



NEWSLETTER OF THE CPA/SCP

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SECTION ON WOMEN & PSYCHOLOGY
SECTION: FEMMES ET PSYCHOLOGIE

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2000-2001 PROVINCIAL REPS.

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CALL FOR PROVINCIAL REPS.

SWAP is looking for people to fill the role of provincial representative for the following provinces: Manitoba, Ontario, Nova Scotia, and Newfoundland. The duties of provincial representatives is to send news to the SWAP newsletter and to occasionally review papers for SWAP. If you are interested, please contact the Coordinator, Diane Priebe
(diane.priebe@shaw.com).

COORDINATOR'S MESSAGE

I hope that all of you enjoyed the best of the Holiday Season and that you found time to savor all that brings joy and peace to your hearts. The Holidays always seem to be a time of busyness and stress (of both the "good" and "bad" variety!), but I know many people everywhere, myself included, were more aware and appreciative of the blessings found in our daily lives. I wish you happiness, health, and peace in the coming year.

The fall was a very busy time for me as Coordinator as deadlines for the various nominations for this year's annual convention speakers came and went. I am very happy to report that we will have two excellent and exciting speakers for our section in 2002. Our CPA invited speaker is Dr. Nancy F. Russo and her presentation is titled "Postabortion Syndrome: What's the evidence? What's the threat?".

This presentation considers evidence for the idea that abortion has widespread and severe negative mental health effects among abortion patients and will report findings on the relationship between abortion and depression from large national samples of U.S. women. Dr. Russo is Regents Professor of Psychology and Women's Studies at Arizona State University (ASU) where she served as Director of Women's Studies for eight years. Former editor of *The Psychology of Women Quarterly*, Dr. Russo is author or editor of more than 190 publications related to the psychology of women and women's issues. A member of APA's Task Force on Abortion Research, she also served on APA's Task Force on Nonsexist Research, President's Task Force on Women and Depression, Task Force on Male Violence Against Women, Task Force on Women in Academe. APA's Division of the Psychology of Women has given Dr. Russo its Centennial Heritage Award for Contributions to Public Policy and its Carolyn Wood Sherif Award in recognition of distinguished contributions to research, teaching, mentoring, and service to psychology and society.

Our CPA/Section speaker is Dr. Tannis MacBeth and her presentation is entitled "PMS, TV, and Stereotyping: Cultural and Feminist Perspectives". This presentation will explore the results of three studies that focused on cultural variations in beliefs and stereotypes about Premenstrual Syndrome (PMS), other cycles, and memory for televised news. The roles of media and culture in the development of attitudes and stereotypes about human experiences are discussed from a feminist perspective. Dr. MacBeth is a productive contributor to

research and teaching in the field of psychology. Her areas of interest include television and human behavior, the development of attachment relationships, cyclicity over the menstrual and other cycles, gender roles and stereotypes, and perceptual development. Dr. MacBeth received her B.A. in Psychology and Anthropology from the University of British Columbia, and her M.S. and Ph.D. in Human Development from Purdue University.

We also have an Institute planned for this year, which is being coordinated by Karen Kranz, E.B. Brownlie, Meredith Kimball, and Asa Maglio. The title of the Institute is "Doing Feminist Psychology: Feminist Therapy and Feminist Teaching". The Institute will feature two key aspects of the profession of feminist psychology: feminist therapy and feminist teaching. The morning workshop will be presented by Dr. Margo Rivera, a Registered Psychologist, author, Assistant Professor in the Department of Psychiatry at Queen's University, and expert on the treatment of trauma survivors, and is entitled "The Chrysalis Program: A feminist approach to the psychotherapeutic treatment of trauma survivors." In the afternoon, Dr. Jan Yoder, Professor at the University of Akron, author, winner of numerous teaching awards, and President of the Society of Women in Psychology, will present her workshop entitled "Some Nuts and Bolts for Teaching a Psychology of Women and Gender." Workshops will be interactive and participants are invited to bring questions and scenarios for examination and exploration.

So that's what we can look forward to at the convention in Vancouver at the end of May. I hope that many

of you will join us there to take in all that our section and CPA have to offer. It promises to be a diverse program of speakers, symposia, presentations, and posters. I look forward to meeting many of you there.

Diane Priebe
Coordinator

EDITOR'S MESSAGE

Happy New Year to all of my fellow SWAP members! This issue of the SWAP newsletter contains information about the upcoming SWAP Institute taking place in Vancouver, BC on May 29. Please register early - space will fill up quickly!

