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Promotional Functions of Various Departments

Central Organizations are now running on the six department system. They have been for some time and it is working, and working well.

Each of these six departments has its own Director, Deputy Director and Function. The six are represented either by a Director of a Department or a Deputy Director in the Advisory Council.

The Organization Secretary has amongst his functions, seeing that the purposes of these departments are carried out and that the quotas and schedules of each department are met. In addition he must see to it that the promotional purposes of each department are carried out.

Each of the six departments has a promotional purpose in addition to all its other purposes. By promotion in a Scientology Organization, we mean REACH the public.

Some of the promotional purposes of these departments are listed herewith.

Dept. of PrR: To reach individual aspirants for training and processing by various communication means such as letters, phone, telegram and in particular, personal contact. Public lecturing and the visiting of groups by PrR persons or an Organization Secretary are included in the promotional functions of PrR. Broad contact by means of advertisement is also a PrR function. PrR promotion is, however, mainly an individual matter. Amongst the promotional functions is the arranging of the lives of aspirants so that training and processing can be attained by them.

P.E. Foundation: The promotional functions of the P. E. Foundation include the dissemination of invitations and literature to the broader public by means of the available public. They also include the attainment of sufficiently exciting results by lectures and doings that the attendees will tend to bring new persons into P.E. P.E. via PrR may advertise for its classes. This could be summed up by saying generate enthusiasm and attendance by straightforward data and demonstration that Scientology works. The P.E. is a showcase.

Academy: The first function of the Academy is to have a good Academy run with rough 80. For years it has been observed that a fine tautly scheduled Academy that puts students over the jumps and makes them into uncompromising zealots, for the right way of doing things always attracts new students. A bad Academy is always badly attended. The grapevine here is so apparent that one only need look at Academy promotion. The second line of promotion in the Academy is using old students to get new students by letters and programs. Amongst these programs is the Extension Course.

The HGC: The promotion function of the H.G.C. consists of turning out cases that rave about their auditors and the HGC. It is unfortunately true that an HGC is not as well attended as it gets results. Indeed, a good HGC from a standpoint of results is often less well attended than one that really chews PC's to ribbons. This is because of the victim complex in the society. But good or bad -- which is after all a technical not, not promotional question -- the results of the HGC MUST include enthusiasm on the part of PCs for their auditors and the services rendered. Handling the private lives of PCs is forbidden by the Auditors Code when done directly. But sometimes this has to be done to get the case upscale. The best promotion of an HGC is interest in the PCs in or out of session. And this is furthered by the HGC use of tests. An Auditor must not evaluate for a PC. This does not include the D of P. A good D of P evaluates as harshly as an instructor and more or less follows the Instructors Code. An overbearing evaluating D of P always has more PCs than a meek and mild one. The sending of tests to the PC after he gets home, the hounding him afterwards for reports on what and how he is doing, is all a promotional function of the HGC. There is a five-yea. standing order that a PC must be written to three times after leaving the HGC, the first letter one week after he leaves, the second letter one month after that, and the third letter three months after that. An HGC that doesn't stay in communication with the PCs never has very many. It's not up to PrR to stay in communication with the PCs who had Intensives even though the PrR does. It is up to the D of P to stay in communication with these PCs. Copyright (c) 1959 by L. Ron Hubbard

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Dept. of Materiel: You would not at once think of the Dept. of Materiel as being a promotional unit, yet it is. Amongst its duties is cleanliness and spark in the quarters. A Dept. of Materiel that will inventively make the Org. loom up in terms of buildings and quarters is doing Promotion. Materiel should never slack on this function but many Materiel Directors have been unaware of it. The Dir. of Materiel should get out and look the place over, and figure out how within its budget he can make people come into this particular building who know nothing about Scientology but only because they were attracted in. Further, the Director of Materiel should realize that his promotional lines consist of keeping Address and CF straight. He holds all the bodies in CF enclosed in file folders and he knows where all the bodies are in Address. If these are straight then the Director of Materiel has done a great deal of promotion and combined with attracting (rather than attractive) quarters, he is really promoting heavily.

Dept. of Accounts: Accounts is commonly so snowed under with Bookkeeping and Prop. Income that it doesn't think of itself as a promotional unit. But it is. Snappy and accurate accounting, quick and accurate and even tough rendering of statements is all promotion of a sort. We are accustomed to thinking of an Accounts Department as being figure-figure non-reach sort of department but this is far from true. (That's figure-figure). Accounts is promotional just by rendering bills properly and on schedule. And they're promotional by making sure the public contributes to the organization in money; by thoroughly backing up the PrR, Accounts does a lot of promotion. Further, there is another thing that no Dept. can do in the promotion line. We are usually undermanned in the Accounts Dept. and seldom realize that lack of people in it is one of the most foolish economies we can make. It's lack of people in the Accounts Dept., rather than lack of willingness that keeps our Accounts in a turmoil. There should be one person on Statements, one person on current bills book and one person on Pro. income breakdown even if one or two of these people are part-time. If there are three - and there should be - part of the work of each would be promotion as follows: Statements - noticing that credit is good on some person in the Statements book, should write and tell the person so and give a list of such people to the Dir. of PrR. Current Bills, who should handle purchasing and filing too probably, has a public relations function in handling the merchants with whom we deal and getting them interested in what we are doing rather than allowing a purely trade relationship to exist. Prop. income, who also usually does the invoicing, has a promotion function in making sure that the receipts get back to the payee along with some kind of pat on the back for helping Scientology along. MONEY is the attention unit of this society. A lot of Scientologists say "how mercenary" when I start talking about money. They don't believe in it to the degree that they don't want to attract any attention personally. And that's the crude truth. We've got to get over that attitude. The commonest sense tells us that if we had enough money we could advertise and build and hire our way straight up the line ten times as fast as we are doing. Well, one of the ways we fail is to fail to use money as a promotion factor and to fail to fully utilize commercial transactions and monetary exchanges as promotional avenues. Think that over and buy the Dir. of Materiel the new building he wants and see how they start crowding in. The Dept. of Accounts is our most neglected promotional sphere and this we must overcome.

The six department system is built like a watch. It is worthy of considerable study. And it certainly accomplishes doingsness. Any sphere of promotion there is can be assigned to one or another of its depart-

ments.

Organization Secretaries these days are selected on the basis of their personal ability to promote and get the show on the road. This should now be extended to the Dept. Heads of the organization.

Promotion means REACH. Well, let's stop worry and start reaching on all six cylinders.

L. RON HUBBARD

LRH:BRB:MG:SG

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