

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Remimeo HCO POLICY LETTER OF 7 JANUARY 1972
ED Hats ISSUE II
Div 2 Hats
Div 6 Hats
PR Use Checksheet PR Series No. 14

CREATING SURVEY QUESTIONS

The purpose of this policy letter is to fully document how survey questions, to evoke human emotion and reaction, are derived. Included are examples of actual surveys done, showing the SITUATION, the SURVEY QUESTIONS, the SURVEY RESULTS and resulting PR PROGRAM to handle. A good many of the surveys were done within the org to find human emotion and reaction barriers to production amongst staff members. The examples are given in chronological order so that one may see how the survey and PR technology was evolved by Ron during the years of 1970 and 1971.

SURVEY EXAMPLE 1

SITUATION:

Due to various causes, morale is not what it should be aboard.

The full intention of Command is to have things running smoothly and safely for all hands.

Major Target: To interview each individual crew member and obtain his honest state of opinion regarding his post and issues.

Vital Targets:

1. Not to interrupt the work of or worsen the situation.
2. To improve matters by survey.
3. To obtain data so that a new sensible reality can be established by PR programs.

Primary Targets:

1. Provide yourself with paper, clip board and ball points.
2. Work at this at optimum periods.

Operating Targets:

1. To approach persons individually. Draw them out of groups.
2. Just listen and prompt and question. Don't interrupt or interject. Don't comment on what they say to them.
3. Make useful, not necessarily voluminous, notes.
4. Cover each question.
5. Excerpt results.
6. Design programs to handle what is found.

QUESTIONS AND RESULTS:

Survey R-factor - The Commodore wants your opinion on certain matters to help handle them.

A) What do you feel command intention really is?

- 33% 1) Clear the Planet.
- 31% 2) Something planned from Source or high org executive to be carried out by staff members.
- 16% 3) Everyone doing his job and getting the show on the road.
- 7% 4) Well trained crew in tech, policy and seamanship.
- 5% 5) Provide safe environment so LRH can get on with his research.
- 5% 6) Successful management of outer orgs.
- 3% 7) Miscellaneous.

B) What do you feel you should know more about to get your job done?

- 30% 1) Tech, Policy and Seamanship.
- 22% 2) OEC Policy.
- 20% 3) Specifics relating to hat.
- 14% 4) Nothing in particular.
- 9% 5) More briefing re: schedules and Flag Org actions with outer orgs.
- 5% 6) Scientology tech.
- 0% 7) Miscellaneous.

C) What do you really need to get your job done?

- 52% 1) Nothing in particular.
- 20% 2) More training.
- 17% 3) Specifics pertaining to hats.
- 13% 4) More time (without arbitraries and distractions).
- 8% 5) More personnel.
- 7% 6) To be left alone to get on with it.
- 3% 7) More briefing of ship schedules for planning work cycles.

D) What would you like to see us doing?

- 31% 1) Expanding Scientology around the planet.
- 21% 2) Group co-operation and co-ordination.
- 16% 3) Crew getting trained and OT.
- 14% 4) What we are doing.
- 13% 5) Moving more and to different ports.
- 3% 6) Getting stats up in outer orgs.
- 2% 7) Miscellaneous.

- E) What changes should occur?
- 30% 1) What we are doing is good.
 - 24% 2) More expansion in the field for more flow of recruits to Flag.
 - 20% 3) More trained personnel in tech and policy.
 - 13% 4) More briefing of the crew on Flag Org operations.
 - 7% 5) Specifics relating to post.
 - 4% 6) No opinion.
 - 2% 7) Miscellaneous.

The following is an item from the Flag Orders of the Day with regard to one tabulated survey, by LRH.

FRI 24 April 1970

"SURVEY

The survey of the Ship's Company purposes and opinions has been completed and all hands are thanked for their contribution to it.

Results will be issued in due course.

There is an astonishing similarity in the answers which demonstrates we are all of similar opinion on vital questions.

It discloses there is far less dissidence in the company than might have been supposed.

