

TRANSMISSION

Rotary Club of Hammond (Indiana)
Rotary District No. 6540 - Rotary Club No. 3362
www.hammondrotary.org

OFFICERS

President..... Duane Dedelow
President-Elect Judith Walker
Vice President..... Phylis Mamula
Secretary Jim McNabney
Treasurer..... Tim Anderson

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Mark Goldsmith (2008) Rick Schumacher (2009)
Nancy Machnikowski (2008) Fred Niedermeyer (2010)
Phylis Mamula (2008) Chuck Sanger (2010)
Duane Dedelow (2009) Lisa Woodruff (2010)
Jim Prisby (2009)

Past President Hans Enderlin
Club Adviser Jim Buchanan
Rotary Int'l Pres. Wilfrid J. Wilkinson
District Governor Jim Jeselnick

(Terms end June 30)

ROTARY FOUNDED
FEB. 23, 1905

MEETINGS:
Purdue Calumet Student Union
Tuesday - 12:05

HAMMOND ROTARY CHARTERED
MAY 1, 1920

Meeting Notes From JUNE 17, 2008

SUBLIMINAL SUGGESTION

Like the perfect storm, it was a confluence of many factors and events that gave rise to the popularity and paranoia — that surrounds the topic of subliminal suggestion. Had the American public not been told scores of truly horrifying stories about the practice and effects of so-called "brain washing" of American prisoners of war by the North Koreans and their Chinese allies in the Korean Conflict, and had we not rushed to read the chilling accounts of mind control by the government in George Orwell's novel of the future, 1984, at about the same time, then perhaps Vance: Packard would not have realized that conditions were perfect for him to create a best-seller entitled *The Hidden Persuaders*, which appeared in 1957.

We were then, as we often are, a nervous public, and we were an easy target for a gifted student of persuasion and advertising. Packard was not trying to create a new science when he popularized the term subliminal message...and it's a good thing, because a science is one thing that it is not. He was trying to capitalize on our paranoia about the clever, and sometimes devious, practices of propagandists and advertisers and their applications of the refined discoveries by scholars of persuasion, a formal academic endeavor originating with Aristotle. Packard included in his book an account of a study of movie theatres that were alleged to have used subliminal commands to increase the sale of popcorn and Coca-Cola at the concession stand. You've probably heard the story: photographs of boxes of popcorn and cups of icy Coke were spliced into the frames of the movies being shown in the theatre, and sales of those two products skyrocketed. The advertising work was attributed to James Vicary: remember that name, as we'll come back to him in a moment.

The entire notion of subliminal suggestion is rooted in our curiosity about how people perceive and learn. I may not be the only person here today who seriously considered buying tape recordings of subject matter I was attempting to master so that I could play them while I was sleeping, and therefore learn complex material with no more effort than was required to go to sleep, a subject I had long before mastered. I also may not be the only person in the room who has attempted to influence the behavior of another person by the clever if not fiendish — use of planting suggestions in that person's so-called sub-conscious.

Two problems now arise: one is the nature of the sub-conscious, and the other is the fact that we have only limited understand of the linkage between behavior and perception. In the case of the sub-conscious, please consider that anything that is beneath or beyond the level of conscious awareness is not knowable. It's not mysterious and it's not elusive: it's not knowable. It's a fundamental issue of definition: if it is beyond consciousness, then claiming to "know" it is a matter of faith or will, not science.

In the case of the certain but poorly understood relationship between behavior and perception, our inability to understand that linkage fully is the result of our limited access to the functioning of the brain...yours, mine, and ours. We have understood sine Pavlov's dog salivated at the sound of a bell that behavior can be manipulated; and we have understood for much longer than that the reality that perception is the process whereby we assign meaning to our realities; but our best understanding of how behavior and perception actually are linked is more poetic than it is scientific.

