

## A Message from the SABA President...

Several years ago, the (then current) ABA and SABA presidents arranged a "division of labor" regarding the "Message from the President" column in this newsletter. ABA Presidents (now Andy Lattal) would write the first and third columns in the year of their presidency and the SABA presidents (now yours truly) would write the second and fourth columns during that year. Because the SABA president is the immediate past president of ABA, this provides for some continuity of communication across two-year intervals while at the same time extending each president's inter-column intervals from 3 to 6 months. The arrangement also provides ongoing opportunities to convey to ABA members the continually developing relationship between ABA and SABA. I am pleased to have the opportunity to do just that and thank editor Peter Lamal for supporting continuation of this tradition.

"SABA" (pronounced "sah'-buh") is an acronym for the Society for the Advancement of Behavior Analysis. I would say that ABA and SABA are "sister organizations" except that they are more like symbionts than like siblings. That is, ABA and SABA are less like independently existing but similar members of a family than they are like dissimilar creatures who support the existence of one another in a way that is advantageous to both. Let me explain how they are dissimilar and how they support one another.

ABA is a scientific society that has members who benefit directly from their association with one another and for whose benefit ABA exists. ABA's main functions are to provide opportunities for its members to communicate the results of their work to other behavior analysts and to develop their repertoires as behavior analysts. The primacy of these functions was revealed a few years ago in a survey of ABA members. In that survey, a very high proportion of members ranked the annual convention as the most highly valued benefit of being a member of ABA. The second most important benefit was reported to be the subscription to *The Behavior Analyst* that ABA provides its members. In short, ABA exists for its members—more precisely, its members' behavior analytic repertoires. Members often are quick to point out that they have other venues to develop other parts of their repertoires. Only through ABA can they

exercise fully their behavior analytic repertoires.

SABA, on the other hand, does not exist for its members. In fact, SABA has no members. SABA's mission is to benefit society by *advancing behavior analysis*. Because SABA does not provide benefits to members and because its mission is to educate and to serve the broader society, it is a tax-exempt organization. SABA, then, is more like a foundation than it is like a scientific society.

Like a foundation, one of SABA's goals is to establish a permanent fund, the proceeds of which can be used to serve society by advancing behavior analysis. Henry Pennypacker, when President of SABA in 1987, initiated a capital funding campaign that was designed to provide SABA with such an endowment. The initial campaign and follow-up efforts by Pennypacker's successors resulted in SABA's gradually accumulating enough capital to begin serving society by advancing behavior analysis.

By 1990, the treasurer's report showed that SABA had accumulated about \$106,000; but the amount being donated each year was not increasing. Reflecting in 1990 on that state of affairs, the SABA Board decided that if SABA was going to reach its potential as a foundation-like organization, SABA would have to be more visible in the good it was doing.

Bill Redmon (then Secretary-Treasurer/Executive Director), assisted SABA's directors in planning activities designed to demonstrate the kinds of things SABA was doing to advance behavior analysis. During the 90s, SABA has expanded the ways in which it serves society through the advancement of behavior analysis. For example, SABA established an award that is now given each year at the International Science and Engineering Fair for the best behavior analytic science project. The award serves several functions: it informs high school students and teachers of the existence of behavior analysis as a science and indirectly gives students an additional avenue of professional development; and it makes behavior analysis visible to the larger society.

Meanwhile, back on the other side of the "endowment/do-good" equation, there is good news and bad news. The

*continued on page 3*

## Table of Contents

A Message from the SABA President.....	1
Financing Behavior Analysis.....	2
Student Committee News.....	4
Kudos.....	5
Happenings.....	5
Funding News.....	5
Call for Nominations for 1995 ABA Awards.....	5
Swedes Ask for More Intercourse at ABA !.....	6
Kurt Salzinger Trying for Presidency of APA.....	8
Teachers of Introductory Psychology.....	8
Notes from a Radical Behaviorist.....	10
An Invitation from Division 25.....	11
FYI (National Cancer Institute).....	12
In Memorium: Richard J. Herrnstein.....	12
Positions Available.....	14

### Please Note CHANGES in Advertisement Prices !! Thank You!!

The ABA Newsletter is published 4 times/year by the Association for Behavior Analysis. The ABA Newsletter is ABA's primary means of communicating with its members about association activities and developments. Articles and announcements must be submitted to the Editor for consideration. ABA reserves the right to edit all copy. Publication of articles, announcements, or acceptance of advertisements in The ABA Newsletter does not imply endorsement by ABA. ABA reserves the right to reject any advertisement or copy that ABA for any reason deems unsuitable for publication in any association publication. All advertisements are accepted and published on the representation of the advertiser and its agency that they are authorized to publish the entire contents thereof and that, to the best of their knowledge and belief, all statements made therein are true. The advertiser and the agency agree to hold the publisher harmless from any and all claims arising out of advertising published. Editor: Peter A. Lamal, Psychology Department, University of North Carolina, Charlotte, NC 28223. Business correspondence, questions, and comments ONLY may be faxed to (704) 547-3096. No article copy will be accepted via fax.

**Articles and announcements** must be received by November 15 for February 1 mailing, by February 28 for May 1 mailing, by June 21 for August 14 mailing, and by August 30 for November 1 mailing. **Subscriptions:** Institutions and nonmember subscription: \$40/year; Single issue: \$12. To order, send payment and volume number being ordered to ABA, 258 Wood Hall, Western Michigan University, Kalamazoo, MI 49008-5052. Telephone: 616-387-4494. FAX: 616-387-4457. **Advertisements** must be received by December 1 for February 1 mailing, by March 15 for May 1 mailing, by July 7 for August 14 mailing, and by September 15 for November 1 mailing. Classified advertisements must be submitted in writing with billing information. For businesses/organizations with more than ten (10) employees, rates for classified ads are: \$50 for the first 25 lines, and \$2 for each additional line. Businesses with less than ten (10) employees will be given a 50% discount. For businesses/organizations with more than ten (10) employees, sizes and rates for display advertisements are: full page (7" wide x 10" deep) \$375.00; half page (6-1/2" wide x 4-1/2" deep or 3-1/4" wide by 9-1/2" deep) \$265.00; quarter page (3-1/4" wide x 4-1/2" deep) \$150.00. For businesses/organizations with less than ten (10) employees, sizes and rates for display advertisements are: full page (7" wide x 10" deep) \$250.00; half page (6-1/2" wide x 4-1/2" deep or 3-1/4" wide by 9-1/2" deep) \$175.00; quarter page (3-1/4" wide x 4-1/2" deep) \$100.00. Please specify the number of employees in your organization in your request for advertising. Camera-ready-copy required. Advertisers will be charged for any size modifications required on submitted copy. Contact Kathleen "Kate" Morrow, 616-387-4495. FAX: 616-387-4457. E-MAIL: Compuserve ID# 76236,1312. Via INTERNET: 76236.1312@COMPUSERVE.COM

