

HUBBARD COMMUNICATIONS OFFICE
1812 19th Street, N. W.
Washington 9, D. C.
(Issued HCO MW-Reissued HCO DC)

Central Orgs.

HCO BULLETIN OF APRIL 25, 1960

PRR PROMOTION

I have asked Mary Sue to compile a bulletin taken from her advices to Washington on correct PrR promotion.

Mary Sue, long experienced as a Director of Registration, has the enviable record of the highest returns from her department that have ever yet been achieved in any Central Org.

Her advice is very worth while. These programmes should be followed as high priority items by the heads of all Central Orgs., and PrR Depts.

These programmes, followed just this way, put into expert practice by good executive John Fudge, have raised the DC unit from a period of all-time low, back up to the highest in the world.

Do not abandon those programmes you have which you find successful. Do not overstrain existing personnel in PrR. Get PrR and CF staffed well enough to get existing programmes done plus those detailed by Mary Sue.

One Central Org by my reports here has only one person in PrR. Another has only two. Is it coincidence that the first mentioned is the lowest in income and the second the next lowest? Washington left only one person on PrR for six months - and finally dropped to zero unit. A proper number were assigned and the units came up to 50% par in three weeks. So don't economize on personnel in PrR. And when you get the personnel, make sure they follow exact hats and these programmes.

You need no new and wonderful ideas to win. All you need is an exact Org. pattern and these programmes, and then back them up with high quality service. And get the books disseminated from H.C.O.

So I can highly recommend you follow Mary Sue's promotion for PrR if you want a high unit.

L. RON HUBBARD

PROMOTIONAL PROJECTS

There needs to be a more organized approach to promotional activities in all Central Organizations. The following is designed to provide this:

Department of Promotion and Registration

The promotion programme for this Department depends entirely upon getting all prospects for training and processing from Central Files. The definition of a prospect is this: any person who has mentioned, even vaguely, an interest in training or processing and has had neither. It does not matter how long ago such an interest was expressed, just that it was expressed. All such prospects should be listed on cards. (If your addressograph department has really been functioning well, these prospects should already be tabbed on the addressograph plates, but do not rely absolutely on this. Washington DC, where I have already instituted this programme, is having their CF Promotion Liaison go through CF once again and the Director of PrR, John Fudge, reports the finding of many, many prospects which were not tabbed.) CF Promotion Liaison, from these cards, pulls the person's CF folder and sends their folder to the Registrar to write a letter asking them when they will be coming in for training and processing. Two carbon copies of the letter written are made, one of which is, of course, put in the person's CF folder and the other is given to CF Promotion Liaison. From this carbon letter CF Promotion Liaison marks on the person's card when the letter was written. This occurs until every single prospect is written.

which

Answers which come back to these letters/are written by the Registrar are answered by the Registrar or the Immediate Registrar if the person is actually ready to book for training or processing. Two carbons are made of these letters and handled as above. CF Promotion Liaison marks the cards with the date when the answer was received into the organization.

CF Promotion Liaison will end up with a set of cards from which there were no answers. These cards from which no answers were received, are then turned over to the Ass't. Regis.

(over:)

after a period of three months from the date the letter was originally sent by the Registrar. The Ass't. Registrar treats these then as ARC breaks and gets them into communication with the Central Org.

With regard to this particular promotion project, please do not forget HCA and HCS or B.Sc. Ext. Course students who have not as yet taken the course.

The dates which I set for the writing of all the initial letters by the Registrar, is one month to get all prospects dug out and all letters to be written by the Registrar. As we will allow these prospects only a three month comm lag, that makes four months elapsed until all cards of prospects who have not answered shall be turned over to the Ass't. Regis. This is not an optimistic estimate for the time needed. When doing a project, do it and get it done.

While the Ass't. Registrar is awaiting the handling of these uncommunicative prospects as ARC breaks, she or he can be busy writing to current ARC break letters and more importantly, handling those people who have failed to make regular payments on their accounts with the Central Org. The Dept. of Accounts keeps the Ass't. Registrar supplied with these monthly. These are handled as ARC breaks.

Department of Processing

This is a promotion project to be carried out by the Director of Processing and staff auditors. The Dir. of Processing shall go through the Testing files and dig out the file folders of those past preclears who did not complete the full number of weeks of processing given in their case estimates. As this is done, a card file is made of those written. CF folders for these do not need to be pulled; all the information about the case is right there in the test folder. These people can be asked specific questions about how they have progressed with particular case difficulties since their processing and about when they can come in to complete the number of weeks given in their case estimates, the number of weeks estimated and the number of weeks actually taken by the person in processing can be given in the letter. As answers come back the Director of Processing marks the cards with the date the letter was received by the organization and handles it or sees that the auditor who wrote the letter handles it. Any definite bookings are sent, after they have been answered, on to the Immediate Registrar for entering into the registration record.

