with the membership committee to recruit student members.
- Two new student co-chairs have been appointed.

**Old Business**

**Digitalized Books—M. Gregerson**
- Publishers have started selling individual chapters digitally. There is no amendment to the contract as of yet. It is important to spread awareness of this change to members.

**Harriett Schultz Award—P. Quirk:**
- The wording has been finalized.

**Solicitation of Research Subjects on Listserv—P. Wallin**
- APA has a policy that users are not permitted to solicit research subjects on the listserv. Division 46 can adhere to this policy or create its own. A consultation with APA is proposed.
- A review of the Division 42 listserv policy is proposed to potentially use it as a model for Division 46 guidelines.

**APA Long-Term Care Committee and Public Policy Committee—I. Deitch**
- There have been reports of difficulty obtaining hard copies of the Amplifier. A mailing in conjunction with electronic distribution will be continued.
- The role of members-at-large was discussed. They should have the option of heading a committee as it is important to have representation in the various directories. A memo will be sent out to assess interest.
- A motion was set by Dr. Walker that members-at-large will choose an APA board or committee to become a Division 46 representative or chose another related responsible position. After that, volunteer requests will be opened up for committee members. The motion carried.

**Listserv Administrator/Website Development Committee/Website Coordination—J. Broder Somerson/P. Wallin/L. Temensky**
- Education on listserv etiquette is needed. A moderator may also be warranted.

**Structure of Awards as Per Bylaws**
- As stated earlier, the three awards will be consolidated into one committee, coordinated by the past president.

**Healthy People 2020 Initiative**
- Dr. Gregerson made a motion for Division 46 to endorse the establishment of a public health channel that has creative evidence-based formats as well as news formats. The motion carried.

(continued on p. 14)
Tentative Div. 46 Board Minutes
(continued from p. 13)

New Business
New Directions
• Listserv Topics—there is interest in etiquette topics and the use of a moderator.
• Research Listserv: Special Topics

APA Media
• Interview Tips and Techniques: Not addressed.

Role of Finance Committee
• Not addressed

Bylaws Revision
• As previously stated, the board moved to revise the bylaws under Section 12 regarding awards.

Ethics Casebook
• A casebook is in the works on ethics in the media, a potential new book in the series.

Rotation of Committee Chairs
• Chairs should be rotated. All decisions need president approval.

Roles of Members-at-Large
• Discussion of a rating system for psychologists and psychology websites. Look for other groups we can link on our website. Consider becoming involved with the “family friendly rating system” proposed by some movie rental sites and build upon and coordinate with other rating agencies and systems. We will approach the National Psychologist for a column on new technologies.

Media Coordinators
• State or Regional: Not addressed.

Psychologists for Social Responsibility: Statement Regarding Hyatt Manchester:
• The dilemma in that 10 other divisions have voted to not have events take place in the Hyatt. Div. 46 would be financially crippled by having to pay out of pocket for hotel space.
• Part I: A motion was made by Dr. Mary Gregerson that a request be made to APA for Division 46 programming to be held at another convention hotel (not the Hyatt Manchester) in proximity to other convention hotels.
• Part II: If Part I can only be honored at financial cost to the division, the assignment of the Manchester will be kept and the division will make our protest visible by various means. The motion carried.

Tele-Seminars—P. Wallin
• Tele-seminars and “cyber happy hours” have been successful in other divisions. Possible topics include teaching online, and utilizing new technologies.

Adjournment: 3:14 p.m.

Respectfully Submitted by:
Kathryn Stamoulis
Secretary, Division 46

Commemoration of 100TH Anniversary of
William James’ “The Moral Equivalent of War”
at the
2010 APA Conference, San Diego, CA

“Hollywood Scriptures: James’ ‘Moral Equivalent,’ War, and Psychology’s Public Service”
San Diego Convention Center, Room 7A, 8 a.m., August 13, 2010
Divisions 48, 10, 18, 46, 35, 9, 36, 51, and 56
Chair: Julie Levitt, PhD
Presenter: Steven Nisenbaum, PhD
Discussants: Frank Farley, PhD; Jacqueline Wall, PhD; Mary Gregerson, PhD