## Financing Behavior Analysis

Kennon A. Lattal, Sigrid Glenn,  
and Maria E. Malott

At the ABA convention this past May, the Executive Council asked us to undertake a financial review of both ABA and SABA and present our findings at the recently completed Fall Executive Council meeting in Kalamazoo. We (the President of ABA, the President of SABA, and the Executive Director) met in July with Jim Lewis and Dan Missad from the accounting firm of Siegfried, Crandall, Vos, & Lewis in Kalamazoo (which has done ABA's and SABA's accounting work from the beginning), to learn their unique perspective on the organizations and their financial needs. Following this, we reviewed all of the ABA and SABA expenses in molecular detail. Three different three-year financial scenarios were constructed for both organizations based on different assumptions about income and about potential savings from cost cutting measures. First, if ABA and SABA simply continue functioning as they have been, in three years both organizations will have used all of their cash reserves and ABA will be in debt by many tens of thousands of dollars. A second scenario involved implementing a number of cost cutting strategies for ABA and SABA and increases in dues and convention fees, but no changes in structure and functions of ABA and SABA. The third scenario was similar to the second, but with significant changes in the organization of ABA/SABA that would allow more efficient uses of resources, hasten financial recovery, and prevent erosion of SABA's capital.

Each of these scenarios was developed in detail by Maria Malott and was presented to the Executive Committee at the Fall Council meeting in Kalamazoo: The merits and problems of each of these were then discussed by the group. The first scenario, maintaining the status quo, was not viable and the second scenario did not provide enough of a cash reserve build-up. By contrast, the third scenario would yield a positive cash flow for ABA and, in three years, ABA would have enough of a cash reserve to cover an unexpected disaster (e.g., San Francisco getting fogged in for three days, resulting in cancellation of significant parts of the convention but still having to pay for convention services). The Executive Committee approved the third scenario with further modifications. What was approved is presented below in more detail.

First, under the approved plan, ABA will assume the publication of *The Behavior Analyst* and *The Analysis of Verbal Behavior* from SABA. This will have absolutely no

effect on the quality of the journals but will result in considerable savings to both ABA and SABA in terms of the costs of managing the journal and in accounting fees. The journal publication function was placed in SABA originally rather than ABA to realize a savings in postage on mailings and to provide SABA with some function for tax purposes. We since have learned that the latter is not necessary and that the savings realized in postage are more than lost by increased accounting fees resulting from the additional bookkeeping in SABA that the journals require. Another outcome of this transfer is that the functions of SABA will change somewhat. These changes will be discussed in a subsequent article in the *ABA Newsletter*.

Second, the office and office staff will be reorganized to yield additional savings in personnel and resource use costs. Unfortunately, this means the loss of a staff position, but this move was essential to the financial health of ABA.

Third, among the other cost-saving steps that already have been taken, Maria Malott has renegotiated the publication costs of *The Behavior Analyst* with a savings of over \$6000 a year, and she has found ways to cut the printing costs of the *ABA Newsletter* by over \$5000 a year.

Fourth, there will be a selective increase in dues and in convention fees. Members of ABA should note that there has not been a dues/convention fees increase since 1989, almost five years ago, when dues were increased by \$30 a year for members. Beginning in 1995, dues for Full and Affiliate members will increase by a modest \$10 a year and of Students, Emeritus, and Chapter Affiliates by only \$5 a year. Early convention registration fees, which often are paid for by the member's institution, for Sustaining, Supporting, Full, and Affiliate members will increase by \$25, and for all other member categories by \$5.

The Executive Council members have an obligation to you, the members of ABA and supporters of SABA, to ensure that our organizations have the financial health to represent behavior analysis strongly. We have taken the responsibility seriously and have adopted what is in our judgement the best plan for ensuring the future well being of ABA and SABA. Even though our dues and convention fees must increase, compared to other similar professional organizations to which many of our members belong, our costs remain low. We hope that you understand the decisions we have made and the rationale behind them. Your continuing support of ABA and SABA is essential.

good news is that Secretary-Treasurer/Executive Director Maria Malott and Financial Consultant Ed Anderson developed during 1994 an investment plan for SABA. Implementation of that plan was begun by Malott in January and completed on schedule in July, 1994. SABA is now positioned to continue realizing the best possible low-to-moderate-risk returns on its investments.

The bad news is that in July SABA's accountants informed SABA's Secretary-Treasurer, President, and First Vice President (Malott, Glenn and Lattal) that since 1990 SABA has been spending more money than it has been taking in. Obviously, this will not do for a foundation-like organization. From my perspective, SABA must continue to do some good or it has no reason to exist. It is also the case that SABA *won't* exist if it continues to spend more money than it takes in. So, at the September Board of Directors meeting, the Board decided to reestablish SABA's focus on accumulating capital and keep its expenditures at a level just below its earnings on investments.

Members of ABA, there are many things that SABA can do to advance behavior analysis and concomitantly benefit society. For example, the public would benefit from more accurate information about the science and practice of behavior analysis. Many behavior analysts have expressed willingness to support a public relations effort on behalf of behavior analysis. One way this goal could be realized would be to run a capital campaign to establish a SABA fund, the interest of which would be used to pay part time (and eventually full time) public relations expertise. Because SABA is a tax-exempt organization, donations toward such a fund would be tax deductible (to the extent of the law regarding any tax deductions). Although the benefits would not be immediately realized, such a method of funding would remove such a function from the vagaries of year-to-year decisions. Many of you reading this column may have ideas regarding ways SABA can generate revenue and ways in which SABA can advance behavior analysis. I would be interested in hearing from you about these matters. Please keep in mind that if the "advancing" requires "spending" then it must include methods of "generating" funds. Meanwhile, by the time this column appears, you will have received a request for contributions to SABA. I hope you will seriously consider making SABA one of your primary charitable organizations in this and future years. Who can we depend upon to advance behavior analysis if not behavior analysts?