So, we are at a point where we are dealing with stimuli that are beyond consciousness, and therefore not knowable or measurable, and we are looking at the vista where behavior and perception coincide, but we can't seem to see through the fog and the mist to detect just how that interaction occurs. And that's the perfect addition to the social, military, and literary conditions that made Vance Packard's book a major hit. We were ready to believe his explanation of that which we could not otherwise understand, and we did. And to a great extent, we still do.

Remember James Vicary, the researcher whose work was cited by Packard? He claimed his research took place at a drive-in movie in Ft. Lee, NJ. Ft. Lee must be pretty close then to that town made famous by Orson Welles in his classic — and fictional — *War of the Worlds*. And fiction is the operative word here, because Vicary later admitted that the study and all of the conclusions cited and claimed, were complete fabrications. Packard did not retract his book, his publisher did not publish a correction, and the so-called findings have never been replicated.

Similarly, in 1974, Brian Key's book *Subliminal Seduction* was released, and it claimed, rather more graphically, that subliminal techniques were in wide use in advertising. The Federal Communications Commission conducted hearings and declared that subliminal advertising was "contrary to the public interest" because it — whatever it was — was intention-

THE FOUR-WAY TEST

Of the things we think, say or do

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

CALENDAR OF EVENTS

June 24	Installation Dinner, Dynasty
July 1	
July 8	Disability Navigator, Diane Theil
July 15	
July 22	Kenya Water Project, David & Jennifer Bell

ally deceptive. I say "whatever it was" because the component elements were not identified, and the procedures whereby it could be achieved were not specified. Key's subsequent publications were not more convincing, although they definitely were racier.

The current status of subliminal suggestion is one of a pseudo-science. There is little reputable evidence, despite popular belief, that the process has ever been used on a mass audience, and there is no evidence, despite commercial success, that subliminal messages have any effect at all on viewers or listeners. You may play recordings backwards at any speed in order to detect secret messages, but you will achieve nothing other than a thoroughly corrupted playback system.

The consensus among marketing professionals today is that subliminal advertising is ineffective and that it can even be counter-productive when it is attempted.

Its popularity is greatest among those who embrace conspiracy theories for purposes of entertainment, enlightenment, or both. Disney Productions absolutely denies that it ever inserted the subliminal command "SEX" in its film *The Lion King*. Given the dominant audience for that film, one must wonder what was being commanded by the alleged subliminal message.

Subliminal perception, if it exists, can be considered to be a subset of unconscious cognition, which is a current and legitimate field of inquiry. There are attempts to discover how much of an unattended or unconscious message actually is perceived. Once answered, that question would lead to additional questions about how to manipulate unattended or unconscious messages to achieve motivation, something akin to driving an imaginary vehicle through an obstacle course while blindfolded.

Clearly there is interest in discovering more. Surgeons and operating room personnel will tell you that there is no question that fully anesthetized patients understand and recall far more than they "should." Most adults will report, truthfully, that they have experienced the power of suggestion, although none can tell you how it was achieved. There are wonderful questions yet to explore.

The most powerful argument against the use of subliminal suggestion is that there is no research that supports the conclusion that it is effective, let alone powerful or controllable. There also is no evidence that subliminal suggestion is in use in advertising or marketing. The current consensus among marketing professionals is that subliminal advertising is counter-productive; to some this is because they find it ineffective and therefore inefficient; to most it is because of their concern that it would be a public relations disaster if its use were discovered...and keep in mind that a conspiracy of silence that involves more than one person is public information waiting to happen. And many have misgivings about using subliminal anything in advertising or marketing because of the ethical considerations...and yes, that is a very real concern for most practitioners.

We are susceptible to suggestion. We are responsive to persuasive appeals. And some very talented people are working diligently to find ways to sell us a particular idea or product or candidate. But those people are utilizing the results of the research that began thousands of years ago when Aristotle claimed that effective persuasion was the result of a good person speaking well. That research deals directly with psychological factors and sociological issues, and it is incredibly sophisticated and finely targeted, but it is not directed at finding a way to trick us.