We are a true group.

The survey will be of great use in future planning.

LRH, COMMODORE"

SURVEY EXAMPLE 2

SITUATION:

"INJURY SURVEY

Please interview the 5 people recently injured to discover what's going on?

I've never had any injured people like this.

All in this port.

See if you can 2 way comm it and get some common denominator.

Love,
Ron"

RESULTS:

The Common Denominator found followed this pattern:

- 1) EXTERIOR at time of injury.
- 2) Attention OFF the body.
- 3) Physical contest being engaged in.

- 4) NO PAIN involved (though 2 needed stitches!)
- 5) NO MISEMOTION at having injury, mild interest only.
- 6) A feeling of POWERFULNESS prior to injury.

Following is an item entered in the next days Orders of the Day by LRH.

4 June 1970

"INJURIES

Those recently injured were not PTS. Survey showed they were exterior and feeling powerful and didn't watch where they were sending the body.

LRH, COMMODORE"

SURVEY EXAMPLE 3

SITUATION:

A cross-section survey is needed on what we are thought to be aiming for.

QUESTIONS AND RESULTS:

- 1) What is your conception of what we are doing currently?
 - A) Getting the ship's company trained up in specialist seamanship and then admin functions.
 - B) Getting Scientology tech fully back in use and orgs running smoothly.
- 2) What is your idea of the ideal we are working towards?

Immediately - smooth running Sea Org and Scn networks.
Ultimately - a clear and sane planet.
- 3) What is being done to achieve it?

Strengthening ourselves internally while keeping our external lines operating.
- 4) Do you feel we are making it?

Yes!
- 5) Does anything need to be changed so we can make it faster?

More training.
More processing.
Any counter intention removed.
More promotion.
Faster and wider acceptance of Scn.
- 6) When do you think we will make it?

Current ship programs 2-6 months.
Scientology org programs 1-2 years.
Planetary Scn. influence 2-5 years.
Real Planetary control 10-20 years.

An LRH O.O.Day item of the next day comments on the survey results.

24 June 1970

"SURVEY

The cross-section survey just done regarding what we are doing showed 'very good results, and the answers were quite consistent'.

We sure have group agreement on what we are doing!

There were very good indicators on this survey. There was an overall feeling of confidence among all those surveyed (a 28 person cross-section of the ship).

There was confidence that we are progressing on a steady and positive uptrend and that the next few years will show momental victories in our favor.

LRH, COMMODORE"

BREAKTHROUGH

During the month of January 1971 LRH made a major advance in the subject of PR and surveying. That is - PR Surveying in combination with the Tone Scale tech. He discovered the BASIC LAWS of PR as contained in PR Series 10. Thus, ONE SURVEYS TO FIND THE REALITY OF A PERSON ABOUT SOMETHING. The person's Tone Level about this subject is noted. This tone level establishes the Affinity or lack of, the person has about the subject. Emotion is A. A is the Tone Scale. (NOTE: The person's tone level toward the SURVEYOR and about the SUBJECT may be two entirely different tone bands so don't get them confused. The person may be in Enthusiasm toward the Surveyor but Antagonism about the subject being surveyed. It is the latter tone level which is of value. People don't just have a tone. They have a tone toward something.)

You survey to determine the R (reality) of each person so as to raise the A about the subject through the PR campaign.

You're looking for agreement. This is the key to SALESMANSHIP. To get agreement you come down to the point where the guy will agree with you. You determine the R (Reality) they agreed with. Translate this into A (Affinity tone). R is monitored by A attitude. You then raise the R $\frac{1}{2}$ to 1 tone band and this establishes the C (comm) level.

The following item by LRH in the Orders of the Day of 25 Jan 71 summarizes this.

"PR

Some more PR data has been developed. The same public varies by Continent.

One tests the tone with R questions, reads the A off the Tone Scale, develops the program at the A half a tone above and uses the R of that tone. R to A, up half, A of that to new R desired. Gives one the Pgm that Communicates, raises tone.

A survey of a tone must be a tone about something.