*Sigrid Glenn*

## Student Committee News: The Future is Here !!

The ABA '94 Convention in Atlanta was extremely well attended by student members. Of the 766 ABA student members, 566 (i.e., roughly 75%) were present at the convention. Further, a total of 1,634 ABA members attended the convention, of which approximately 35% were students.

On behalf of the student committee, I would like to thank all ABA members who contributed to the fund supporting student presenters. In 1994, this fund covered convention registration fees for 26 student presenters.

A special thanks is due the three organizations which sponsored student breakfasts at the convention: The Continuous Learning Group of Morgantown, WV; Aubrey Daniels & Associates of Tucker, GA; and the Spectrum Center for Educational and Behavioral Development of Berkeley, CA. Funds provided by these sponsors allowed student members to start each day rejuvenated and caffeinated.

The symposium sponsored by the student committee, "Presenting yourself as a behavior analyst in a non-behavioral setting", was a huge success this year. Thanks to Karen Budd, Susan Schneider, Julie Smith, Richard Spates, and Larry Williams for putting on an excellent symposium.

If you have any questions and/or comments regarding the student committee, feel free to contact me.

Ken Alling, Student Committee Chair  
Psychobiology Section  
NIDA/IRP/ARC  
P.O. Box 5180  
Baltimore, MD 21224  
(410) 550-2880.

## CAREER OPPORTUNITIES IN APPLIED BEHAVIOR ANALYSIS

*Wait a minute.....just who is Spectrum Center and why are they always recruiting in the ABA Newsletter?*

**Spectrum Center** has provided quality education services and products since 1975, using the most recent advances from applied behavior analysis. We provide behavioral consultation, staff development, school programs, behavioral products and research.

**Spectrum Center is always recruiting behavior analysts** because we are totally committed to applied behavior analysis. Due to our success and nation-wide recognition, Spectrum Center is constantly expanding its services. As a result, we have averaged 2-3 new behavioral positions each year. Unlike universities, our position openings occur throughout the year, hence our continuous recruitment. We currently employ over 25 behavior analysts.

**Spectrum Center always advertises in the ABA Newsletter** because, let's face it, when you are looking for radical behavior analysts, you go to ABA.

**Spectrum Center** currently has job openings for:

- **Educational Consultant**
- **School Administrator**
- **Special Education Teacher**

**If you are interested in getting more information about immediate career opportunities, or sometime in the future.....**

**send a resume / vita to Kari Bartlebaugh at Spectrum Center, 2855 Telegraph Avenue, Suite 312, Berkeley, California, 94705.**

## Kudos to you, ABA members!

### ABA Member's Contribution to Women's Health

The July 1994 issue of *Prevention* magazine includes an article describing breast self-exam (BSE) training conducted by ABA member Carol Pilgrim (UNC-Wilmington). As a doctoral student, Pilgrim helped develop a BSE method called MammaCare, which many experts say is the best lump-detection system available.

### A Behavioral Approach to Safety

Terry E. McSween received the Johnson and Higgins Scrivener Editorial Award for publishing an outstanding safety article. McSween's award-winning article, "Improve Your Safety Program with a Behavioral Approach," appeared in the August 1993 issue of *Hydrocarbon Processing*.

## Happenings:

### California Colleagues: Thank You!

At the convention of the American Psychological Association in Los Angeles, a reception with cash bar and hors d'oeuvres was hosted by The Association for Behavior Analysis and Therapy/Southern California, for members of Division 25 (Experimental Analysis of Behavior). Thank you Marjorie Charlop and other Association members for your welcome hospitality!

### Cambridge Center Seminar on Behavioral Economics

The Cambridge Center for Behavioral Studies organized a seminar on "Behavioral Economics for Financial Decision Makers," held October 5-6 at the Harvard Faculty Club, Cambridge, Massachusetts. Among the presenters were Richard J. Herrnstein and Howard Rachlin.

## Funding News

The Army Research Institute (ARI) is soliciting proposals to conduct fundamental behavioral and social sciences studies under ARI's 1995 agency announcement. Contact: Michael Drillings, ARI, 5001 Eisenhower Avenue, Alexandria, VA 22333-5600, (703) 274-5572.

## Call for Nominations for 1995 ABA Awards

ABA has established three annual awards to recognize important contributions in behavior analysis. These include:

- **Award for the Effective Presentation of Behavior Analysis in the Mass Media**-awarded to an individual who writes or produces audio, video or published information which informs the public about a scientific discovery or important application in behavior analysis and, in doing so, presents an accurate analysis of the principles involved and the effects achieved. The following conditions apply: (1) A single story or production could merit this award, or the award can be presented to an individual who demonstrates a consistently accurate portrayal of behavior analysis through multiple presentations. (2) The information imparted must be for general public consumption and, therefore, cannot be published in a professional journal or newsletter or any other media intended solely for consumption by professionals in the field. (3) The awardee need not be a member of ABA.

- **Award for Distinguished Service to Behavior Analysis.** This award is to be given to an individual who has demonstrated a sustained, valuable contribution to behavior analysis over a period of years in teaching, research and/or practice. The awardee need not be a member of ABA.

- **Award for Excellence in Behavior Analysis in the Public Service.** This award is to be given to an individual who works in the public or private sector who addresses a socially significant problem using methods directly linked to behavior analysis or which effectively incorporate behavioral principles. This award may be given regardless of the terminology employed or the explanation offered by the person responsible for the application. The awardee need not be a member of ABA.

Make nominations by submitting the following information: (1) Name of nominee. (2) Affiliation and address of nominee. (3) Telephone number of nominee. (4) Award for which person is nominated. (5) A rationale for the nomination including a description of the accomplishments of the nominee and an explanation of how these accomplishments meet the criteria for the award selected. (6) The names of persons who could be contacted by the awards committee for more information on the accomplishments of the nominee. (7) Any other information which would help the awards committee in making a recommendation.

Send nominating information to: Marilyn K. Bonem, ABA Awards Committee, Psychology Department, 537 Mark Jefferson, Eastern Michigan University, Ypsilanti, MI 48197.

Phone: (313) 996-3654.

**NOMINATIONS DUE JANUARY 15, 1995**

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# Swedes Ask for More Intercourse at ABA !