Special Invited Discussant: The Hurt Locker Screenwriter Mark Boal
2009 ACADEMY AWARD WINNER for BEST WRITING (ORIGINAL SCREENPLAY)

“The Hurt Locker exemplifies a rich, subtle, excellent psychology portrayal exploring work, play, and the common man or woman in relation to self and others.”—Mary Gregerson, PhD, editor of 2009’s The Cinematic Mirror for Psychology and Life Coaching for the Division 46 Book Series, and Div 10 Council Representative
Program Highlights

Program Co-Chairs: Frank Farley and V. Krishna Kumar

We have an outstanding Program for your enjoyment and edification. Thanks to all who helped with their work and ideas.

The full Program is below. Here we would like to touch on a few highlights, although ALL the Division 46 sessions at San Diego are “highlights”!

The Presidential Address by David Shapiro “Ethical Constraints in Media Psychology: An Unhurried View” is Saturday at 3 p.m. We increasingly see ethical issues arising, so you’ll want to hear from one of the profession’s leading authorities on the topic.

The new Division 46 book, edited by Mary Gregerson, forms the basis for a session “Cinematic Mirror for Psychology” on Thursday at noon.

Two sessions that have run periodically since the early 1990s, and often represent the main humor session, and the main sex and love session, at many of the Conventions since then, are “The Daft Comedy Jam With the APA Stand-Up Psychologists” on Saturday at 10 a.m., followed immediately in the same room at noon by “Sex, Love and Psychology: A Town Hall Meeting.” Bring your own favorite psychology jokes to relate to all at the Comedy Jam, and your ideas about sex, love and media for the Town Hall Meeting. Combining the two, sex jokes, might work for both sessions! By the way, world-renowned sexologist/evolutionary anthropologist/non-psychologist Helen Fisher will be joining in on both sessions.

Two sessions will involve tributes to two outstanding recent movies: the Oscar-winning Katherine Bigelow film The Hurt Locker in a session commemorating the 100th anniversary of William James’ The Moral Equivalent of War on Friday at 8 a.m., co-sponsored with several other Divisions, for which The Hurt Locker screenwriter Mark Boal is scheduled to appear, and later that day the Clint Eastwood/Morgan Freeman/Matt Damon movie Invictus, with lead sponsorship of Division 32—Humanistic Psychology, co-sponsored by Division 46, for which Eastwood has been invited, scheduled on Friday at 3 p.m.

A session on high-publicity domestic violence and battered women is scheduled for Thursday at 2 p.m., chaired by the originator of the concept of the battered-woman syndrome, Lenore Walker.

Online psychological interventions are covered on Thursday at 10 a.m., and developing and marketing your website on Saturday at 2 p.m.

A GREAT PROGRAM—COME TO SAN DIEGO AND JOIN IN THE DISCUSSIONS!

Thursday, August 12

10:00 AM–11:50 AM
Symposium: Online Psychological and Mental Health Interventions
San Diego Convention Center, Room 29B
Chair: Grohol; Participants: Barak, Ben-David, Boneh, & Dolev-Cohen: Moderating Effect of Participants’ Involvement in Online Support Groups; Bergström, Andersson, Ljótsson, Rück, Andréewitch, Karlsson, Carlbring, & Lindefors: Internet Cognitive Behavior Therapy for Panic Disorder: A Randomized Trial; Christensen: Role of the Internet in Engagement, Help Seeking, and Prevention; Parks & Sheiner: Internet-Based Self-Help for Nonclinical Populations; Discussant: Grohol

12:00 PM–1:50 PM
Discussion: Cinematic Mirror for Psychology
San Diego Convention Center, Room 28D
Chair: Gregerson; Participants: Kaslow: Prologue to Movie Magic; Wedding: Movies As Models; Kuriansky: Using Movie Metaphors to Explore Real Relationships; Kalayjian: How Movies Can Create and Relieve Trauma; Ondruske: Deconstruction: Perspectives on Perspective-Making; Boal: Academy Award Winner, Best Writing (Original Screenplay): The Hurt Locker; Discussant: Walker