See Science of Survival's Chart of Human Emotion. Read the book. The new and future bible of PR followed by 8-08 for the graduate PR expert! Finally came into its own!

LRH, COMMODORE" 25.1.71

On 18 January 1971 Ron made a tape entitled PR Becomes a Subject which outlines the basic laws of PR. An excerpt follows.

"PUBLIC RELATIONS IS FOR THE HANDLING AND CONTROL OF HUMAN EMOTION AND REACTION.

ITS A THIRD DYNAMIC TECHNOLOGY.

So how do you make up survey questions? It's simple. You get three questions: One is the equivalent of BE, one is equivalent of DO, one is equivalent of HAVE. BE, DO, HAVE - three questions. Above and below it you could have a couple of null questions. You're trying to find out if somebody on the assembly line likes automobiles. He's building them, does he like them? Well, that's an easy one because it's already a human emotion. "Do you like automobiles?" Well, lets find out if he's going to work on the assembly line. Let's make it a little bit tougher. Now we're going to find out "Are you going to work on the assembly line?" Alright, we go around and say "Are you going to work on the assembly line?" and the guy says "No" and the next guy says "Yes" and so forth... you get no place. So

THEREFORE, YOU TAKE THE QUESTIONS YOU WANT TO KNOW ON THE SUBJECT OF BE, DO, HAVE AND YOU ENCODE THEM INTO HUMAN EMOTION USING THE ARC TRIANGLE.

We don't care whether you put A or R or C after each question.

YOU'RE GOING TO TRANSLATE THE BASIC QUESTION THAT YOU KNOW INTO HUMAN EMOTION IN ORDER TO OBTAIN INVOLVEMENT AND YOU IMMEDIATELY HAVE INVOLVEMENT.

So you get the true answer, don't you? But the target of your subject is of course the control of human emotion and reaction. So if that is the case, then you would have to have involvement in human emotion and reaction. So how do you put this question together?

THIS SUBJECT IS THE CONTROL OF HUMAN EMOTION AND REACTION, SO THEREFORE THE QUESTIONS OF YOUR SURVEY HAVE TO BE WHAT YOU WANT TO KNOW TRANSPORTED OVER INTO A HUMAN EMOTION AND REACTION.

BE: "Do automobiles exist?" translated once across for an A, is "Do you like automobiles?" Now you will get then an emotional response which can be plotted. Now why all this? Because

THE PRIMARY BARRIER TO PRODUCTION IS HUMAN EMOTION AND REACTION. THAT'S THE PRIMARY BARRIER TO PRODUCTION.

All at once we know where PR lives.

THERE'S ITS USE. NOT IN GETTING SOMEBODY TO BECOME A MAN OF EXTINCTION BY DRINKING SEAGRAM'S WHISKEY TO AID AND ASSIST ADVERTISING WHICH WOULD BE A MINOR USE, BUT ACTUALLY TO SOUND OUT THE PUBLIC TO WHICH THE CAMPAIGN IS ADDRESSED SO AS TO HANDLE THE HUMAN EMOTION AND REACTION.

Now to trace it back through. The basic law that we're involved with then is: The primary barrier to production is human emotion and reaction. Public relations is the technology of handling and changing human emotion, handling and controlling human emotion and reaction.

SO YOU HAVE TO FIND OUT WHAT IS THE HUMAN EMOTION AND REACTIONS SO YOU GET AN ENCODING OF THE QUESTION, THREE QUESTIONS, ONE BE, ONE DO, ONE HAVE. YOU TRANSLATE THOSE OVER INTO AN EMOTIONAL QUESTION BY ADDING THE ARC TRIANGLE. YOU PLOT THAT NOW. YOU GET YOUR HUMAN EMOTIONS IN RESPONSE TO THESE QUESTIONS. YOU ADD THEM UP. YOU PUT YOUR PROGRAM TOGETHER AGAINST THE TONE SCALE, ONE HALF TO ONE BAND ABOVE. YOU WILL HAVE A PRETTY UNIFORMLY SUCCESSFUL METHOD OF REACH.