*Ned Carter, Department of Occupational and Environmental Medicine, University Hospital and Department of Clinical Psychology, Uppsala University, Uppsala, Sweden*

*Berit Scott, Department of Clinical Psychology, Uppsala University, Uppsala, Sweden*

*Anders Friberg, Division of Adult Psychiatry, Sandviken, Sweden and Department of Clinical Psychology, Uppsala University, Uppsala, Sweden*

*Örjan Swahn, Child Habilitation Unit, Uppsala County, Uppsala, Sweden and Department of Clinical Psychology, Uppsala University, Uppsala, Sweden*

One of the major reasons for meeting others is to have intercourse. We believe that ABA conventions could be made more exciting if speakers solicited active audience participation and maximized opportunities for interaction. Most oral presentations at ABA conventions are solo performances before passive audiences. While watching and listening can be educational and entertaining, we suggest that people learn more and have more fun when they actively participate. All the really good interactions don't have to happen outside of the meeting rooms.

Active audience participation demands a different type of speaker preparation and presentation than that currently used by the majority of speakers at ABA. We propose that ABA oral presenters adopt a presentation style similar to that used in popular journalism, moving from the general to the specific in order of assumed interest. Below are some of our suggestions for improving the quantity and quality of intercourse at ABA.

## **Foreplay**

Tell the audience that they should feel free to ask questions as they arise rather than saving questions for the end.

## **Do it in less than 3 minutes, or Climax early**

The presentation should begin with a maximum of four points which the presenter considers to be the most important and interesting for the audience. This portion of the presentation should require a maximum of two minutes.

## **Solicit activity**

From this point on, the speaker should prompt questions from the audience. When a question is asked, respond to it immediately with the shortest answer. The presentation then continues in the order the speaker believes to be the most interesting to the audience. Details are introduced as answers to questions which the speaker addresses to the audience. A sample of questions includes, What are the importance of these results? What's new about them? How sure am I of the results? Why hasn't anyone obtained the same results before?

## **How to be seductive**

The goal of speakers is to attract the attention and interest of the audience. The speaker must always be more interesting than the listeners' own thoughts or other self-stimulatory behavior. To achieve this goal, the speaker should respond to what interests the audience. This is done by writing down specific questions which the speaker believes the audience would like to have answered. For a 15-20 minute presentation, a speaker should have a minimum of 20 questions. Once the questions are written down, they should be rank ordered in the order of assumed audience interest. In the absence of questions from the audience, proceed with the presentation in order of assumed interest. If a question is asked, continue with the prepared order once the question has been answered.

## **Mechanical aids**

Microphones, overhead and slide projectors can all be used to enhance your performance. However, this is true only if you are familiar with them. Get to the room ahead of your presentation and familiarize yourself with the equipment; how to turn things on and off, how to focus, etc.

In short, it's better with the lights on. The speaker can maintain eye contact with the audience and can note when the audience has questions. Overheads are preferable to slides both because they permit you to present your material in the order of audience interest and because you can embellish points during your presenta-

*continued on next page*

tion. Overhead transparencies are also generally cheaper and easier to produce.

### **Giving good overhead**

The overhead projector should not block the view of the audience. You do not have to leave the projector where the hotel's personnel placed it. Place the projector on a chair and tilt the mirror upward to focus on the screen rather than leaving it on a table, blocking the view of half of your audience. Turn off the projector when you're not using it. Show a transparency only while you're talking about it.

### **Correct handling of a pointer**

When you need to point at something on your transparency, use a pen or other pointed object which you lay on the transparency.

Do not point at the screen and do not use your finger.

### **Size is important!**

Text should be a minimum of 18 points, preferably 24 or 36 points, in order to be legible to those sitting at the back of standard convention meeting rooms. Use a minimum of CAPITALS.

### **People remember an attractive figure**

Figures and diagrams are preferable to tables. Figures provide an overview and make it easier to see relations. Figures are easier for the audience to understand and remember. Every figure needs a caption to inform the audience what they're seeing. The caption must be large enough for the audience to read on its own. You should, however, read the caption aloud and the labels on the axes.

Label axes with a name and unit size. Present all labels and units horizontally. Your audience both looks and feels ridiculous tilting their heads to read vertical labels.

The best figures are understandable from the instant they are shown. You can assist your audience by simplifying your first overhead. You can add complexity with additional transparencies which are placed as a second or third layer or by drawing in additions.

Enhance a figure by using both dashed or dotted lines, symbols and color. Make sure to explain, "The green dashed line with the unfilled triangles shows data

for Subject A."

Photos can be made into overhead transparencies. Cover them with an additional transparency so that you can draw or circle things of interest.

### **Spontaneity and improvisation**

Not everything has to be prepared in advance. Even if you're not an artist, you can use symbols or draw schematically on a clear transparency to illustrate a point or respond to a question.

### **Don't overdo it**

Visual aids that are overproduced leave the audience wondering what they cost or what program was used. The effects included should focus attention on essential points rather than distract.

### **The best position**

Face forward is best; you lose contact when you have your back turned to the audience. Sitting next to the overhead is probably the best position. You are in control of the projector and don't block the view of your audience. When sitting you can more easily use your pointer and draw on transparencies.

### **Lubrication**

Make sure you've got a glass of water handy. You may get a dry throat or the hiccoughs. You can also take a drink of water before responding to a question - a simple way to give yourself some time to formulate an answer.

### **Ending**

Stop when you've answered the audience's and your own questions or when time runs out, whichever comes first. Remember, if you climax first, you don't have to worry about time constraints.

### ***Assessment and Treatment Manual Available***

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## Kurt Salzinger Trying for Presidency of the American Psychological Association

*Karen Budd, Anthony J. Cuvo, Barbara C. Etzel, Richard Foxx, Sigrid Glenn, Philip N. Hine, P.A. Lamal, Kennon A. Lattal, Edward K. Morris, Michael Perone, Richard L. Shull, and W. Joseph Wyatt*

One of our own, Kurt Salzinger, is running for the presidency of the American Psychological Association (APA). Currently a member of the Psychology Department of Hofstra University, Salzinger has a distinguished record of scholarship and service. He is a fellow of APA's Division of the Experimental Analysis of Behavior (25), as well as a fellow of Divisions 1, 91 and 12. He has served as President of the New York Academy of Sciences and of APA Division 25. He is currently a member of the Board of Directors of APA. Salzinger has served on the editorial boards of 12 journals and as a consulting editor of 17. He is the author of 10 books and over 100 articles and book chapters. This is only a sampling of Salzinger's accomplishments. There is a real chance that Kurt Salzinger can become a nominee. We urge our fellow ABA members who are also members of APA to join us in writing Kurt Salzinger's name on the nomination form that each of us will receive in December.

