

HCO POLICY LETTER OF NOVEMBER 24, 1958

MAGAZINE POLICY

The public is easily confused and must be given stable data and standard articles from tapes or texts they recognize. And always at their level of training.

Squirrel data starts trouble with the regular customers, gets excitement only from the nuts and freaks. These write much, spend nothing. Squirrel articles, by-lines, opinions reduce dissemination.

The public has proven they buy my material. I worked for 30 years and 20 million published words in 100 publications to earn my right to a by-line. We therefore do not use my by-line so somebody who has not earned one can have a free ride. By-lines don't come that easy. Tell them to go get one in the Sat. Evening Post and then come back and you will let them sign an article.

My by-line on my articles only. Never my by-line in staff writings. Say, "Taken from the writings and lectures of LRH", no other by-line ever.

Mention my name once each issue. Give one good datum at least per issue.

In any news or tid-bits column, never mention a staff member. Staffs lose more business being cute in their own papers about their own adventures. The public yawns. Mention only prominent field people and groups and nothing coy even then.

Be dignified but enthusiastic. The public buys reassuring hope, not skeptical guesses. Never be reservedly scientific or doubtful - it is a pose and a corny one reserved for less successful people.

The public wants data old or new. There's tens of millions of words of unpublished Dianetics and Scientology data they have never seen even if you have. What is new to them is always old to you.

Print a format that can be read. A bad one is an ARC break. Too fancy a one disturbs the text.

Always mention Books, memberships, processing, training, records, special events, E-meters, insignia, badges and group services in every issue.

Run only little classified type ads for outside people - tiny, short, interesting like the personals in the newspaper, never bigger. Put these people in perspective to the Central Org. The only big ads which can appear in the magazine are for the Central Organization.

The basic purpose of the magazine is to sell books on Dianetics and Scientology. Base its policy on selling books. Mention, discuss or write articles about services. But always sell books.

O V E R

Magazine Policy - p. 2

Make every issue count. Write issues people in Promotion & Registration can use as Minor issues. Send out a leatherette covered Major Issue with lots of data once a month. Send a Minor Issue out every time you need a special booklet. Majors are more timely, less general. Minors are general.

Org. Mags are for use not for hoarding. Fire Minors as far and as many as you can. They need no covers. Only paper faces. 8-page things. Use photo-litho. Never, never mimeograph more than 75 copies of anything. Put it in a magazine form. It's cheaper. Use photo-litho. It's cheap. Make up on boards in the office. Always have it actually printed outside, never in the Organization. We don't manufacture well on stuff like magazines or E-meters.

All magazines are my communication lines, never an organization's. Organizations can't talk, the public doesn't listen. If you want to know how it should sound and look, ask yourself how I'd want it - you will have the answer that's being bought throughout the world.

L. RON HUBBARD

LRH:MP

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FULL DISTRIBUTION.