In addition, for students who are attending the CPA Conference this summer in Vancouver, BC, this issue contains information about the SWAP Student Paper Award Competition and the SWAP Travel Bursaries for Students. The deadline for application to these two awards is April 19, 2002. I urge all students who are eligible to apply for these awards.

Also, I'm excited to announce that the newsletter is now available in both MS Word and PDF format. If you wish to receive the newsletter electronically, please contact me by email at rcormier@cw.bc.ca and specify the format you prefer format. Happy reading!

Renée Cormier
Newsletter Editor

SWAP WEB PAGE REPORT

I'm pleased to report that the SWAP web page is now fully operational. You can now access the SWAP web page through CPA's web site: www.cpa.ca/swap.

Please feel free to submit information to me for upload onto our web page. I also welcome ideas for how the web page can be improved and what kind of information would be useful to SWAP members.

Contact me at rcormier@cw.bc.ca with your ideas.

Renée Cormier
SWAP Web Mistress

CORRECTION TO THE MINUTES OF THE SWAP ANNUAL BUSINESS MEETING CPA, June 22, 2001

My apologies to Sandra Pyke for mistakenly omitting her report as the Division 35 liaison to SWAP in the minutes of the SWAP Annual Business Meeting in the September 2001 issue of the SWAP Newsletter. Her full report is included below.

Renée Cormier
SWAP, Newsletter Editor

REPORT RE DIVISION 35 LIAISON

Following on the 2000 CPA convention, Jan Yoder, President of Division 35 of the American

Psychological Association (aka Society for the Psychology of Women) suggested to Joanna Boehnert that Division 35 appoint a Monitor to serve as a conduit between the two organizations. Joanna sent out a note on the listserv to see if anyone would be interested in taking on this role. The only proviso being that the person be a member of Division 35. I volunteered.

Division 35: Some statistics from the Newsletter of the Society for the Psychology of Women, 2000, 27(4)

Highlights:

- * The SPW Executive Committee consists of 12 officers, 7 staff, 33 committees, 12 task forces, 35 monitors/liaisons, and 5000 members.

Activities:

- * Identification of SWAP members who are also members of Division 35
- * N = 9 plus two individuals who are members of APA but not affiliated with Division 35
- * Description of SWAP in Newsletter of SPW, 2001, 28(1), p. 8.
- * Announcement of the 2001 SWAP Institute – same issue and page
- * Asked for suggestions from SWAP members about possible SWAP/SPW collaborative activities
- * Reciprocal Fee Arrangement – approved by SPW Executive and SWAP Executive and described in The Feminist Psychologist, 2001, 28(2), p. 23.
- * SWAP member can join SPW for \$15.00US & Division member can join SWAP for \$10.00 US
- * Special issue of Psychology of Women Quarterly (Maria Gurevich)
- * Obituary for Johanna Boehnert (SWAP Newsletter 2001, 27(3), p. 2-3; To appear in the Summer

issue of the Feminist Psychologist)
* SWAP Institute 2002 (Division 35 Educational Workshop co-sponsored with SWAP)

- * Conduit for information from SPW to SWAP members

- * Did not attend the meeting of the Executive Committee of SPW in January but will try to attend the meeting in San Francisco in August.

Sandra Pyke
Division 35 Liaison

FEMINIST REVIEW

Hanson, C., Hanson, L., &
Adams, B. (2001). *Who
Benefits: Women, Unpaid Work
and Social Policy, Saskatoon,
SK: pp.35*

Reviewed by:
Jennifer A. Bolsvert, M.A.

The focus of this document is to study the impact of social policy on the unpaid caregiving work of women on social assistance with pre-school children. This action-based research was conducted to determine the amount of time women spend on unpaid caregiving activities. "Time use" studies may be considered a useful gender analysis tool in public policy as it acknowledges the amount of time women spend on unpaid caregiving activities. Written in simple, plain language, the target audience appears to consist of community researchers, professionals working in women's community organizations, and policy-makers.

Who Benefits: Women, Unpaid Work and Social Policy is divided into several sections outlining the complexity of the issues and needs

of women who have small children and who are on social assistance.