Again a period of four months is given for this project as above and at the end of this time all cards of past preclears who have not answered are turned over to the Ass't. Registrar to handle as an ARC break.

Department of Training

The project for this department is one of writing to all incomplete course students getting them to complete all necessary qualifications for getting their certificates. These persons can be located in Addressograph by the tabs if, once again, the Addressograph Department is up to nines. If not, each person can be found from the roll books. To disseminate Scientology we need auditors in the field working, and we need these auditors to be certified in order to get them working.

The Director of Training makes out card files on this project and turns them over to the Ass't. Registrar to handle after a period of four weeks if the student fails to answer. Let's really push these people to get their requirements completed.

Another project for the Training Department is writing to all former HCA students to get them to come in for the HCS or B.Sc. Course. This is handled with cards in the same fashion as previously described.

Accounts Department

The project for this Department is a relatively simple one. All that is done is for the Director of Accounts to write to all persons who have paid their bills in full or who are making regular monthly payments, telling them that their credit is good with the Central Org for further training or processing.

Let me mention here that people who are paying regularly, but who have too large an indebtedness should not be written such letters. We don't want their indebtedness to increase beyond their ability to handle it.

Department of Material

This Department has the promotion responsibility of seeing to it that the premises of the Central Org are presentable to the public in appearance and cleanliness. The offices

(cont'd.)

which are considered of most importance are the Reception office; the Immed. Registrar's office, where students & preclears are signed up (or the office of PrR, if all registration work is done in one office); the Assoc Sec's or Org Sec's office; and HCO offices. These can be nicely decorated at low cost. By all means the Dept. of Materiel must police these offices to see that they remain in a good state. Metal baskets in these offices should be converted to wooden trays in a finish to match the finish of the desk and other furniture. If there is not enough space on desks for these trays, they can be placed on a handy side table. Leaflets and handout materials should be kept in a bookcase or cabinet, not strewn about the tops of desks, mantle pieces, or the floor, as in some cases. Cleaners should be encouraged to clean these offices first thing and then passage ways.

Also as some of the offices are small in size, the common decoration fault of having the walls one color and the woodwork another should be corrected. In small spaces only one color should be on both walls and woodwork and this color should be a light pastel as darker colors contract space.

Further, the Dept. of Materiel can get the mechanical brains of the org into shape, CF and Addressograph plate files. All tabbing for the categories should be done and CF filing and making of new folders should be complete and up-to-date. By all means get all prospects tabbed.

H.C.O.

HCO Dissemination Secretaries and Book Administrators should get out a complete listing of all books and tapes to book buyers. Such listings/^{are} normally done as follows:

	I have this book	I am now ordering this book	I shall order this book within the next three months
Dianetics: Modern Science of Mental Health			
Price:	_____	_____	_____
	_____	_____	_____

with instruction asking them to please check one of the following categories after each book. To get makeup on such a mailing, you can write to the HCO Dissem. Sec., Washington, DC, Mildred Galusha, and get a copy for making up a photolitho mailing. Or you can use such a mailing piece as was done in one of the old "Journal of Scientology", listing the books and tapes with a brief description of contents and enclosing an order form.

A list of book buyers can be obtained from Addressograph or from invoices over the last several years.

HCO Continental Secs should do a two-fold promotion task. One is writing to all Certified Auditors advising them that professional rates for processing shall in the future be given only to those certified auditors with an International or Lifetime Membership in force with the HASI. This is to encourage all auditors to get memberships and thusly get on the communication lines of the organization for further information.

The other project is to write to auditors not franchised as yet and get them to take out a franchise and to write to auditors franchised who have not been remitting their ten percent to get them to do so. If these franchised auditors do not remit their ten percent within a period of three months, we shall have to cancel their franchise and take them off the Bulletin lines until they got their cases in shape to make a successful practice in the field.

P.E. Foundation

This Department already has been given a promotional project in HCO Bul. of 3-25-60.

Assoc. Secs or Org. Secs.

Your promotion project is to crush, crush, crush through the promotional projects moving through to completion. Do not sit at your desk and get reports on how these projects are going. Go into the Department to check up on the card files, number of letters written, etc. Now is a really good time to see how well the Addressograph section is servicing the org.

Send weekly reports to me concerning the progress made, difficulties encountered and overcome, and other information about these projects.

MARY SUE HUBBARD
Organizational Supervisor WW