

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

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Remimeo

PR Series 26

PR & INFORMATION

PR brings things to the notice of a public.

In order to do that the PR himself has to notice things.

There is no "Ivory Tower" in PR.

One has to know what is going on.

To do that a PR has to be on info lines and has to know accurately (not by gossip, which is a public's action).

In writing a release or furnishing a campaign, a PR has to do his homework. He can't rely on guesses or faking the data if he is to succeed.

Information, collection of, on any subject is a first step must in any PR action.

This includes surveys. But there are other sources of info than surveys.

He notices things and handles.

He finds out the data before he acts.

The PR has to be the person in the know.

L. RON HUBBARD
FOUNDER

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