This action-based research was conducted to determine the amount of time women spend on unpaid caregiving activities. The "Background" and "Introduction" sections establish the necessity for a "time use" study by suggesting that public policy needs to reflect the reality of women's time demands to ensure economic gender equality. In this context, time is conceptualized as a limited and not infinite resource that has implications for public policy as well as women's psychological and physical wellness. The "Methods" section offers an inadequate overview of qualitative methodology pertinent to articulating the use of focus groups, visual "tools," and a 24-hour diary. The scope, limitations, and assumptions of the methodology are briefly addressed, but the reader is left questioning the trustworthiness of study findings and the soundness of their implications for gender-based economic decision-making. The "Literature Review" section provides a sparse but supportive literature arguing the need to better understand the complexity of forces affecting the lives of economically disadvantaged women with small children. Drawing on national and international literature, the authors illustrate well the importance of investigating the provincial "feminization of poverty" relevant to welfare regulations that prevent women's workforce participation. The "Findings" section suggests that women on social assistance with small children are confronted with the challenge of balancing caregiving and job-seeking activities simultaneously almost around the clock. Notably, the major drawback of this study is evidenced in the interpretation of the study's findings - conclusions

drawn do not appear to flow directly from the data collection and analysis methods. Nevertheless, the action-based nature of this study achieves its aim in providing economically disadvantaged women with a voice to air their concerns to policy-makers. The "Discussion" section touches on lifestyle issues that are inextricably linked to women's disadvantaged economic position/conditions (e.g., health). The practical and pioneering approach used in this study is further underscored in the "Conclusions" section. The authors assert that "...Saskatchewan can become a model for Canada by undertaking a gender analysis of how its programs, policies and practices impact on the unpaid caregiving work of women" (p. 27). Study implications and directions for future research are identified in the "Recommendations" section. The recommendations centre around revising policy to better reflect women's poverty in the realm of economic decision-making. The study concludes that the welfare reform currently underway in Saskatchewan serves as a catalyst for the creation of reformation change on a national level. Finally, the "Appendices" section is comprised of visual depictions of data collection "tools."

In summary, this document suffers from deficiencies in the methodological description and interpretation of findings such that it detracts from its central purpose as a pioneering action-based provincial research project. These deficiencies prevent the reader from appreciating the generalizability of the study findings. Legislators and social workers may want to refer to this document to better understand the personal complexities surrounding women's caregiving role relevant to

welfare regulations and reform.

Note: Electronic copies of this document are available by contacting the authors at bmhadams@hotmail.com or by fax (306) 242-9058.

CALL FOR PAPERS

WOMEN'S HEALTH AND WELL-BEING: AN INTERNATIONAL AND INTERDISCIPLINARY JOURNAL

Deadline: None specified

We are in the process of publishing a new journal on Women's Health and Urban Life which is funded by the Wellesley Central Health Corporation and located at the Department of Sociology, University of Toronto. The journal will address a plethora of topics relating to women's and girls' health from international and interdisciplinary perspectives. The orientation of the journal is critical, feminist and social scientific. Both qualitative and quantitative manuscripts and theoretical or empirical works are welcome. All submissions will be peer reviewed by two anonymous reviewers.

For more information or to submit a paper, please contact:

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**WOMEN'S STUDIES
QUARTERLY
Special Issue:
Women And Literacy
Edited by Mev Miller**

Deadline: July 1, 2002

Since 1972 Women's Studies Quarterly has been the leading journal on teaching in women's studies. Thematic issues feature vital material for specialists and generalists alike, including the most recent scholarship available in jargon-free language; classroom aids such as course syllabi; discussions of strategies for teaching; and up-to-date, complete bibliographies as well as hard-to-find or never-before-published documents and literary materials. The intersections of race and class with gender are of special concern, as are international perspectives.

Women's Studies Quarterly is now seeking writings for a special December, 2003 issue on Women and Literacy. Cross-cultural and international in scope, this issue seeks to include a selection of essays from practitioners in the fields of literacy and adult education as well as from women's studies. Contributions made by literacy practitioners co-authored with women learners or authored by women learners are especially encouraged. This issue encourages writings in a variety of genres, e.g., memoir, personal essays, collections of student writings. Essays may be both reflective of actual practice or theoretical issues. Contributors are asked to include a brief description of their experience in the literacy field. For the purposes of this issue, "women and literacy" pertains to the concerns and issues for adult women learners (18+ years of age) who have pre-basic

or limited reading/writing skills in predominately print-based cultures. This issue seeks to heighten the awareness of women's studies academics and feminist educators to the issues of literacy for adult women. It also strives to explore beyond functional definitions of literacy. The questions to be addressed may include:

- * What are your definitions of "literacy"? How is this literacy used or beneficial? Who does it serve?
- * How do we understand women's literacy and what are feminist approaches to literacy?
- * How do race, class, ethnicity, disability, age, culture and so on intersect with women's experiences of literacy?
- * What are the socio/political effects of women's literacy especially on educational knowledge and social power?
- * How can feminist and critical pedagogies be influenced by our understandings of women's literacy and how can women's literacy be supported by feminist and critical pedagogies?
- * What can women's studies academics and adult literacy educators/practitioners learn from adult women literacy learners? What can women's studies academics and adult literacy educators/practitioners learn from each other?

Contributors are asked to reflect on the ways in which women's literacy presents aspects of women's power, and especially how women's literacy affects their families, their participation in their communities, and ultimately contributes to decision-making, democracy, or social change in local areas as well as the larger world community.

Contributions should be no longer than 20 double-spaced pages.

Please send a disk and 2 copies of manuscript to:

Mev Miller, c/o
WE LEARN
1483 Laurel Ave.
St. Paul, MN 55104.

Contributors who mail their essays are also requested to send an email alerting Mev to watch for it (mev@litwomen.org). Contributions may also be sent via email to mev@litwomen.org.

Queries should be made in writing to Mev Miller, mev@litwomen.org.

**NATIONAL WOMEN'S STUDIES
ASSOCIATION JOURNAL
Special Issue, 2003
"Gender and Modernism
Between the Wars, 1918-1939"**

Deadline (Abstract): April 1, 2002
Deadline (Full): June 30, 2002

The NWSA Journal, the scholarly publication of the National Women's Studies Association, announces plans for a special issue, "Gender and Modernism Between the Wars, 1918-1939."

The inter-war period is particularly interesting for interrogating the various meanings of modernism and its connection to gender questions in cultural and social history. Although the two decades between the world wars are the focus, coverage may be broadly conceived, in terms of trends, causes, and influences outside the period.

The special issue seeks contributions from philosophy, literature, art, music, drama, film, criticism and theory, history, popular culture, and the social sciences. We also encourage

studies of events and movements in Asia, Africa, and Latin America, as well as North America and Europe. We are particularly interested in interdisciplinary studies that cut across traditional boundaries and challenge received opinions on modernism and modernization. Reviews and review essays will also be a part of the issue.

Some topics that could be addressed:

- * The Making of the Modern Woman (in different cultures?)
- * Nationalism and Gender in Eastern Europe
- * Modernism and Gender in the cultures of Asia, 1918-1939
- * Is gender a necessary part of the definition of modernism?
- * How do the specifics of various national revolutions and independence movements—Russia, Turkey, India, for example—relate to gender questions and received opinions about modernity, race, and sexuality?
- * Contextual studies of specific thinkers
- * How ideas about "the modern" and "gender" were constructed and traveled
- * How views of feminism intersected with ideas on sexuality, the "abnormal," the disabled."

Authors are invited to query and/or send a 300 word abstract by April 1, 2002, but decisions will be based on complete papers. Deadline for 3 copies of 25-30 page papers, double-spaced, with parenthetical citations and a complete references page: 30 June 2002. Decisions in the fall of 2002.

Send to:

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INSTITUTE FOR THE STUDY AND PROMOTION OF RACE AND CULTURE

"How to Keep High-Stakes Tests from Making People Mentally Ill"

Deadline: April 15, 2002

The Institute for the Study and Promotion of Race and Culture, under the direction of Dr. Janet E. Helms, is hosting our 2nd Annual Diversity Challenge Conference to be held October 11-12, 2002 in Boston, Massachusetts. The theme for the conference is "How to Keep High-Stakes Tests from Making People Mentally Ill". We invite proposals that reflect some aspect of your experience in administering, interpreting, studying, or taking tests used for making decisions or diagnoses in diverse racial or cultural settings (i.e. educational, mental health, or organizational).

Presentations should focus on making the testing process fair and beneficial for test takers who typically have been disadvantaged by the use of tests for high-stakes decision-making or diagnostic evaluations. Topics may include coaching or counseling strategies intended to improve test scores, mental health issues related to test taking or test use, policy or legal issues concerning fair use of tests, studies of racial or cultural factors that influence test scores, experiences of surviving testing.