2:00 PM–3:50 PM
Symposium: Empirically Supported Interventions for High-Publicity Domestic Violence Victims
San Diego Convention Center, Room 33C
Chair: Walker; Participants: Jones: Battered Woman Syndrome Jail Study; Gill: Substance Abuse, Mental Illness, and Trauma in Domestic Violence Victims; Etkind: Childhood Sexual Abuse Experiences and Battered Women; Mulcahy: Survivor-Therapy Empowerment Program for Women and Adolescents; Discussant: Walker

Friday, August 13

9:00 AM–9:50 AM
Executive Committee Meeting
San Diego Marriott Hotel, Columbia Room 1

Paper Session: Research in Media and Internet Psychology
San Diego Convention Center, Room 28D
Chair: Kumar; Participants: Espinoza, Gross, & Juvonen: Online Versus School-Based Bullying: “Why Do I Get Targeted?”; Rockwell: Celebrity Mental Health: Coping With the Fame Experience—Clinical Implications; McConatha, Kopacz, & (continued on p. 16)
Saturday, August 14

8:00 AM–8:50 AM
Symposium: Portrayals of Caregivers in the Media—The Picture of Health, or Not?
San Diego Convention Center, Room 29C
Chair: Nisenbaum, Participants: Gregerson: Caring Reflections: Do Media Portray Mental Health Caregivers With Care?; Wilson: Media Portrayal of Nurses; Ondrusek: Mental Health for the Military and Their Families: An Oxymoron?; Discussant: Nisenbaum

Symposium*: Media and Women: Global Perspectives on Promoting Social Change
San Diego Convention Center, Room 25C (*Div. 35 program co-listed with Div. 46)

10:00 AM–11:50 AM
Discussion: The Daft Comedy Jam With the APA Stand-Up Psychologists
San Diego Convention Center, Room 30D
Chair: Frank Farley, Participants: Fisher, Kumar, Shapiro, Walker

12:00 PM–1:50 PM
Discussion: Sex, Love, and Psychology—A Town Hall Meeting
San Diego Convention Center, Room 30D
Chair: Farley, Participants: Fisher, Hatfield, Rapson, Hyde

2:00 PM–2:50 PM
Workshop: Making Your Web Site Work for You
San Diego Convention Center, Room 24C
Chair: Sapadin, Participants: Sapadin: Developing and Upgrading Your Web Site to Showcase Your Expertise; Wallin: Marketing Your Web Site Effectively and Ethically

3:00 PM–3:50 PM
Presidential Address
San Diego Convention Center, Room 26A
Chair: Farley, Participant: Shapiro: Ethical Constraints in Media Psychology: An Unhurried View

Sunday, August 14

11:00 AM–11:50 AM
Poster Session: Media Psychology and the Internet
San Diego Convention Center, Exhibit Hall ABC
Participants: Bergkamp & Björling: Bridging Second Life and First Life: An Ethnography; Unzueta, Berzenski, & Yates: Beyond Entertainment: Media and Self-Worth in Young Adulthood; Kim, Fitzhugh, Rosas, Zarate, & Wells: You Rock My World: Sexual Content on Reality Dating Programs; Bassi, Klein, & Rubenstein: College Student Perceptions of Male and Female Sportscasters; Dauphin & Heller: Videogaming, Daydreaming, and Psychological Symptoms: A Preliminary Investigation; Moghbeli & Beckman: Using Web 2.0 to Cope; Cade, Cottle, Cordio, & McIntyre: Media and the Effect of Weapons on Police Perception; Morahan-Martin, Woodland, Santilli, & Vogel: Online Social Networks to Increase Awareness: Small Community Agency’s Experience; Clark, Murr, & Moore: Viewing Our Bodies Through the Media’s Lens: Seeing Is Believing; Smarkola, Miller, & Stull: Mentoring Through Online Media: Teachers a and a Model of Reflection; Bowman, Waite, & Levine: Electronic Multitasking During Academic Work: Inattention, Impulsiveness, and Distractibility; Fox & Crawford: Academic Consequences of Social Media Use for College Students
ARTICLE I

NAME AND PURPOSE

Section 1.01–Name

The name of this Division shall be THE DIVISION OF MEDIA PSYCHOLOGY, henceforth referred to in this document as "the Division."

