



## PRACTICING WITH PRIDE

► Practitioner's ImPReSSions/*Kelly Cunningham*

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### Practitioner's ImPReSSions

Division 42's media relations program is rolling along. ImPReSSions provides monthly story ideas to newspapers and radio stations around the country. The topics vary. One month it may be separation and divorce, caring for aging parents, or a topic based on breaking news such as the Columbine, CO school shootings. As that story broke in April, we dropped our scheduled topic and instead offered a story on youth violence explaining among things some factors in a child's life that contribute to violent behavior, warning signs and suggestions on what you can do if you sense someone may become violent.

In addition to providing intriguing story ideas or a fresh slant on a current news story, the media is invited to call to set up an interview with a member of Division 42 to provide expert commentary and add the local angle to their story. As awareness of this media relations program grows, so does the number of requests for interviews and, I am pleased to report, we are establishing Division 42 as a valuable and reliable media source.

In addition to youth violence, we have presented story ideas on separation and divorce and Y2K and anxiety issues since the last Bulletin was published. With each story idea or public service announcement, we offer a brochure or fact sheet that readers/listeners can call toll-free to request.

Several Division 42 members have conducted interviews and we thank them for their time and their prompt responses:

- Dr. Louis Mortillaro conducted a radio interview with KXTE in Las Vegas, NV on teen violence.
- Dr. John Price did an interview with Intercom Radio (7 stations) in Kansas City, KS on separation and divorce.
- Dr. Stanley Rosner was interviewed by the Connecticut Post on marriage and divorce.
- Dr. Patricia Hines was interviewed by the Tahoe Daily Tribune (Sacramento, CA) on Y2K and anxiety.
- Dr. Alan Rappaport was interviewed by the Daily Record (Parsippany, NJ) on Y2K and anxiety issues.
- Dr. Robert Erard taped a radio interview with WWJ in Detroit, MI on Y2K and anxiety issues that was edited and aired in two parts.
- Dr. Kenneth Manges did an interview with WYTY (4 stations) in Cincinnati, OH on Y2K and anxiety issues.

The Division unveiled its Exhibit Booth at this year's APA Convention. The Booth will be used to promote the Division's activities and



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products at the APA Conventions, the Practice Development Conventions and State Association meetings around the country. At this convention, the booth helped launch the PICK 42 (Practice Information Clearinghouse of Knowledge) Concise & Timely [Practice Niche Guides](#): Blueprints for Success as well as our Practicing with Pride product line. The Booth was an excellent membership recruitment tool as well, with 30 new members joining. It was first displayed in Beverly Hills at the First Annual Practice Development Convention: Psychologist-Dentist Collaboration - Mutual Practice Opportunities, March 3-5, 2000.