SO WHEN ALL SEEMS TOO GRIM AND YOU CAN'T SEEM TO GET YOUR POINT ACROSS AND YOU CAN'T SEEM TO GET YOUR PRODUCT AND IT JUST WON'T ORGANIZE THAT WAY, THEN YOU DO HAVE A TOOL AND THAT TOOL IS CALLED PR. AND IT HAS ITS OWN TECHNOLOGY AND WE HAVE MADE A BREAK-THROUGH IN THIS SUBJECT."

EXAMPLE

As an example of this, lets pretend we want to survey HCO. The ED of the org has an idea not a person in HCO is hatted, though a major product of HCO is Personnel Hatted. In this HCO there may be some counter-opinion re getting hats on. The implementation of policy of Management is the first line of PR.

We're trying to obtain data to popularize and remove barriers from hatting. It may very well be hatting is the least popular function of HCO.

Developing the Survey Questions

1) You make a statement of a possible situation. (ie it may be hatting is the least popular function of HCO)

2) You then think up several BLUNT, head-on type questions.

BE: What is your hat?

DO: What do you actually do?

HAVE: What is your product?

3) You then convert those questions so you get a HUMAN ELEMENT. In that way you get an involvement. A PR question must always contain a "human" or "being involvement."

BE: Are you interested in your hat?

DO: Do your duties align with your own purpose?

HAVE: Do you consider your product contributes to the group?

A further question encoded could be:

DIRECT: Are you being trained in your Hat?

to

ENCODED: Do you find the training you are getting on your hat interesting?

The purpose of this survey would be to obtain data to popularize and remove the barriers from hatting.

Re: PRODUCTION

VALIDATION OF ACCOMPLISHMENT IS GARDEN VARIETY PR.

ONE RULE ABOUT A PRODUCTION OFFICER IS HE HAS TO WANT THE PRODUCT BEFORE HE GETS IT.

THIS IS HUMAN EMOTION AND REACTION.

Policy interpreting wise, does the group want the product?

Thus there is the:

1) ADMIN approach, which the Org or Production officer uses which is a straight question. (ie: What is your hat?)

2) HUMAN (or PR) approach, which is used by the PR man to find basic desires and OPINION. (ie: Are you interested in your hat?)

YOU HIT AT THE HEART OF THE RESISTANCE-TO WHEN YOU GET INTO THE HUMAN INVOLVEMENT.

The Key PR Datum is of course THE GREATEST BARRIER TO PRODUCTION EFFICIENCY IS HUMAN REACTION.

and

A LOW PRODUCTION AREA IS OUT-MORALE BECAUSE IT IS LOW PRODUCTION.

IF YOU CAN NURSE IT UP TO PRODUCTION, YOU HAVE MORALE.

SURVEY EXAMPLE 4

SITUATION:

A survey needs to be done in department A. to find out who or what keeps the area upset.

DIRECT QUESTIONS

- BE 1) Do you want your job?
DO 2) Are you doing your job?
HAVE 3) What is wrong in Dept A area?

ENCODED QUESTIONS

- BE 1) Do you enjoy your post?
DO 2) Are you having any difficulties on your post?
HAVE 3) What changes are needed, if any, in the Dept A set up?

RESULTS:

10 staff out of 17 had good indicators, were willing, having wins and creating their posts.

The other 7 were to varying degrees conservative about their posts, having minor difficulties and upsets.

It was found that unstabilization was coming from external sources to the division. ie HCO (1) allowing frequent personnel changes and (2) not ensuring the area was hatted.

HANDLING:

These two factors were gotten in on HCO from an exec level and the Dept A area stabilized remarkably.

SURVEY EXAMPLE 5

SITUATION:

3 or 4 days ago an urgent order was given to (area). It was not done and the situation went unhandled, causing severe overload to staff in the area.

We are looking for an attitude of defiance and one or more attitudes of helpless child.