Please visit our website at www.bc.edu/bc_org/avp/soe/isprc/ to obtain more detailed information and to download a proposal cover

sheet. Send proposals and cover sheet to:

Mary Kostman or LaToya Shakes Malone
ISPRC, Boston College
318 Campion Hall
140 Commonwealth Avenue
Chestnut Hill, MA 02467 USA
Fax: (617) 552-1981

For additional information and/or questions please email ISPRC@bc.edu or visit the ISPRC website.

INTERNATIONAL COALITION AGAINST SEXUAL HARASSMENT (ICASH) "Interconnecting Research, Theory, and Practice in a Global Community"

Deadline: February 22, 2002

The ICASH invites workshops, papers, panels, and symposia on all aspects of sexual harassment for its 10th conference, "Interconnecting Research, Theory, and Practice in a Global Community," in Chicago, IL on August 17-18, 2002.

Papers, workshops, panels, and discussion groups on all aspects of sexual harassment are sought. Proposals on the following topics/areas of harassment are especially welcomed: educational settings (K-12; college); cross-national studies; male perpetrators or targets; women in male-dominated environments. The abstracts can be a page or two and include information on: purpose of the study, methodology, results and discussion. ICASH is a multi-discipline, international group of professionals (academics, researchers, human resource personnel, clinicians/therapists,

attorneys, and activists). For more information, contact Co-Chairs Michele Paludi at: MPaludi@aol.com or Carmen Paludi at: paludic@ix.netcom.com

Conference information as it becomes available will be posted on the ICASH web site, <http://jan.ucc.nau.edu/~pms/icash.html>

WOMEN AND SCHIZOPHRENIA
Turf Valley Resort and
Conference Center
Ellicott City, Maryland
April 15, 2002

Presented by the VA Capitol Health Care Network VISN 5 Mental Illness Research, Education and Clinical Center (MIRECC), the Department of Veterans Affairs, and the Chesapeake Health Education Program, Inc. (CHEP)

Deadline: February 1, 2002

CONFERENCE FOCUS: This one-day conference will focus on important issues related to women and schizophrenia, including: gender differences in illness course and presentation, reproductive issues and the use of anti-psychotic medications, sexual and physical victimization, and genetic counseling. Nationally known speakers will present their perspectives on these issues and participants will have the opportunity for interactive discussion during a panel session with the speakers. A consumer's perspective on these issues will be presented as well. Posters displaying current research and other work in this area will be exhibited throughout the conference.

CALL FOR POSTERS: We welcome poster submissions of all work relevant to the conference focus: research, interventions, program descriptions, educational initiatives, etc. All professional disciplines as well as consumers, family members & advocates are eligible to submit poster abstracts. Posters will be displayed all day in the conference's common areas, and there will be an Outstanding Poster Award of \$150.00.

To submit your poster for consideration, please send the following via email:

- * Title
- * Author(s) name, affiliation(s), mailing address, phone number, and email address
- * 100-300 word abstract describing the work to be presented

Submissions will be evaluated for inclusion based on quality and relevance to the conference focus and our need to ensure a breadth of work presented in a limited number of posters.

Posters should be submitted to Stacey Kaltman, PhD at skaltman@psych.umaryland.edu

For questions please email or call (410) 605-7000, ext. 4734 or 1-800-463-6295, ext. 4734. If email submission is a hardship, please call to make other arrangements.

Notifications will be sent (by email) by March 1, 2002.

CONFERENCES

POVERTY, VIOLENCE AND
WOMEN'S RIGHTS:
SETTING A GLOBAL AGENDA
James Cook University
Townsville, North Queensland,
Australia.
14 July to 19 July, 2002

For more information, contact
 Betty McLellan
 E-mail:
bettymc@austarnet.com.au

THE NEW "FEMALE SEXUAL
DYSFUNCTION":
PROMISES, PRESCRIPTIONS,
AND PROFITS
Laurel Heights Conference
Center
3333 California Street
San Francisco
March 9, 2002

Participate in an action-oriented day of consciousness-raising and networking concerning the new medicalization of women's sexual problems. Learn about how the global pharmaceutical industry is marketing drugs for women's sexuality, the growing backlash against drug company control of postgraduate medical education and drug trials, and how sexologists can work with the women's health movement to promote comprehensive sex education.