The trick, rather, is to find ways to get us to be actively and willingly involved in the process of deciding to accept a persuasive appeal. That's a conscious act, and it's knowable. Subliminal it is not.

Thank you to Duane Dedelow for taking these notes.

Rotary Attendance for June 17, 2008

Bassam Abdallah, James Blackwood, Andy Brennan, Jim Buchanan, James Calaway, Howard Cohen, Duane Dedelow, Hans Enderlin, Mark Goldsmith, Ted Karns, Nancy Machnikowski, Phylis Mamula, Jim McNabney, Jeff Oesterle, Charles Pintar, Jim Prisby, Bill Robinson, Charles Sanger, Rick Schumacher, Harry Smiddy, Michael Suggs, Lisa Wein, Tom White, Lisa Woodruff

Total Attendance: 24

P.O. Box 1111 • Hammond, IN 46325-1111
Rotary Club of Hammond

TRANSMISSION

Rotary Club of Hammond "Service Above Self"

2007 - 2008 COMMITTEES

"A" SCHOLARS LUNCHEON	<i>Nancy Machnikowski, Chairman</i>
AMBASSADOR SCHOLARSHIPS	<i>Mary Kaczka, Chairman</i>
ATTENDANCE	Michelle Golden; Nancy Machnikowski <i>Jim McNabney, Chairman; Tim Anderson</i>
BUDGETS & FINANCIAL REPORTS	<i>Tim Anderson, Chairman</i> , Bud Baker
CHAPLAIN	<i>James Calaway, Chairman</i>
CHRISTMAS PARTY	<i>Phylis Mamula, Chairman</i>
CLASSIFICATIONS	
CLUB PICNIC	<i>Jeff Oesterle, Chairman</i>
ENVIRONMENT & BEAUTIFICATION	<i>Jeff Oesterle, Chairman</i>
FRIENDS OF ROTARY	<i>Chuck Sanger, Chairman</i>
GOLF OUTING	<i>Jim Prisby, Chairman</i> , Hans Enderlin, Mark Goldsmith Mary Kaczka, Ted Kams, Jim Lopatkiewicz Kevin McCarthy, Jim McNabney, Chuck Pintar, Judith Walker
GROUP STUDY EXCHANGE	<i>Mary Kaczka, Chairman</i>
MEMBER PRE-INDUCTION	<i>Cal Bellamy, Chairman</i>
MEMBERSHIP	<i>Judith Walker, Chairman</i> , Mark Goldsmith Michelle Golden, Phylis Mamula
MUSIC DIRECTOR	<i>Jim McNabney, Chairman</i> , Lisa Woodruff
NOMINATING	<i>Rick Schumacher, Chairman</i> ; Jim Prisby
PEARL HARBOR RECOGNITION LUNCHEON	<i>Larry Meyers, Chairman</i> , Bill Robinson
PROGRAMS	<i>Judith Walker, Chairman</i>
PUBLICITY	<i>Michael Suggs, Chairman</i>
RAFFLE	<i>Chuck Sanger, Chairman</i> , Jim Prisby
ROOM SETUP	<i>Fred Niedermeyer, Chairman</i>
ROTARACT CLUB	<i>Kathy Tobin, Chairman</i>
ROTARY FOUNDATION & PAUL HARRIS FELLOWSHIPS	<i>Tom White, Chairman</i> ; Julie Lavin
ROTARY YOUTH LEADERSHIP AWARDS	<i>Nancy Machnikowski, Chairman</i>
SERGEANT AT ARMS	<i>Phylis Mamula</i>
SERVICE PROJECTS	<i>Mary Kaczka, Chairman</i> , Bud Baker Nancy Machnikowski, Lisa Wein
STUDENT GUESTS	<i>Nancy Machnikowski, Chairman</i>
TRANSMISSION EDITOR	<i>Julie Lavin, Editor</i> , Chuck Sanger Rick Schumacher, Lisa Woodruff
TRANSMISSION PUBLISHER	<i>Mark Goldsmith, Publisher</i>
VOCATIONAL SERVICE AWARD	<i>Cal Bellamy, Chairman</i>
WEB SITE	<i>Jim Prisby, Chairman</i>