RAW QUESTIONS

- 1) What hat are you wearing actually if any?
2) Why didn't you handle your post in this emergency?
3) Are you unwilling to have fast lines and stats?

ENCODED QUESTIONS

Affinity

- Tone 1) Did you like the hat you were assigned?

Affinity

- Tone 2) What did you feel about the situation?

Affinity

Tone 2A) What was unpleasant about it?

Communication

Tone 3) How do the present (area) lines compare with the early ones we had?

RESULTS:

Various terminals in the area were found to be antagonistic and some apathetic. Others were found to have realized their failure to handle the situation that had occurred and had taken steps to prevent recurrence.

By isolating these factors it was then possible, by keeping a close eye on the area for the next few days, to observe further instances of non compliance and resistance to handling the area. In which cases additional actions were taken as necessary to hat and handle confusions and non compliance.

SURVEY EXAMPLE 6

HCO needs further data for posting personnel optimumly in two divisions.

QUESTIONS:

- 1) When you need to know how to do something whom do you ask?
- 2) Who gets the most done?
- 3) In the div whom do you feel the most secure about?

RESULTS:

The most upstat of the two divisions answered the questions as follows.

Average Tone 4.0-20.0

- Q1 A) my immediate senior
B) a reference book
C) figure it out myself
- Q2 A) we all do!
B) our division
C) the same for all of us
- Q3 A) our div head!
B) all the guys in our div
C) myself and the rest in our div

The less upstat, less productive, low morale division answered accordingly.

Average Tone 2.0

- Q1 A) try to find out for myself then ask the div head
B) look in a book
- Q2 Two of the most junior staff in the division named
- Q3 The div head, then the two junior staff members as named in answer 2. (the dept heads not mentioned)

RESULTS:

This survey confirmed the success of the productive division as having stable leadership from the div head, staff who were enthusiastic about their jobs, high morale and continually training on their posts. The div as a unit worked with tremendous team spirit. The downtone, poor production division had an unhappy senior with downtone unstable department heads. There was no team spirit in this div and little if any post training actions. The most stable terminals in this division were two junior staff members who had enthusiasm for doing their posts and who trained in their study time to increase their abilities.

HANDLING:

Thus HCO then knew (regarding the unproductive division) who to look to for future exec material, and who would then bring this div to a high operating standard. And HCO knew what area to concentrate on most heavily with hatting.

Needless to say nothing was changed in the productive division. As it's production increased even higher, it was allotted additional personnel.

SURVEY EXAMPLE 7

SITUATION

Some staff members APPEARANCE not up to an acceptable standard. Information needed - the Tone Level average on the subject of APPEARANCE so that a PR program can be formulated and launched at an appropriate Tone Level to reach the Reality of offenders.

ENCODED QUESTIONS

- EE Do you feel good about having a professional looking appearance?
- DO How would you like to dress for your job?
- HAVE What would be the advantages of the group being sharply uniformed?

RESULTS:

It was found that staff were strongly interested (3.5) in having good appearance. The main outpoint was lack of uniforms available.

So an Enthusiastic campaign to coordinate uniforming of the crew was the answer.

SURVEY EXAMPLE 8

SITUATION

Personal and org premises not as CLEAN as should be. Attitude and tone level toward cleanliness required so a suitable PR program to upgrade standards can be carried out.

ENCODED QUESTIONS

- BE Do you enjoy being very clean?
- DO Do you find it more difficult to maintain personal cleanliness on a ship than where you have lived ashore?
- HAVE Is the standard of others cleanliness, personal and living space acceptable to you?

RESULTS

A cross section survey was done and the average tone level with regard to cleanliness was 2.0-2.5 (antagonism to boredom)

Of those interviewed, various justifications were given by those who didn't keep clean, and these people even admitted they were justifications. Some even admitted to pure laziness.

Among those surveyed who do keep clean, there was the desire to be clean.

Several "un-cleans" invited stricter discipline to keep the standards up.

Therefore what was wanted and needed was more 8-C. The PR program thus derived was firmer HCO enforcement of hygiene and cleanliness. This was a successful campaign with good results.