For more information or to receive conference literature, contact:

Leonore Tiefer, Ph.D.
 Campaign for the New View
 163 Third Ave., #183
 New York, NY 10003
 USA

ASSOCIATION FOR RESEARCH ON MOTHERING (ARM)

**Conference: Mothering and
Teaching in the Academe:
Teaching Motherhood, Being a
Mother-Teacher and Doing
Maternal Pedagogy**
York University
Toronto, Ontario
May 4, 2002

Topics:

1. Mothering as a topic in the academy
 - * Designing mothering/motherhood courses
 - * Raising mothering/motherhood issues in the classroom
 - * Problems & positives of teaching mothering/motherhood in Women's Studies courses
 - * Reports on specific units on motherhood adopted in multicultural courses

2. Mothering and feminist academics

- * Getting through grad school and into the job market as a mother
- * Special problems for single mothers, incorporation of single mothers into mainstream departments
- * How becoming a mother changes research and creative interests, impact of mothering on scholarship and creative output
- * Day care and childcare as workplace and graduate student issues
- * Handling student child care issues

3. Maternal pedagogies

- * What do we learn from mothers? What do we learn as mothers? And how do we apply this learning once we have identified and critiqued it?
- * The influence of women's motherwork on teacherwork in post secondary and graduate education

- * Characteristics of maternal pedagogy at the university level
- * Risks and limitations of university level maternal pedagogy
- * Perceptions of maternal pedagogy as a viable teaching style in the academe

VIOLENCE AGAINST WOMEN SYMPOSIUM 2002 Coast Plaza Hotel Vancouver, BC May 12 to 15, 2002

May 12, 2002 will mark the 20th anniversary of the tabling of "Report on Violence in the Family: Wife Battering" in the Canadian House of Commons. Ten years before that, the first sexual assault centres and the first transition houses were established in Canada through the dedication, hard work and vision of women and men working in their communities to keep women safe. It is time to celebrate these achievements, to focus our vision on where we are heading and to renew our energy for moving forward.

SYMPOSIUM PURPOSE: The purposes of this National symposium are to:

- * Hear the voices of the women themselves, the survivors of violence, whose courage and strength have inspired all anti-violence work
- * Honour and celebrate our accomplishments over the past three decades of anti-violence work and the pioneers whose vision and tenacity made these accomplishments possible
- * Review our progress since those early days, to assess what we have learned and how we can apply these lessons in our present environment

- * Analyze critically current justice, health and community service initiatives in Canada in relation to the safety and empowerment of women who have experienced violence in their lives
- * Set future directions for ourselves that both affirm the successes of the past and offer new approaches and solutions to the challenges that have continued to confront us over the decades and the new challenges that have been borne out of our changing social context

Through keynote presentations, panel discussions, workshops, roundtables and poster sessions, participants and presenters from across Canada will examine such issues as:

- * The relationship among gender, race, class, age, ability, and sexual orientation as intersecting factors that impact on violence and the systemic response to that violence
- * The strengths and limitations of taking a proactive response to violence against women and to children who witness that violence
- * The broad range of approaches that can be taken to achieve a coordinated, inter-disciplinary response to empowering women and keeping them safe
- * The contributions of risk assessment initiatives and counselling programs for abusive men to women's safety
- * Other issues - both persistent and emerging - that need to be addressed in future policy and practice to respond to violence against women.

The intent of this symposium is to offer a forum for critical discourse that will provide participants with new knowledge, innovative ideas, and inspiration to embrace the work that lies ahead.

The symposium will be relevant to participants from community agencies, government, justice systems, hospitals and educational institutions. Participants will include front-line workers, advocates, supervisors, policy makers, and trainers from the fields of justice, health and social services. The voices of women who have experienced violence will be heard throughout the symposium, both as participants and as presenters.

REGISTRATION DETAILS: The planning committee regrets that they will not be able to reimburse presenters for travel expenses or offer fees for presentations made at the symposium. Workshop Presenters will, however, be charged a reduced registration fee.