Section 1.02–Purpose

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

1. To encourage the development of a set of theoretical and practical frameworks for the study and practice of media psychology, the new technologies, and their interface/interaction with psychology and with psychological issues.

2. To support research on the effects of traditional and newer media technologies on the public, and on the effectiveness of traditional and newer media in transmitting psychological information to the public.

3. To assist psychologists and APA Divisions with efforts using to use traditional and newer media technologies, and to transmit psychological knowledge to the public regarding psychological services for effecting behavior change to those individuals seeking to improve their quality of life physically, emotionally, and environmentally.

4. To train psychologists to more effectively use all forms of media, for the transmission of information to the public about the science and profession of Psychology, and to educate the public and psychologists and about the impact of the newer technologies on human behavior and interactions.

5. To collaborate with APA in media training activities, in the Media Referral Service, and with projects in the public education domain.

6. To collect and contribute to information on telehealth, nanotechnology, humanoid robotics, new technologies and other issues pertaining to media psychology.

7. To encourage adherence to the ethical standards and guidelines of the APA in conducting research on the media and in the use of media for transmission of psychological information and services to the public.

ARTICLE II

MEMBERSHIP

Section 2.01–Classes of Membership

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

Section 2.02–Definition and Qualifications for Members

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

1. “Fellows” and “Members” shall be those who are also Members or Fellows of APA and the Division may vote and hold elected office in the Division.

2. “Associate Members” shall be those who are also Associate members of the APA and who are elected as Associate members in accordance with the provisions of Section 5 of Article II of the APA Bylaws.
3. “Affiliate Members” shall be members who, by reason of their competence in media and/or media psychology, wish to participate with the Division in the attainment of its objectives, but who do not hold membership in APA. Eligibility for affiliate membership shall generally require a post-graduate degree from a recognized institution in a field related to the interests of the Division.

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

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

1. Meet the minimum standards for Fellow status established under the APA Bylaws;
2. Have been a Member of the Division for at least two years;
3. Have made a significant contribution to the research, theory, leadership or practice of Media Psychology;
4. Be actively engaged in advancing the goals of the Division; and
5. Be endorsed by three APA Fellows, including two Fellows of the Division
6. In cases of those who already hold APA Fellow status, if they meet the Division’s criteria they can be elected to Fellow status by the Division Board without the requirement of endorsement by the three Fellows.

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

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

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

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

Section 3.03–Conduct of Meetings
1. Keesey’s Modern Parliamentary Procedures will be followed in the conduct of meetings, where not covered by these Bylaws.
2. A quorum at all board meetings is 50% of the elected members of the board.

ARTICLE IV
VOTING
Section 4.01–Eligibility to Vote
1. Persons entitled to vote at any meeting of members shall be Members, Fellows and Life members.

18
2. The affirmative vote of a majority of the members represented at a Board or Membership meeting, entitled to vote and voting on any matter, shall constitute the act of the members.

3. Resolution of a tie vote: On any matter properly put before the membership for a vote, including the election of officers, the President may exercise a single, tie-breaking vote where the matter would otherwise go unresolved due to the same number of votes having been cast for competing alternatives.

4. Votes of the Board and/or membership may be conducted by mail ballot, telephone or electronically.

ARTICLE V

BOARD OF DIRECTORS

Section 5.01 – Powers of the Board of Directors

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

Section 5.02 – Number, Qualification, and Election of Directors

5.02a. The Board of Directors shall consist of the elected officers of the Division: President, President-Elect, Past President, Secretary, Treasurer, APA Council Representative(s), and 6 Members-at-Large. All Directors shall assume office on the first day of the calendar year after they have been duly elected by the membership.

5.02b. The officers shall consist of President, President Elect, Past President, Secretary and Treasurer (Chief Financial Officer.)