SURVEY EXAMPLE 9

SITUATION

Wherewithal. Staff members not adequately aware of their responsibility for org viability and income.

Reality and tone level toward this subject needed establishing so further action could be taken to educate staff on the subject of org viability.

ENCODED QUESTIONS

- BE How do you feel about the group making its own way?
- DO What can be done to ensure the group has lots of money to work with?
- HAVE When do you think you'll be receiving full bonus awards?

RESULTS:

The average tone level of those surveyed was 3.5 (strong interest). There was a high degree of Reality and agreement that the group make its own way.

Therefore to support this agreement, the recommendations of a recent B of I on the subject of Finance was endorsed. This was to place a 6'X10' graph in HCO reception showing weekly org income. This enabled all staff to see org viability and to feel more at cause over wherewithal by producing on their own posts.

SURVEY EXAMPLE 10

SITUATION

ETHICS. A general attitude and tone level with regard to the subject of Ethics desired.

ENCODED QUESTIONS

- BE How do you feel about Ethics?
DO How do you use Ethics?
HAVE What is the advantage of working within a group which has an Ethics System?

RESULTS:

Average tone level on the subject of Ethics was found to be in the 2.0 or antagonistic range. The human emotion and reaction was found to be toward Courts of Ethics being printed in the Orders of the Day. This was driving many of the crew into Resentment, Anger and Fear to read these notices first thing in the morning in the O.O.Day. In addition, the tone level of the notices themselves were written a tone below the average tone of the group re Ethics which was causing a doubly reverse effect.

Therefore, as a PR measure, the Ethics Officer was informed of this and instructed to print Courts of Ethics on HCO Conditions Orders, not in the O.O.Day. The Ethics Officer was also briefed on the Tone Scale. From then on Ethics orders were written up in a conservative manner simply stating the facts with no additional HE and R included.

This was a very successful measure and group morale rose on the whole at least one tone level higher than before on the subject of Ethics.

SURVEY EXAMPLE 11

SITUATION

Execs are needed. Those presently on post are not all capable.

The PR survey questions must detect -

- BE Other Status - Status as defense. Been something else. IS something else?
DO Other Involvement - Involvement in other things or things that don't matter or involvement in contrary actions to a post. Problems would come up.
HAVE Scene - (omitted or false) - what does he know about it, how real are his data. Representation.

Execs fall into two categories.

(a) Those who will assume the status or forward the doingness or enhance the scene toward Ideal.

(b) Those who defend status, have other involvement and have an omitted or falsified scene.

Category A build things into a smooth prosperous org.

Category B wind up with an omitted or perverted org.

Sample Survey Questions

1) What would be the most ideal post to have if you had total choice? Or what type of life best suits you?

2) What problems or situations would you find easy to handle? Or, what should you be working on? Or, what are you working on?

3) How are things really in your area? Or, what is the org really doing these days?

QUESTIONS USED

STATUS 1) Is there a post you would like to hold sometime in the future for which you feel ideally suited?

INVOLVEMENT 2) Are you having any problems getting done what you are working on now?

REPRESENTATION 3) How is your org presently doing on an overall basis?

RESULTS:

The results of this particular survey showed the tone level of the org execs to be GRIEF. In addition, at least half the execs surveyed volunteered that they really didn't want to be an exec at all, but would prefer to be in a worker position.

The WHY of the org's down statistics was neglect of implementing LRH policy, ED's and projects in the org on the part of the execs.

Short range and immediate handling was to post an LRH Comm in the org who forced in compliance to LRH orders and policy. Long Range handling was to move into exec positions, junior staff members who were ambitious to hold an exec post competently and to move off the unwilling execs into junior areas where they could produce well until ready to again resume a more senior position.

SURVEY EXAMPLE 12

SITUATION

The Founder wrote a test statement of the meaning of Scientology to be used as handouts for new public.

A survey was done of Scientologists locally to establish popularity of the statement and check for agreements or disagreements.