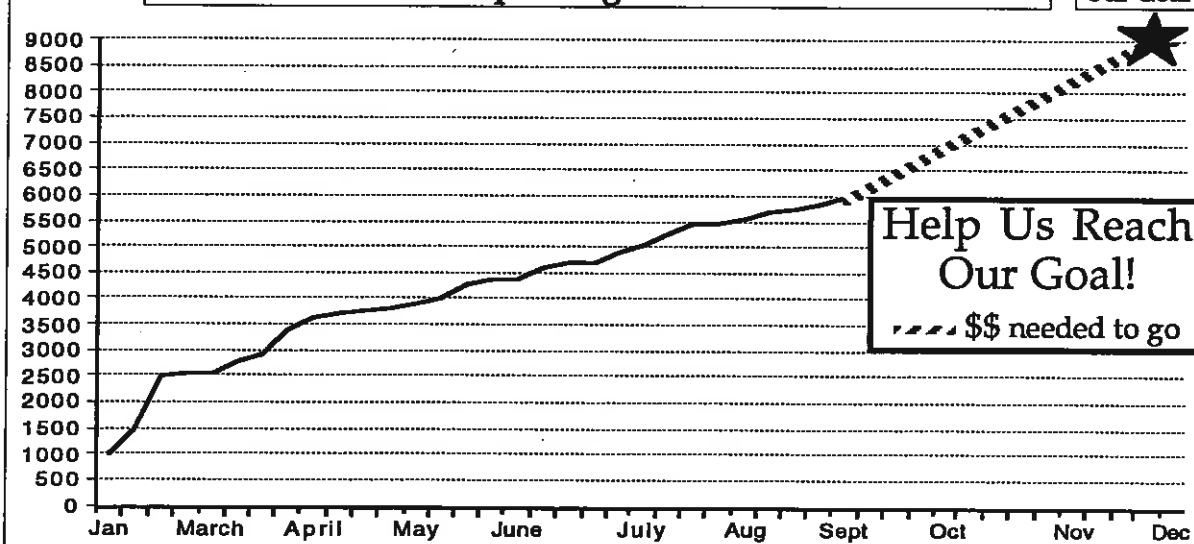
## Teachers of Introductory Psychology: Nominations Being Accepted

*Peter A. Lamal, UNC-Charlotte*

Some of us have been concerned for some time about the treatment (or lack thereof) of behavior analysis in introductory psychology textbooks. At the meeting of the BALANCE SIG in Atlanta as part of the ABA meeting, it was suggested that I solicit your views. Our purpose is to disseminate information about the treatment of behavior analysis in introductory psychology textbooks so that others can make informed textbook adoptions. Which introductory psychology textbook do you judge to have the best treatment of behavior analysis and why do you judge it to be best? Your evaluation must be no more than one double-spaced page in length. Include title, author(s), publisher, and year of publication. It will be interesting to see if one (or a few) clear favorite(s) emerges. So send your nominee to me. One name will be randomly selected from the set of all respondents to receive a one-year free subscription to the Behavior Analysis Digest.

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## — CONTENTS 1994 —

### SEPTEMBER

Ben A. Williams and Roger Dunn. Context specificity of conditioned-reinforcement effects on discrimination acquisition.

George Collier, Deanne F. Johnson, Gabrielle Borin, and Carl E. Mathis. Drinking in a patchy environment: The effect of the price of water.

Dianne McCarthy, Philip Voss, and Michael Davison. Leaving patches: Effects of travel requirements.

Robert W. Allan and H. Philip Ziegler. Autoshaping the pigeon's gape response: Acquisition and topography as a function of reinforcer type and magnitude.

Cloyd Hyten, Gregory J. Madden, and Douglas P. Field. Exchange delays and impulsive choice in humans.

Thomas S. Critchfield. Bias in self-evaluation: Signal probability effects.

Simon Dymond and Dermot Barnes. A transfer of self-discrimination response functions through equivalence relations.

Ursula Stockhorst. Effects of different accessibility of reinforcement schedules on choice in humans.

Richard W. Foltin. Does package size matter? A unit-price analysis of "demand" for food in baboons.

Raul Avila S. and Carlos A. Bruner. Varying the temporal placement of a drinking opportunity in a fixed-interval schedule.

### SPECIAL ARTICLE

Robert E. Lana. Social history and the behavioral repertoire.

### BOOK REVIEW

Kurt Salzinger. The LAD was a lady, or the mother of all language learning: A review of Moerk's First Language: Taught and Learned.

### NOVEMBER

Michael J. Dougher, Erik Augustun, and Michael R. Markham. The transfer of respondent eliciting and extinction functions through equivalence classes.

Terry W. Belke and Marcia L. Spetch. Choice between reliable and unreliable reinforcement revisited: Preference for unreliable reinforcement.

Timothy D. Hackenberg and Veronica R. Joker. Instructional versus schedule control of humans' choices in situations of diminishing returns.

Brent Alsop, Karen E. Stewart, and Werner K. Honig. Cued and uncued terminal links in concurrent-chains schedules.

Hiromichi Kuno and Tsutomu Kitadate. Formation of transitivity in conditional matching-to-sample by pigeons.

### THEORETICAL ARTICLE

John Gibbon and Stephen Fairhurst. Ratio versus difference comparators in choice.

### BOOK REVIEW

James D. Dougan. Gallistel's The Organization of Learning: This is not creation science.

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## From the Tabula Rasa to Murder, Massacre, and Genocide

Richard W. Malott—Western Michigan University

We ain't born with much--just a handful of susceptibilities:

- ☐ susceptibility to a few unlearned reinforcers--food, water, stimulation of our erogenous zones, generally conditions that enrich our tissue or promote the survival of our species
- ☐ susceptibility to a few unlearned aversive stimuli--extreme temperatures, electric shock, generally conditions that damage our tissue
- ☐ susceptibility to stimuli paired with those reinforcers and aversive stimuli
- ☐ susceptibility to a few establishing operations such as deprivation and aversive stimulation
- ☐ susceptibility to stimulus control and maybe a few others.

Also we're born with bodies containing the bio-mechanics that make it likely we will increase contact with those reinforcers and decrease contact with those aversive conditions. We can walk on two feet, we have opposable thumbs attached to the limbs we're not using for walking, and we have a versatile vocal apparatus that makes noise by exhaling rather than inhaling.