PAUL HARRIS FELLOWS

Multiple Fellows

- * Cal Bellamy
- * Andy (2) & Sarah Brennan
- * Jim & Corene Buchanan
- Duane Dedelow
- Hans Enderlin
- * Joe Glotzbach
- * Bill Hehemann
- Mary Kaczka
- Bob Krumwied
- Jim Oesterle
- Jim Prisby

Current Fellows

- Tim Anderson
- Bud Baker
- * Steve Bolanowski
- Howard Cohen
- Dennis Gray
- Hank Henkhaus
- ***Dick Henry
- Tim Kelly
- Nancy Machnikowski
- * Kevin McCarthy
- * Terry McCullough
- Ed McHie
- Jim McNabney
- Larry Meyers
- * Jeff Oesterle
- Donna Prisby
- * Clyde Rector
- * Bill Robinson
- Rick Schumacher
- Harry Smiddy
- Tom White

Sustaining Members

- Tim Anderson
- Cal Bellamy
- Bud Baker

- Andy Brennan
- Jim Buchanan
- Duane Dedelow
- Hans Enderlin
- Mark Goldsmith
- Bill Hehemann
- Mary Kaczka
- Bob Krumwied
- Nancy Machnikowski
- Kevin McCarthy
- Terry McCullough
- Ed McHie
- Jim McNabney
- Fred Niedermeyer
- Jeff Oesterle
- Jim Oesterle
- Jim & Donna Prisby
- Clyde Rector
- Bill Robinson
- Chuck Sanger
- Rick Schumacher
- Judith Walker

In Memoriam

- A.C. Colby, Sr.
- A.C. Colby Jr.
- Cabe Davies
- Richard Devine
- Ray Elledge
- Jack Fox
- Robert Heinze
- Al & Helen Kaye
- Emil Krejci
- John Kupping
- Burnham Lanham
- Ed Meyer
- Clare Oesterle
- Bill Parson
- Leo Pottlitzer

- Jack Rogers
- Henry & Helen Rosevear
- Fred Rowley
- Sam & Lilyan Sax
- Paul Stewart
- Theodore Thomas

Former Members

- Dave Allard
- Dale & Helen Anderson
- Mark Bader
- Rex Bucher
- Nate Carras
- Frank Chlebek
- Ave Colby
- Bruce Cook
- Lance Dodson
- Jim Donovan
- Gary Edwards
- Bob Evans
- Richard E. Gardner
- Sally Gasser-Amber
- Frank Gorham
- June Hansen
- Kay Dell Knarr
- Dennis Kolacinski
- Bruce Lindner
- Jim McHie
- Chris Morrow
- Ken Osborne
- Susan Rehner
- Don Slattery
- Bob Sweet
- Cassel White
- Tom Yamada
- Phil Zoladz