QUESTION:

A direct question used. "Please read this statement and tell me what you like or dislike about it."

RESULTS:

For the survey, each sentence of the statement was numbered. On the tabulation, beside the number to each corresponding sentence, was written the percentage of endorsements of that sentence or suggestions for improvement.

Several of the words and phrases in the statement were thus changed or re-arranged slightly to make the statement totally acceptable. This amended version was then re-surveyed and the results confirmed complete endorsement.

As a further measure to ensure the statement reaches the Reality and Ethnicity of the broad public a limited number of issues of the statement are being tested on the street to raw public and any disagreements noted. Results of this are not complete as yet, however the tabulation and correction procedure would be the same as the previous example. Any words or phrases which may meet with resistance or disagreement in a high percentage of those public surveyed would be noted and amended to suit the public Reality for most effective communication. As this statement is written for broad public issue, it is therefore imperative to ensure the message is written in such a way as to have impact and acceptability in its presentation.

SURVEY EXAMPLE 13

SITUATION

Population Survey. The purpose of this survey - to find out the Reality and tone level average of an entire city so that the org could promote and deliver to this Reality.

4800 people in a city were surveyed in a few days by several org members.

QUESTIONS AND RESULTS:

- 1) What are you trying to achieve in life?
Happiness 32%
Good jobs-Careers 10%
 - 2) What worries people most?
Money 24.4%
Other people 15.1%
 - 3) If these things were resolved what would happen?
People would be a lot happier 19%
Better world to live in 15.2%
- Tone Level = PAIN, ANTAGONISM

The following two telexes were sent to the org by LRH and CS-6 in response to the survey results:

"9 Dec 71 Relay C/O USLO Relay C/O Boston
ELATED BY SURVEY. FURTHER DATA NEEDED BUT BEAUTIFUL FOR PCs STUDENTS.

LOVE = RON"

"PR OFFICER BOSTON DAVE. GREAT. NOW QUICK GET ANOTHER SURVEY. QUESTIONS "(1) WHAT MAKES PEOPLE UNHAPPY? (2) HOW DOES THAT EFFECT PEOPLE? (3) IF THAT WERE RESOLVED WHAT WOULD HAPPEN?" CONDUCT SAME PROCEDURE AS BEFORE. WELL DONE. LRH PLEASED. NOW NARROW DOWN.

LOVE = DIANA"

The results of this additional survey were:

- 1) What makes people unhappy?
Other people 28%
Not getting what you want 17.4%
- 2) How does that effect people?
Depressed 28%
Unhappy 11%
- 3) If that were resolved what would happen?
People would be happy 37%
Miscellaneous 10%
People would get along better 8%
Better world - better place to live in 8%

TELEX

"C/O BOSTON PR OFF BOSTON

From your surveys, the following promo pieces are indicated.

- 1) A way to happiness is to urge other people to get processed.
INTENSIVES
- 1A) To handle other people become a pro auditor and change their lives.
ACADEMY COURSE
- 2) To be happy and stay happy get processed.
INTENSIVES
- 2A) Understand the mind and life fully. Become a Pro auditor
ACADEMY COURSE
- 3) Get rid of your money worries.
MONEY PROCESS
- 4) You have to be able to handle other people in order to hold your job. If you've got a job and can't influence people around you you're not likely to succeed. Be successful and able to others. Get trained.
TR COURSE
HQS
NON PRO AUDITORS COURSE

- 5) Make all your past education totally available to you and shoot up your IQ so you can use your education and hold your job.

WORD CLEARING

- 6) Scientology itself is a career. It will help you establish yourself in handling other people working on the job you're on.

PROFESSIONAL AUDITOR TRAINING
ACADEMY COURSE

- 7) Be happy getting what you want by being trained to handle other people and be persuasive etc.

TR COURSE

HQS

NON PRO AUDITORS COURSE

- 8) Scientology is a mission to make the world a better place. Be a Scientologist to make a better world.

TR COURSE

HQS

NON PRO AUDITORS COURSE

- 9) Make other people happy, Get trained.