We're not complete tabula rasas (blank slates) when we're born; but we're close. Yet those few susceptibilities and meager bio-mechanics combine to generate the rich texture of human existence, for better and for worse. These elegant building blocks combine to produce Bach, Spike Jones, Spike Lee, Picasso, Norman Rockwell, Lincoln Rockwell, General Motors, General Powell, holly rollers, the holocaust, faculty politics, Johnny imitating Daddy, 10,000-hour practiced violinists, heterosexuality, homosexuality, homophobia, bisexuality, abstinence, marriage and divorce.

**There is no human nature.** That's my pitch. Or at least human nature is bare-bones basic--susceptibility to sweet tastes and sweet carresses--we repeat responses that have immediately produced those delightful outcomes.

Given our limited human nature, how can we account for our shockingly consistent history of murder, massacre, and genocide--the Aztecs, the conquistadors, the genocide of the world's indigenous peoples, the U. S. civil war, the holocaust, the bombing of Dresden, Mai Lai, Cambodia, Bosnia, Somalia, drive-by shootings, and killings in the home.

**Throughout history, murder, massacre, and genocide have been the status quo, not the exception,**

though the 20th century has excelled in this area. What perversion of our simple human nature produces such universal horror?

**Skinner said we aren't innately sympathetic and empathetic;** rather sympathy and empathy are recent and fragile cultural inventions. In other words, the sight of the death and suffering of others are not unlearned aversive stimuli. They are learned aversive stimuli, susceptible to being "unlearned" and overridden. When we see someone else suffer, we don't have an innate tendency to empathize or to think, *oh, my God, that could be me--how horrible.*

But sympathy and empathy are now crucial to smooth-running, effective societies. So, sympathetic and empathetic social control are heavily programmed by the frequent pairing of the suffering of others with our own suffering, either directly or analogously: *Johnny, quit doing that to your little sister. How would you like it if someone did that to you? Whack!!*

This pairing is so effective that we come to think the suffering of others is an unlearned aversive stimulus, that we are innately sympathetic and empathetic. But it ain't so.

And, in case the direct pairing doesn't suffice, our culture has brought rule control into play with the golden rule--*do unto others as you would have them do unto you--*empathize. Much of our elaborate systems of religion are social control agencies designed to support empathy.

It isn't that we need special training to become killers. Instead, we need special training for the death and suffering of others to be sufficiently aversive that we will not kill as soon as the cops turn their heads.

Perhaps we would never have pulled the trigger at Mai Lai, but have you seen a divorce court? Here's the paradox: Our sympathy and empathy so often overwhelm us that we think they're innate. And yet, there but for the lack of adequate aversive stimulation, go all of us. A little tail shock and we rear up on our hind legs and attack our fellow creatures, just like the rat in the shock-induced-aggression box.

**A partial solution:** Discriminate between human nature and social programming; recognize the fragility of that programming; and train ourselves to question our own judgment when the shock is being applied to our tails. Let behavior analysis join the world's religions in an effort to save the world.

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To publish a reply to the Notes column in *The ABA Newsletter*, please submit your reply to Peter Lamal, Editor, The ABA Newsletter, Department of Psychology, University of North Carolina, Charlotte, N.C. 28223, with a copy to Richard W. Malott, Department of Psychology, Western Michigan University, Kalamazoo, MI 49008-5052. It helps if you accompany your hard copy to the Editor with a 3.5 in. computer disk containing a file of your reply, ideally in ASCII format.

## An Invitation from Division 25 of the American Psychological Association to Members of ABA

**Kennon A. Lattal**

The Division of the Experimental Analysis of Behavior, Division 25, of the American Psychological Association invites members of ABA with an interest in psychology to join the division and help support its efforts to ensure the inclusion and visibility of behavior analysis in contemporary psychology.

Division 25 is the oldest professional society dedicated exclusively to the advancement of behavior analysis and its membership includes many members of ABA, students of behavior analysis, and APA members who identify primarily with other fields of psychology but also have interests in behavior analysis.

What does APA's Division 25 do for you, me, and us? Many point to the tangible items that the Division offers its members: a solid Division program at the APA convention year after year, the *Division 25 Recorder*, recognition of members through a very nice and well-developed awards program, and, beginning in March of 1995, *PsycSCAN: Behavior Analysis and Therapy*. This *PsycSCAN* will provide abstracts of articles in both basic and applied behavior analysis from all of the major behavioral journals and many other journals that publish articles of interest to behavior analysts.

The tangible items pale by comparison to the less tangible, often behind-the-scenes benefits that behavior analysis derives from participation in APA through Division 25. In my view, APA works to create an environment where psychology and related disciplines like behavior analysis can flourish through such things as: ensuring a place for behavioral research in the federal budget; lobbying for appointments of behavioral scientists to leadership positions within federal agencies that support behavioral research and implement social policies; vigilance with respect to research issues and legislation to ensure that such work continues with both humans and animals; promoting psychology as a science and a profession; providing leadership in social policy and in the applications of psychology; providing access to other Divisions and resources within APA; and the list could go on and on around issues of law and policy at the highest levels of government and industry in the United States.

In addition to these benefits, another reason for supporting Division 25 might be construed as a negative one, but it is important nonetheless. Behavior Analysis must be visible in psychology. At the Eastern Psychological Association meeting a few years back, I heard a prominent animal learning theorist observe to a large crowd

gathered for his prestigious invited address that there were no behaviorists left. Literally, including myself and my two students, there were only a handful of behavior analysts at the conference. More importantly, the symbolic implications of his statement were clear. If we cease to be a presence at APA, both the convention and the organization, we will disappear from the face of American psychology. American psychology, however, will go on and will make decisions that affect behavior analysis without our having a say in the process or outcome of those decisions.

There often are arguments that behavior analysis and/or scientific psychology has not been treated well by APA, that we cannot influence a system as big and diffuse as APA, or that behavior analysts are not psychologists. The latter is true of some people, and they should not belong to APA. Many of us, however, hold doctoral degrees in psychology and still identify ourselves as psychologists as well as behavior analysts, "live" in psychology programs or departments, and otherwise function generally as psychologists. Concerning the second point, as I noted above, we guarantee that we will not influence APA decisions if we remain outside the system. The first point depends on who you ask and over what time frame we are considering - it is a matter of personal perspective, and further discussion here probably will not change many opinions. My own perspective is at least partly pragmatic: Division 25 is an irreplaceable resource within the larger community of behavior analysts and behavioral psychologists. It gives us access, but of course not a singular voice, in issues of policy, research, and professionalism that concern us. We can ill afford to diminish this resource by not supporting Division 25 and, conversely, we can greatly enhance behavior analysis by seeing that it is represented and presented fairly.