* PHF Continuing Giver
** PHF Benefactor

55 members as of April 27, 2008

ABDALLAH, Bassam — Clergy	932-3866
ANDERSON, Tim — Accountant-Certified Public	864-7300
BAKER, Bud — Accounting & Tax Service	845-5400
* BELLAMY, Cal—1979 — Investment Banking	933-2315
BLACKWOOD, Jim -- Mental Health	392-6001
BOLANOWSKI, Steve — Chemicals	937-2356
* BRENNAN, Andy—2004 — Machine Shop	865-3897
* BUCHANAN, Jim—1974 — Attendance-excused (Retail Lumber**)	865-3673
CALAWAY, JAMES — Clergy	933-7013
CASTELLANOS, Dave -- Steel Manufacturing & Construction	944-9040
COHEN, Howard — Education-Administration	306-2984
DEDELOW, Duane — Business Development	670-0818
* ENDERLIN, Hansjeorg—2006 — Restaurants & Hotels	616-8213
FIGUEROA, Cristina -- Banking	836-5500
GOLDEN, Michelle — Customized Recognition Awards	937-3737
GOLDSMITH, Mark — Office Machines & Systems	934-2800
GRAY, Dennis — Education	838-7039
GRYZBEK, Tom — Hospital Administration	933-2094
HEHEMANN, Bill — Physician-Family Practice	836-5800
HENKHAUS, Hank — Attendance-excused (Calculating Machines**)	(727) 797-4800
HENRY, Dick — Attendance-excused (Vacuum Cleaner Retailing**)	845-6800
HOMOLKA, Barbara — Human Resources	844-8950
* KACZKA, Mary—2005— Business Planning & Development	808-2700
KARNS, Ted -- Youth Services	836-1720
* KELLY, Tim—1986 — Labor Law	791-6006
LOPATKIEWICZ, James — Lithography	937-1844
MACHNIKOWSKI, Nancy — Education-Community Relations	933-2400
MAMULA, Phylis — Interior Design	932-2000
MC CARTHY, Kevin — General Contractor	322-2272
McCULLOUGH, Terrence — Insurance-Health	838-8882
* MC HIE, Ed—1984 — Attendance-excused (General Law**)	931-1707
MCNABNEY, James — Insurance-Consultants	924-5070
* MEYERS, Larry—1991 — Insurance-General	865-1777
MONBERG, Jeffrey — Lawyers-Banking Law	933-2320
NAU, Peter — Machine Shops	933-0479
NIEDERMAYER, Fred — Education, Business	473-4301
* OESTERLE, Jeff — Real Estate Investor	865-6275
OESTERLE, Jim — Electric-Contractors	347-6184
PINTAR, Charles — Banking-Commercial Loans	933-3822
POTASNIK, Bill — Attendance-excused (Dental Exodontia**)	838-0353
* PRISBY, Jim—2003 — Banking-Internal Administration	865-2649
* RECTOR, Clyde—1981 — Attendance-excused (Insurance-Fire)	931-4000
* ROBINSON, Bill—1992 — Higher Education	989-2538
ROMAR, Jim — Attendance-excused-(Golf Pro**)	201-7081
SANGER, Charles -- Physical Fitness	845-1507
* SCHUMACHER, Rick—1989 — Utility Law	933-3810
* SMIDDY, Harry—1961 — Banking Investment Trust	865-2846
SUGGS, Michael — Public Affairs	568-5655
TOBIN, Kathleen — Education	989-3192
WALKER, Judith — Music	513-0549
WATSON, Steve — Education-Administrator	933-2419
WEIN, Lisa — Community Services-General	931-2090
WHITE, James — Education	989-7325
WHITE, Thomas — Insurance-General	972-7575
WOODRUFF, Lisa -- Education-Development	932-4137

* Past President ** Previous Classification

Current e-mail listings may be found at www.hammondrotary.org/members

CONVENIENT MAKE-UP CLUBS

MONDAY	LaPorte 5:30	Ramada Inn	WEDNESDAY	Merrillville 12:15	Radisson Hotel
	Valparaiso 12:15	Strongbow Inn		Portage 12:15	Stacy Hall Banquet Center
TUESDAY	Chicago 12:00	Union League Club.	THURSDAY	Gary 12:15	Miller Bakery Cafe
	Hobart 12:00	Brentwood Senior Com. Ctr.		Griffith 12:15	Bridge's Scoreboard
	Munster 12:00	Center/Visual Perform. Arts		Michigan City .. 12:00	Lubeznick Center.
	Schererville ... 12:00	Briar Ridge Country Club	FRIDAY	Lansing 12:15	Papalano's
WEDNESDAY	Crown Point 12:10	Youche Country Club		Lowell 7:30 a.m.	Nellie Jaynes Cafe'
	Highland 12:00	Michael's			