TR COURSE

HQS

NON PRO AUDITORS COURSE

Above are 11 separate continuing campaigns. We'll settle for 1% happy because of Scientology. Love = CS-6"

THE TONE LEVEL OF ALL THE PROMO WRITING AND PRESENTATION WOULD BE CONSERVATISM = 1 TONE ABOVE ANTAGONISM (the level found by survey)

The Boston Org Survey is interesting as it shows a cross sectional Reality level of an entire city! Survey results (Reality and Tone) would vary in different cities, countries and continents. So each org in surveying its own area would create their promo slanted to a slightly different Reality. And the Scientology services offered would correspond to what is most wanted and needed by the public.

SPOTTING TONE

After one has mastered the technique of creating survey questions, the only remaining expertise necessary is accurately spotting tone levels.

The PR man's bible is of course Science of Survival and the Hubbard Chart of Human Evaluations and the book 8-08. These materials must be read and thoroughly understood. There is also a tape available from Pubs DK called The Tone Scale, recorded in 1955. On the opposite side is Moving the PC up the Scale, recorded in 1952. Both sides contain invaluable information. Other materials are HCOB 6 February 1960 Effect Scale and an absolutely essential HCOB revised 15 Nov 1971, TONE SCALE IN FULL. Also The Auditor World Wide No. 60 is devoted entirely to the Tone Scale. The way to drill yourself on observing and quickly spotting tones is to read and

apply HCOB 26 October 1970 Obnosis and the Tone Scale.

To gain proficiency one can do two simple drills.

1. Walk around and spot people on the Tone Scale. Just say (to yourself) what tone level each person is at until you feel confident that you can tell instantly where any person is on the Tone Scale. An important datum to grasp is that there is a (1) Social Tone and (2) an actual Theta Tone. And these can be two entirely different tones widely apart in range. This is because a human body is between 0.0 and 4.0 only. A thetan however, can be anywhere from -40.0 and below to +40.0 and infinitely higher.

Thus a thetan can be way way below death on the Tone Scale and yet his social tone may appear to be somewhere around Conservative. But this is where you must be an excellent observer. The person may sit there and conservatively tell you how he just must control bodies in order to get along. He may not say these exact words, but amazingly enough you'll find this really happens. Or the person may go on about how he regrets doing this or that and how its all someone else's fault - well you know he's at Shame, Blame, Regret as a thetan at this point. Yet he or she may at the same time be weeping into a handkerchief. In this case the (1) Social tone is GRIEF (.5) and the (2) Thetan Tone -0.2 to -1.3.

2. Another drill to do is to walk around until you find somebody at a specific tone level. Decide to look for someone at 1.5 for instance. The first person you run into with face flushed from shouting and fists clenched, BINGO you've found your 1.5. Then pick another tone and go from there. If the person you saw at Anger was also hitting another, then you would know the person was at 1.5 Socially and -1.0 Blame (or punishing other bodies) as a Thetan.

CONCLUSION

As you can see, the technology of PR Surveys and the Tone Scale in handling and controlling human emotion and reaction is an incredibly Powerful tool.

By putting this technology to use on a personal basis you can literally be in control of your environment on at least the first three dynamics! And Scientologists (particularly Scientology staff members) have a monopoly on the entire subject. If there was ever a way to "win friends and influence people", this is it. We as Scientologists are continually jolted by the primitive nature of the general populace around us. So by establishing the local Reality and Tone we can at least present ourselves and our product in such a way as to be accepted, and then we can bring people up the scale from there.

Gone are the days of hit-and-miss promo, and by-guess-or-by-God public events. We now have the know-how to hit the exact target every time. We now have, thanks to Ron, another beautiful tool for UNDERSTANDING.

Data compiled by
LRH Personal PRO
from
Notes, lectures, books,
policy, bulletins, tapes
and guidance

by
L. RON HUBBARD
FOUNDER

LRH:SG:ne
Copyright © 1972
by L. Ron Hubbard
ALL RIGHTS RESERVED