There are several ways that you can support Division 25. Student members are welcome and can join either APA and the Division or simply become student members of the Division (the latter is cheaper). The Division accepts affiliate membership from individuals who wish to support the Division but do not wish to join APA. Both student and affiliate members will receive the new *PsycSCAN*, as well as the *Recorder*. Full voting membership in the Division currently requires that the Division member be a member of APA. Interested persons can join Division 25 as a student or affiliate member by following the instructions below and sending the information to the Division 25 membership chair, Peter Lamal, at the address given. To become a full member of APA and a Division 25 member, check off that box on the form and return it to Peter, who will in turn send you the necessary information.

On behalf of the Division 25 membership, I hope you will join us in helping represent behavior analysts within psychology.

If you would like to join Division 25, please send your name and mailing address to:

Peter Lamal, Membership Chair of Division 25,  
Department of Psychology, University of North  
Carolina - Charlotte, Charlotte, NC, 28223

To become a Student or Affiliate Member of Division 25 alone (i.e., not an APA member), send a check for \$22 and indicate preferred membership status.

To become a Student, Associate or Full Member of APA and a Member of Division 25, send a letter indicating membership status requested. We will send you the necessary information.

## FYI

The National Cancer Institute and the Office of Medical Applications of Research of the National Institutes of Health (NIH) held a Consensus Development Conference on Ovarian Cancer, Screening, Treatment, and Followup. A report containing conclusions and recommendations concerning Ovarian Cancer has been published.

Free, single copies of the consensus statement on Ovarian Cancer, Screening, Treatment, and Followup may be obtained from:

William H. Hall  
Director of Communications  
Office of Medical Applications of Research  
National Institutes of Health  
Federal Building, Room 618  
Bethesda, Maryland 20892  
(301) 496-1143



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## Memorial Statement: \*

### Richard J. Herrnstein

**September 13, 1994**

The Association for Behavior Analysis notes with sadness the death of Professor Richard J. Herrnstein, Edgar Pierce Professor of Psychology at Harvard University, on September 13, 1994. Behavior analysis has benefited greatly from his many contributions. Between the 1950s and the present, many of the students that he trained at Harvard have themselves become leaders in behavior analysis. Professor Herrnstein's creative research and conceptual analyses addressed many fundamental issues in behavior analysis. Foremost among these was seminal research on choice, which led to his formulation of the matching law. The matching law in turn influenced successive generations of behavior analysts who have further developed a quantitative analysis of behavior and explored its implications for both theory and practice. Simultaneous with his laboratory research on choice, stimulus control, and other basic learning processes, Professor Herrnstein addressed a number of issues related to public policy with the same vigor and incisiveness that he devoted to his laboratory work. His views on intelligence and its inheritability, in particular, sparked interesting debate in both the scientific and popular press.

We shall miss his intellectual leadership and insight into behavioral mechanisms, and his cordiality and friendship.

\* A memorial resolution adopted by Members of the Executive Council of the Association for Behavior Analysis at its midyear meeting in September, 1994.

## Plan Ahead . . .

- Start thinking about your travel plans to the ABA convention May 26-30, 1995, in Washington, D.C.
- Special discounts have been arranged with USAir and American Airlines.
- For reservations, please call Conventions in America, the official ABA travel service, at 1-800-929-4242 and ask for our Group #349.
- Lowest available fares are guaranteed on any airline, and you'll become eligible to win free travel. (American Starfile #S0855UF. USAir Goldfile #25810015)

*See you there !*

## Experimental Analysis of Behavior Group

### Call for Papers

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London

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Emerging Themes in 'Stimulus Equivalence'  
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Applications of Behavioural Techniques in Clinical  
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Issues in Associative Learning

Behaviour Analysis in Social Settings

Behavioural Pharmacology

**Paper titles and 150 word abstracts should be  
submitted before January 31, 1995**

CONTACT: I.M. Grey, EABG, Dept of Psychology,  
University College of North Wales, Bangor, Gwynedd,  
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## Positions Available

• **Behavioral Psychologist: Requirements:** Ph.D., Psy.D., or Ed.D., training in animal or human operant learning, behavior modification, applied behavior analysis, or behavioral-clinical. Prior experience preferable, but not required. **Duties:** Conduct research and assist director in planning and carrying out the educational and residential treatment programs for students with severe behavior disorders. Private non-profit school committed to a Skinnerian orientation and state-of-the-art behavior modification procedures. Ideal as job for experimentally-trained person wishing to work in an applied setting or as sabbatical opportunity. Salary \$45,000 - \$60,000 depending on background, experience, and qualifications. Excellent benefits. Call or send resume to Mr. Robert Duquette, Director of Human Resources, Behavior Research Institute, 240 Laban Street, Providence, Rhode Island, 02909, (401) 944-1186, fax (401) 946-4190. An Affirmative Action/Equal Opportunity Employer. (thru 17,4)

• **Behavior Analysis - Queens College, CUNY.** The Department of Psychology at Queens College of the City University of New York anticipates a tenure-track position at the assistant or associate professor level for a behavior analyst starting September, 1995. Preference will be given to a candidate who will establish a program of field-based research incorporating graduate student research in applied behavior analysis.

The salary range is from \$29,931 - \$59,994, depending upon the assessment of the candidate's record and potential. A doctoral degree is required.

The candidate is expected to participate in the Learning Processes Subprogram of CUNY's Doctoral Program in Psychology, the Master's Degree Program in Clinical Behavioral Applications in Mental Health Settings, and the undergraduate program in Psychology.