5.02c. The Executive Committee shall consist of the President, President-Elect, Past President, Secretary, Treasurer and Council Representative.

5.02d. The annual election shall be held each year, in conjunction with all APA Division, State, Provincial And Territory elections. Winners for President-Elect, Secretary, Treasurer, and APA Council Representative shall be the nominees who obtain a simple majority if two candidates are vying for the position in question, or a plurality if there are multiple candidates for said position. For the Member-at-Large positions, those candidates shall be elected who receive the largest number of votes, in descending rank of number of votes received depending on the number of positions open.

5.02e. The term of the offices of President, President-Elect, and Past President shall be for one year each, with the President-Elect succeeding to President and Past President with no additional election needed, unless for any reason that person is unable to fulfill this three year succession.

5.02f. The Division’s APA Council Representative(s) shall be elected in accordance with APA requirements.

5.02g. There shall be six Members-at-Large, each serving three year terms.

Section 5.03 – Duties of the Officers and Representatives

5.03a. President: The President shall exercise general supervision over the affairs of the Division. S/he shall preside at all meetings of the members of the Board of Directors and shall serve ex-officio on all standing committees.

5.03b. President-Elect: The President-Elect shall assume the duties of the President in the absence of the latter and shall serve as Chairperson of the Nominations Committee. In addition, the President-Elect shall have such additional duties as may be designated by the President or Board of Directors.

5.03c. Past President: The immediate Past President shall serve as Chair of the Awards Committee and shall assume the duties of the President in the absence of the President and President-Elect.

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

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

5.03f. APA Council Representative(s): The Division’s Representative(s) to the APA Council of Representatives shall be a member of the Division’s Board of Directors and is expected to attend all official meetings of the Division 46 Board, as well as all meetings of the APA Council of Representatives. The Council Representative(s) shall represent Division 46 at all APA Council of Representative meetings and shall report regularly to the Division 46 Board of Directors about important issues relating to the Division. The Council Representative shall write reports on the Council meetings that shall be included in the Newsletter and posted on the website for Division members.

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

(continued on p. 20)
**Section 5.04–Unfulfilled Officer/Director Terms.**

In the event of the resignation or death of an elected officer or director, the President shall appoint a successor to fulfill the unexpired term of that person, with the approval of the remaining Board members.

**ARTICLE VI**

**COMMITTEES**

**Section 6.01–Standing Committees, Chairs, and Functions**

All Committee Chairs (and co-chairs) are appointed annually by and serve at the pleasure of the President. A co-chair as used in this paragraph is subordinate to the chair. One of the co-chairs should be an ex-officio member Committee Chairs who are not Members-at-Large shall be ex-officio members of the Board of Directors, but shall not have voting rights. Each Committee Chair is expected to make semi-annual reports to the Board of Directors on its goals, activities, and progress. Each committee chair shall strive to have a committee of at least three members. A committee chair or co-chair and/or its members may be dismissed by a majority of the board.

**Section 6.02 – Ad Hoc Committees and Task Forces**

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

**Bylaws Committee.**

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

**Section 6.03 – Missions of Standing Committees**

The following standing committees have been appointed and have as their duties:

1. **Membership Committee**

   The Membership Committee oversees all Division membership issues. It is responsible for changes to the membership brochure, devising strategies for gaining new members and retaining current members, as well as dealing with any procedural issues related to membership. It is expected to coordinate closely with APA Division Services. Its specific charge is to add to the Division’s membership numbers. The membership Committee will strive to recruit members of diverse populations.

2. **Fellows Committee**

   The Fellows Committee shall deal with all issues and procedures related to selecting Division 46 Fellows. The Committee is responsible for soliciting Fellows nominees, evaluating their qualifications, verifying that they meet APA Fellows criteria, and then recommending them to the Board for final approval. The Fellows Committee Chair is responsible for all communications between the Committee and the nominees.

