



CALIFORNIA STATE UNIVERSITY, NORTHRIDGE  
Northridge, California 91330



SCHOOL OF EDUCATION  
Department of Special Education  
(213) 885-2596

April 26, 1984

Mr. Mark Nolan  
INTERNATIONAL MOTIVATION CORPORATION; Ltd., Pty.  
160 Chuculba Crs., Giralang  
Canberra, A.C.T., 2617  
AUSTRALIA

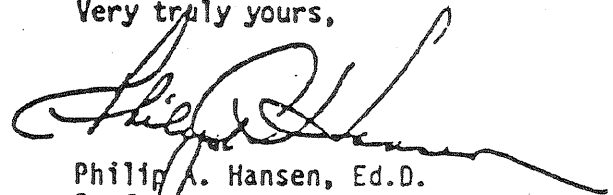
Dear Mark:

The following are my requested reactions as a professional to the content of SCWL audio subliminal tapes. As an unpaid member of the advisory board to Midwest Research, the developer, I was given access to the scripts for all 65 titles now being produced.

Based upon a detailed examination of each program, I believe the affirmations and suggestions contained therein are appropriate to each cassette's stated purpose and would appear to provide a broad range of helpful ideas for persons seeking self-improvement. In no instance did I detect any words or phrases which could reasonably be construed as harmful. At worst, for some resistant or unmotivated individuals, the content might simply be neutral, i.e., having no effect.

I was favorably impressed by the linking and compounding of the concepts used to develop each tape. So often in products of this sort we see a kind of "shotgun approach" -- a scattering of disjointed and unconnected thoughts. The SCWL series has seemingly avoided this and has provided an agreeable sequencing of language and perceptions. This, coupled with their technological (message embedding) quality, makes these subliminal tapes a self-help aid which you can market with confidence.

Very truly yours,



Philip A. Hansen, Ed.D.  
Professor

PAH/i

CURRICULUM VITAE

Philip A. Hansen

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Telephone: 818-907-5118

EDUCATION

<u>School</u>	<u>Date Graduated</u>	<u>Degree</u>
Professional Hypnotism Training Centre of Australasia Australia	1982	D.C.H.
University of Oslo Norway	1978	Post-doctoral study
University of California Los Angeles, California	1970	Ed.D.
California State University Northridge, California	1966	M.A.
Western Washington State University Bellingham, Washington	1953 1950	B.A. B.Ed.

PROFESSIONAL EXPERIENCE

<u>Employer</u>	<u>Position</u>	<u>Dates</u>
California State University Northridge, California	Professor, Associate Professor, Assistant Professor of Education	1970 - present
Wm. S. Hart Union High Sch. Dist. Newhall, California	Director of Personnel and Special Services, Principal, Consultant	1964 - 1970
El Dorado Union High Sch. Dist. Placerville Union Sch. Dist. Placerville, California	Consultant in Remedial Education	1959 - 1964
Renton Public Schools Renton, Washington	Consultant in Reading and Speech Therapy, Teacher	1950 - 1959
Western Washington State University Bellingham, Washington	Teaching Assistant	1949 - 1950

CERTIFICATIONS AND LICENSES

General Elementary Credential (Teaching, California)  
General Secondary Credential (Teaching, California)  
Credential to Teach Exceptional Children (Speech Therapy, California)  
General Administration Credential (School Management, California)  
Hypnotist's Examining Council (Certified Hypnotherapist)  
American Council of Hypnotist Examiners (Certified Hypnotherapist)  
Australian Society of Clinical Hypnotherapists (Full Member)