TENTATIVE SYMPOSIUM STREAMS:

- * Building Community Capacity
- * Children Exposed to Violence
- * Marginalization, Intersectionality and Oppression
- * Survival Skills and Safety Planning
- * Criminal Justice Policy and Practice
- * Civil Justice Policy and Practice
- * Changes and Challenges in Sexual Violence
- * Applying Research to Practice
- * Old Issues/New Paradigms
- * Men Overcoming Violence
- * National and International Initiatives

SYMPOSIUM SPONSORS:

Justice Institute of BC, BC Women In Action Association, London Family Court Clinic, Victim Services Division, BC Ministry of Public Safety & Solicitor General, BC Institute Against Family Violence, BC/Yukon Society of Transition Houses, BC Association of Specialized Victim Assistance and Counselling Programs, Vancouver

& Lower Mainland Multicultural Family Support Services Society, BC Coalition to Eliminate the Abuse of Seniors, BC Association of Counsellors of Abusive Men, RCMP "E" Division

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21ST ANNUAL ADVERTISING AND CONSUMER PSYCHOLOGY CONFERENCE Blurring the Lines: The Psychology of Entertainment Media New York City May 16 to 18, 2002

The conference is sponsored by the Society for Consumer Psychology (SCP, Division 23 of APA) and will feature participation by both academic researchers and media practitioners. The conference is a unique opportunity for individuals from both the academic and practitioner worlds to interact and discuss cutting edge knowledge.

Traditionally, consumer psychologists' interest in entertainment media has focused primarily on the extent to which these media relate to advertising and promotion (e.g., program context effects on embedded ads, product placements, etc.). Likewise, interest in potential effects of media portrayals (particularly those that might be considered harmful) have also been concerned primarily with the effects of ads (e.g., issues related to stereotypical portrayals, body image in teens, etc.). Research on

other aspects of media effects issues has primarily fallen to social scientists in disciplines such as social and developmental psychology, sociology, communication, and anthropology.

However, the evolution of advertising and promotion has resulted in a blurring of the lines between what is considered strictly entertainment and what is commercial persuasion. Examples include infomercials (where ads pose as entertainment programming), music videos, product placements in television and film (where features of programming are manipulated for commercial purposes), film and commercial tie-ins (e.g., marketing of movie- and program-related toys, cross promotions between films and products, etc.), and most recently to the creation of programs and films as primarily vehicles for specific advertisers (e.g., BMW's development of short films for viewing on the Internet). Even news programming is not immune to such blurring: As the entertainment industry becomes more vertically integrated, cross-promotions between films and what is covered on the news appears to have become more frequent. In addition, researchers have long held that programs and films themselves are persuasive communications-albeit often unintended-that "cultivate" particular values, attitudes, beliefs, and behaviors.

Unfortunately, researchers who focus on entertainment media and researchers who focus on commercial persuasion often know little about what the other is doing. This conference attempts to remedy that problem by seeking participation from a variety of audiences. We particularly

encourage participation of academicians from advertising, marketing, psychology, communications, and law. Practitioners sought for participation in the conference include advertising agencies as well as their clients, media providers, research organizations, and public policy officials. Possible topics include, but are not limited to, such things as:

- * Product placement
- * Program context effects on ads
- * Effects of television and film consumption (e.g., stereotyping, self esteem and body image, violence and aggression, addiction and compulsive behaviors, political opinion, etc.)
- * Uses and gratifications of entertainment media consumption (e.g., motivations for media consumption, affinities with media characters, etc.).

Entertainment media includes not only film and television, but also radio, print, the Internet, and interactive programming.

Papers will be selected for presentation at the conference by a program committee knowledgeable about psychology, marketing, advertising, and the media. Authors of the best papers from the conference will be invited to prepare a manuscript for a book titled: "Blurring the Lines: The Psychology of Entertainment Media" to be published by Lawrence Erlbaum Associates. Submissions may be in one of two categories: 1) complete papers 2) brief concept papers. Preference for acceptance will be given to papers that provide extensive integration of existing work and/or provide details of a relevant

program of research that takes a psychological perspective.

We prefer papers and presentations that focus on empirical tests of theory, extensive critiques of theory, discussions of research methods, provide future research agendas, and/or summarize and critique multiple studies. Publication in the book will not preclude publication of related articles in academic journals. Complete papers must be submitted for the book within 45 days of presentation at the conference. Interested participants are encouraged to contact the chair of the conference for guidance.

A tentative conference program and other conference details will be available at the SCP website (<http://www.consumerpsych.org>) by February 15, 2002.

Traditionally, this conference has been highly interactive with a modest number of attendees. In keeping with this tradition, the number of conference attendees is limited to the first 100 registrants.

For more information about The Society for Consumer Psychology or the Advertising and Consumer Psychology Conference, please see our web site at <http://www.consumerpsych.org> or contact the conference chair:

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SWAP WELCOMES YOUR INPUT

The next newsletter will be printed in May, 2002. The deadline for submissions for the next newsletter is May 1, 2002.

Please send any items to the Newsletter Editor.

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