3. **Nominations and Elections Committee**

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

4. **Awards Committee**

   The Awards Committee shall coordinate all issues and procedures related to awards. The Chair of the Awards Committee shall be the Past President. If a Committee Member is also the candidate for an award, that person must disqualify himself/herself from the Committee for the year in which she/he is nominated. Each year, the call for awards will be published in the Amplifier and/or on the Internet to all Division members so that the membership has an opportunity to participate in the process. The committee shall review and approve all awards given, including those given by committees, and shall appoint individuals to present the awards. All such awards are subject to approval of the President and the board and costs for the award should be approved during the regular budgeting process.

4.01. **Media Watch Committee**

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

The News Media, Public Education and Public Policy Committee shall promote excellence in the dissemination of psychological information and research via the news media, particularly as it relates to social issues. The committee shall nominate and present to the board for approval candidates for the News Media Recognition Award for excellence in the reporting of psychological information and research.

5. Ethics Committee

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

6. Program Committee

The Program Committee shall have the responsibility of planning the Convention Program and Social Hour for the Annual APA Convention, as well as for any other meetings the Division may hold which involve program presentations. The chair shall be appointed by the president-elect for his/her presidential year and perform duties in accordance with APA rules and regulations.

7. Editorial Policies & Guidelines Committee

1. The Editorial Policies and Guidelines Committee will, with Board Input and approval, establish, codify, and implement divisional policies, procedures, and guidelines about all editorial matters, broadly defined, related to division-sponsored media. The Committee serves as advisor to the Amplifier Editor, and the Website and Listserv Administrator, as needed. The Committee regularly reports its activities and deliberations to the Board, and brings to the Board’s attention any relevant matter, for deliberation and approval.

2. The Committee shall consist of the Chair, the Amplifier Editor, the Website & Listserv Administrator, the Publications Committee Chair, at least one elected Board member (if not already represented), and at least one divisional member who is not on the Board.

3. The Committee’s recommendations will be presented to the Board for review, discussion, and approval. The Committee serves an advisory function to the Board. The Board establishes the Division’s editorial policies and guidelines.

8. Finance Committee

1. The Finance Committee will assist the Treasurer in preparing the Annual Budget, with input from Committee Chairs, monitor and make changes in the Division’s reserve funds investments, and, in general, advise the Board about any matter involving finances, investments, disbursements, or divisional income.

2. The Committee shall consist of the Chair (who is a Member-at-Large) appointed by the President, Treasurer, President, Past President, and the President-Elect.

3. The Committee will inform the Board about its deliberations, and present recommendations to the Board. The Committee serves an advisory function to the Board, which must establish the Division’s financial policy and guidelines.

9. Publications Committee

The Publications Committee shall oversee the Division’s publications, including journals, newsletters and books. The Chair of the Publications Committee may be a Member-At-Large of the Board. The President may appoint a Chair for the Publications Committee who is not a member of the Board. In such cases the Chair would serve an ex-officio member of the Board and not have voting rights. The Publications Committee shall make semi-annual reports to the Board concerning its activities.

10. Telehealth and New Technologies Committee

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

11. Media Watch Committee

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

12. News Media, Public Education, and Public Policy Committee

The News Media, Public Education and Public Policy Committee shall promote excellence in the dissemination of psychological information and research via the news media, particularly as it relates to social issues. The committee shall nominate and present to the board for approval candidates for the News Media Recognition Award for excellence in the reporting of psychological information and research.

(continued on p. 22)
11. Student Committee

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

12. Strategic Planning Committee

The Strategic Planning Committee shall work toward clarifying a vision and mission for the Division looking ahead five years. The Committee will report its findings annually. The Strategic Planning Committee may ask the Board to consider specific agenda items generated by the Committee to reflect special priorities having importance for the year in question.

13. Newsletter Editor and Website Administrator

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

14. Listserv Committee

The Listserv committee shall be appointed by the listserv administrator with the approval of the President. This committee shall oversee the listserv postings and ensure that they adhere to the listserv guidelines of both APA and the division.

ARTICLE VII

RECORDS AND REPORTS

Section 7.01–Maintenance and Inspection of Records

1. Records

The Division shall keep adequate and correct books and records of accounts; minutes of all meetings of the Board, membership, and committees; and a record of its members containing their classes of membership, names and addresses.