Applicants should submit a letter of application, a curriculum vitae, sample publications, and arrange to have three letters of recommendations sent to: Behavior Analysis Search Committee, Department of Psychology, Queens College/CUNY, 65-30 Kissena Blvd., Flushing, NY, 11367-1597. Applications will be reviewed starting November 15th, 1994, but applications will be accepted until the position is filled. AA/EOE. (thru 17, 4)

• **Psychology: Western Michigan University** seeks applications for one or two tenure-track Assistant Professor positions in psychology among the following areas beginning Fall, 1995, pending budgetary approval. Ph.D. in psychology with a behavior analysis orientation is required. The development of externally funded research in the department's doctoral programs is expected. **School Psychology:** preference will be given to applicants with research interests in learning, behavioral interventions, corrective and remedial instruction. **Clinical Psychology:** Applicants must be graduates of an APA-approved training program and internship. Research interests in psychosocial treatment of mental disorders or behavioral medicine preferred. **Industrial/Organizational Psychology:** Preference will be given to applicants with research interests in training and development, performance management and behavioral systems analysis. Western Michigan University, a Carnegie Classification Doctoral I Institution and equal opportunity employer, has an affirmative action program which encourages applications from underrepresented groups. Send letter of application, vita, statement of research plans, academic transcripts, and three letters of recommendation to: Howard E. Farris, Chair, Department of Psychology, Western Michigan University, Kalamazoo, MI 49008. FAX (616) 387-4550; INTERNET howard.farris@wmich.edu. Review of applications will begin December 1, 1994 and applications will be accepted until position(s) filled. (thru 17, 4)

• **Unit Manager - Behavior Analyst - The Children's Seashore House,** a pediatric rehabilitation hospital affiliated with the University of Pennsylvania School of Medicine, is seeking a Unit Manager for its 8-bed inpatient Bio-Behavioral Unit. The Unit provides medical and behavioral diagnosis and treatment of severe behavior disorders in children with developmental disabilities. The responsibility of the Unit Manager is to coordinate inpatient services including: 24-hour staff scheduling, manage daily patient and staff schedules, serve as liaison to multidisciplinary team members, implement and evaluate program policies and procedures, participate in staff hiring and evaluation, quality improvement reporting, and clinically supervise and train psychology and nursing staff. Desired qualifications include a masters or doctorate in psychology or special education; considerable management experience; clinical expertise in severe behavior disorders and developmental disabilities; knowledge of behavior analytic models of diagnosis and treatment; and excellent interpersonal skills. Salary is competitive and commensurate with experience. Children's Seashore House is an equal opportunity employer and encourages women and minorities to apply. To apply please send resume and three letters of recommendation to F. Charles Mace, Ph.D., Children's Seashore House, 3405 Civic Center Blvd., Philadelphia, PA 19104. (thru 17, 4)

• **BEHAVIORAL PHARMACOLOGY** of substance use/abuse. Postdoctoral human research positions available in a stimulating and productive environment with excellent clinical and research resources. **JOHNS HOPKINS MEDICAL SCHOOL.** Develop, implement, and publish human laboratory research related to the behavioral, subjective, and physiological effects of psychoactive drugs. Special interest areas include: opioids, benzodiazepine anxiolytic/hypnotics, caffeine, nicotine dependence, drug discrimination, smoking cessation, drug abuse treatment. Experimental background and research experience required. Minorities encouraged. USPHS stipend levels based on experience. Send vita, letter of interest, and names/phones of 3 references to George E. Bigelow, Ph.D., Roland R. Griffiths, Ph.D., or Maxine L. Stitzer, Ph.D.; BPRU, Behavioral Biology Research Center; 5510 Nathan Shock Drive; Johns Hopkins Bayview Campus, Baltimore, MD 21224-6823. (thru 18, 2)

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## Positions Available

• **Temple University.** Department of Psychology seeks applications for two **ASSISTANT PROFESSORS IN PSYCHOLOGY**, pending approval of funding. 1. **SUBSTANTIVE/QUANTITATIVE.**

Candidate can have a research program in any substantive area, and will be expected to spend a major portion of their teaching efforts (approximately 50-75%) in quantitative courses, at undergraduate and graduate levels, with particular emphasis on the first-year graduate sequence. Evidence of excellence in teaching graduate statistics, in the form of student ratings, will be helpful. Candidate will also be expected to teach, carry out research, and supervise graduate students in his or her substantive area.

1. **SUBSTANTIVE/QUANTITATIVE/ADMINISTRATIVE.** This position is the same as the one above, except that the candidate also will be expected to serve in an administrative capacity, with duties encompassing scheduling of graduate and undergraduate courses, organization of graduate student assignments, and serving as director of undergraduate studies. Candidate will receive

reduced time from teaching to carry out the administrative duties; other requirements of the position, including programmatic research are as given for the position above. Applicants for both positions should have the PhD or have strong evidence that all requirements for the degree will be completed prior to September, 1995. Individuals may apply for more than one of the above positions, if they are so qualified. Applicants should submit a letter of application, indicating which of the above position(s) is being applied for; applicants applying for more than one position should so indicate. Send curriculum vitae, copies of publications, and names of three persons who will write recommendations to: Dr. John Lamberth, Chair, Department of Psychology, Temple University, Philadelphia, PA 19122. Minority and women candidates are especially invited to apply. Review of applications will begin October 15, and application by that date guarantees full consideration. We anticipate that candidates will be interviewed during the fall semester. Temple University is an Equal Opportunity/ Affirmative Action employer. (thru 17, 4)

• **BEHAVIOR ANALYSTS - TENNESSEE:** Ph.D. and Master's level analysts are needed in East, Middle, and West Tennessee to work with people in a variety of community settings. Analysts will be responsible for "hands on" training of staff and developing and implementing behavioral intervention programs that include strategies on person-centered planning across multiple counties. Consumers include people with mental retardation, dual diagnosis, and others with multiple disabilities and behaviors which threaten their community placement. Salaries are commensurate with experience and education. Resumes to the TEAM Evaluation Center, ATTN: Behavioral Intervention TEAM, 600 North Holtzclaw Avenue, Chattanooga, TN 37404-1220. (thru 17, 4).

Thanks for reading  
The ABA Newsletter

### DIRECTOR, PSYCHOLOGICAL SERVICES

Tarrant County Mental Health and Mental Retardation Services provide a comprehensive array of community services for persons with mental illness, mental retardation and addictive behaviors. TCMHMRS is the third largest MHMR center in the nation. The budget for fiscal year 1995 is over \$60 million. Through 60 locations we served more than 10,000 Tarrant County citizens in 1994.

This position will provide clinical supervision and general oversight to all (18) psychological assistants/associates. The Director will establish/ensure the implementation of standards of practice, standards of care, staff development, and act as a clinical consultant to agency professionals. An appointment as adjunct professor at the University of North Texas is possible.

The position requires a Ph.D. in Psychology, licensed to practice in the State of Texas. Knowledge of Medicaid and Medicare as they relate to inpatient/outpatient programs. Administrative and management experience a plus.

Please submit vita/resume with salary history to:  
Tarrant County MHMR Services  
3840 Hulen Tower North  
Fort Worth, Texas 76107





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