

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF OCTOBER 28, 1960

Assn. Secs.,  
HCO Secs.

Dist:Org Sec.,  
HCO Sec.

HASI-HCO RELATIONSHIP DISCUSSED

I had a meeting today between the officers of HCO and HASI in Johannesburg which brought up some points of interest to all HCOs and Central Organizations.

The points of importance were these:

Central Orgs. have a certain fixed promotion lines which should be followed. HCOs have some interest in the effectiveness of these. HCO has no interest in the number of personnel employed by HASI in tech. or admin., this being entirely up to the Central Org. officers. If HASI thinks it can get along with far less and still render service acceptable to HCO, then it's all up to HASI.

Central Orgs. as such have a poor reputation for originating and executing new promotion. HCO is responsible for broad new dissemination projects.

I have always operated on the theory that if I drove enough business in on Central Orgs. they would cope with it. And that I should not be deterred by various resistances in the form of thinking it could not be coped with.

Thereby emerges HCO's primary function today-to do broad dissemination and drive business in or the Central Org by any means within HCO's power.

HCO's role stems logically from my own consistent functions: (a) Technology and its proper performance and: (b) Promotion of Scientology widely by books and ideas and creating comm lines.

Whenever HCO falls away from these two items, the Central Org. has rough financial going. Lack of technical wins gives fast stagnation and few excellent personnel. Lack of heavy dissemination gives a lack of bodies in the shop.

On Promotion, driving in people on the Central Org is a primary function. This does not mean individual people. It means masses of people. HCO deals in masses and mobs and HASI deals in individuals.

HCO must carry out heavy book promotion and sale, many special events (open evenings, lectures, Congresses), new effective mass comm lines (magazines, etc.) and must furnish new ideas.

HASI comm lines are set and fixed already. New lines disturb proven effective HASI lines when HASI does them. HASI is helped when HCO does them.

HCO's interest in HASI personnel ends with making sure the business HCO drives in is not wasted. Hence hat checks, security checks. But HCO may not interfere with actual personnel selection or dismissal except to act as a justice on complaints from personnel, and then HCO may be going too far even so.

HCO is a mass dissemination organization. HASI is an individual service organization.

The primary breakdown in any org. is the Technical Excellence. When this goes, all else soon follows or stays low. The primary lack of income comes from HCO failure to widely disseminate and hold special events that bring people to HASI for HASI to approach and care for. Almost as important and income failure source is HASI's failure to contact often (from TrR) individuals HCO has drummed up by mass programmes.

When HCO lays down how many people HASI must or must not hire it errs.

HCO is the "Madison Avenue" of Scientology meaning its the advertising broad public presence unit. But "Madison Avenue" does not run the businesses it serves. It only makes them look brighter to the potential public.

I think this gives us a new look at HASI - HCO relationships and their zones of responsibility.

I laid down these principles to clarify the problems which had arisen between HASI and HCO in Johannesburg and I feel the same principles may resolve and re-orient many area of overlap or dispute in other orgs.

I consider these points as new policy for sorting out the two area of HASI and HCO.

However, nothing in this policy letter exists to prevent HCO from taking sudden and heavy action to remedy obvious or possible collapses on HASI's part in handling the business brought in.

L. RON HUBBARD

LRH:js:bs

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