2. Place of Maintenance

The accounting records, and minutes of all annual membership, Board and Committee meetings shall be kept by the Secretary. All Division records are to be transferred to the next Secretary, upon conclusion of a term of office.

3. Inspection

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

4. Inspection by Directors

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

ARTICLE VIII

DUES AND ASSESSMENTS

Section 8.01–Payment of Dues: Time

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

Section 8.02–Review and Determination of Dues

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

Section 8.03–Non-Payment of Dues

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

AMENDMENT OF BYLAWS

Section 9.01–Amendments and Ratification

Proposed Bylaws amendments shall be passed by a majority vote of the Board of Directors before being submitted to the membership for a vote. All changes to the Bylaws will be in writing, and and/or email, mailed to the voting members.

Section 9.02–Required Votes

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

ARTICLE X

PROGRAM OF ACTIVITIES

Section 10.01–Type and Scope of Activities

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

Section 10.02–Authorization

1. The Board of Directors of the Division shall appoint special committees as necessary to oversee or carry out such projects.

2. Any member of the Division may submit a proposal for research, publications, or other activities to the Board of Directors of the Division. The Board shall also have the authority to initiate suggestions. Publications requiring APA approval shall be submitted to the appropriate body by the Division’s Board of Directors.

3. The Board may recommend such proposals as it deems appropriate for sponsorship, along with the supporting budgetary allocations, to the Association for approval.

ARTICLE XI

USE OF THE NAME OF THE DIVISION

Section 11.01–Limitations

1. No member, committee, or subgroup of members of the Division may take any action or issue any statement in the name of the Division without prior Board approval. The Board of Directors may authorize a committee, member or subgroup to take actions or issue a statement in its name.

2. Participation or membership in the Division is not to be construed as evidence of qualification or competence to practice Psychology or to provide services to the media.

To All Division 46 Student Members

Elise Luber and Goali Saedi, co-chairs of the student committee, are interested in hearing from you! This year we are looking to increase student committee activities and involvement in the division. Through participation in the student committee, we can share ideas, collaborate on research projects, extend our network of professionals and strengthen the partnership we have with other divisions in the American Psychological Association. For ideas, questions, and other concerns, please feel free to contact Elise at e.luber3@gmail.com or Goali at gsaedi@nd.edu. Also, please email Goali you are interested in an informal meeting with other members of the student committee at this year’s 2010 APA convention in San Diego. Thanks and we hope to hear from you!
Division 46 Membership Satisfaction Survey

Thank you for participating in this brief (10 minutes, maximum), voluntary, anonymous, and confidential survey regarding your overall satisfaction level with your membership to American Psychological Association, Division 46 Media Psychology. The aggregated survey data will be used to improve the division’s membership features. Please mail anonymously to Dr. Joanne Broder Sumerson, 245 North Riding Drive, Moorestown, NJ 08057 or fax to 856-235-5972. The survey is also available online through the following link: https://www.surveymonkey.com/s/3ZTGD8B, which can be found on our division website http://www.apa.org/divisions/div46/index.html.

What is your membership status?

- Associate Member
- Life Status
- Fellow
- General Member
- International Affiliate
- Student Member
- Other

If other, please specify. ______________________________

How many years have you been a member of Division 46? _______

What is your highest education level completed?

- Bachelor's
- Master's
- Doctorate
- Post-graduate
- Other

How many years has it been since you completed your highest degree? _______

What is your primary area of expertise? ______________________________

What is your secondary area of expertise? ______________________________

What is your gender?

- Female
- Male
Overall, how satisfied are you with the following?

<table>
<thead>
<tr>
<th>Division Feature</th>
<th>Not Applicable/ Do Not Know</th>
<th>Very Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Generally Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your overall membership</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Amplifier Newsletter</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Main Division Listserv</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Research Listserv</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Annual Convention Programming</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Division Website</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Member Interaction</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

I would most likely participate in the following division 46 activity if it were available:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentoring Program</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Regional Networking Events</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Webinars on various topics</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Scholarly Journal submission</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Scholarly Journal subscription</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

Other division memberships: ____________________________

What is your main reason for belonging to Division 46?

What suggestions do you have to improve Division 46?
Coverage that works as hard as you do!

Trust-sponsored Professional Liability Insurance

You work hard to be the best you can be. Nowadays, that includes being up-to-date on new rules, regulations, and ways to protect your patients and yourself. We work hard to ensure that your bases are covered in the event of a lawsuit, licensing board action, or other government investigation.

With the Trust, you get so much more than a malpractice insurance policy. You get an entire risk management program — with free risk management consultations from the Trust Advocate, educational workshops, independent learning opportunities, and premium discounts for participation in our risk management programs.

Are you getting ALL you can out of your professional liability insurance?

To find out, call the people you can trust at 1-877-637-9700 or visit us online at www.apait.org. Join more than 40,000 of your colleagues and get the peace of mind you deserve. You’ve worked hard for it!

Recent Policy Enhancements

- Protection for licensing board investigations and record keeping during retirement
- Protection for investigations of violations of the HIPAA Privacy Rule
- Protection for Medicare or Medicaid payment investigations
- Specific deposition expense reimbursement
- Increased reimbursement limits for “Loss of Earnings” and “Premises Medical Payments”

www.apait.org • 1-877-637-9700

* Underwritten by ACE American Insurance Company (ACE), one of the ACE Group of Companies. ACE USA is the U.S. based retail operating division of the ACE Group of Companies, headed by ACE Limited (NYSE:ACE) and rated A+ (Superior) by A.M. Best and A+ (Strong) by Standard & Poor’s (Ratings as of March 31, 2009). Administered by Trust Risk Management Services, Inc. Policy issuance is subject to underwriting.
DIVISION OF MEDIA PSYCHOLOGY • 2010 BOARD DIRECTORY

(For details on committees, please visit: http://www.apa.org/divisions/div46/)

Officers

President
David Shapiro, PhD (10)
Center for Psychological Studies
Nova Southeastern University
3301 College Ave
Fort Lauderdale, FL 33314-7721
Phone: (954) 262-5705
psyfor@aol.com

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

Past President
Danny Wedding, PhD (10)
Associate Dean for Management and International Programs
California School of Professional Psychology
Alliant International University
1 Beach Street
San Francisco, CA 94133
Phone: (866) 825-5426
dwedding@alliant.edu

Secretary
Katherine Stamoulis, PhD (10)
222 E 34H St Apt 508
New York, NY 10016
kestamoulis@hotmail.com

Treasurer
Mary Gregerson, PhD (09–11)
Health, Environment, and Performance Psychology
1116 South Esplanade
Leavenworth, KS 66048
Phone: (703) 405-1149
Fax: (913) 250-6512
oltowne@aol.com

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

Edward Donnerstein, PhD (09–11)
College of Social & Behavioral Sciences
University of Arizona
Tucson, AZ 85721
Office: (520) 621-1112
edonners@u.arizona.edu

Frank Farley, PhD (10-12)
213 Ritter Annex
Temple University
Philadelphia, PA 19122
Phone: (215) 668-7581
Fax: (215) 204-6013
frank.farley@comcast.net

Lilli R. Friedland, PhD (10-12)
Exec Advisors
301 N Canon Dr Ste 313
Beverly Hills, CA 90210
Phone: (310) 553-6445
Fax: (310) 552-3009
lillif@aol.com

V. Krishna Kumar (09–11)
Department of Psychology
West Chester University of Pennsylvania
West Chester, PA 19383
Phone: 610-436-2348
kkumar@wcupa.edu

APA Council Representative
Lorren E. Walker, EdD (08–10)
3860 Sheridan St., Ste A
Hollywood, FL 33021
Phone: (954) 322-0348
Fax: (954) 322-0397
DrLEWalker@aol.com

Edward Donnerstein, PhD (09–11)
College of Social & Behavioral Sciences
University of Arizona
Tucson, AZ 85721
Office: (520) 621-1112
edonners@u.arizona.edu

Printed in the USA by Division 46 of the American Psychological Association