

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Dist: Org. Sec.
HCO Sec.
Dir. PrR
D of P
Dir. of P, E.
Dof T
Test in Chg.

Assn. Sec.
HCO Sec.
All PrR personnel

HCO POLICY LETTER OF OCTOBER 28, 1960.

NEW TESTING PROMOTION SECTION
IMPORTANT

For some time Orgs. have used testing as a promotional means. It has been found that this is a good, reliable method of getting people to come in.

The essence of testing procedure is (a) to get the person to do a test and (b) get him or her to come in to have it evaluated. From this follows his or her buying processing and training as sold to the person by PrR at the same time as the evaluation is done.

The Instructors Code is closer to Test Evaluation than the Auditors Code. One does not use the latter in telling people about their tests. Therefore Test Evaluation is done by the Dir. of PrR, the Registrar, less frequently by the D of P for sales purposes. The D of P evaluates tests to the pc for technical gain, for reassurance of the pc or auditor and in general to make technical progress. PrR personnel on the other hand evaluates tests for sale to get the person to take or to buy more processing or training.

Thus Testing breaks into activities with four purposes.

1. PEOPLE ARE SOLD INTO TAKING TESTS BY PrR.
2. TESTS ARE ADMINISTERED BY THE TEST SECTION. (THEY ARE NEVER EVALUATED BY THE TEST SECTION.)
3. FOR SALES PURPOSES TEST ARE EVALUATED BY THE D OF P. THE D OF P SOMETIMES ASSISTS SALES PURPOSES WITH TEST EVALUATION. -----

Simple tests may be mailed out to CF names. The sending of large or complex tests to be taken at home is frowned upon.

For large test batteries, even for firms, the person is persuaded to come into the Org. In the matter of testing a whole company one does not send a testing personnel to the company, thus losing all further contact with the persons. In such a case the company people are brought in as individuals at company request.

By policy testing is a free service. This includes all case assessments, E-meter assessments, checks, etc. Processing and training income that would have come from testing has been shut off the moment a charge was made for testing or assessment.

In a city Central Org, a test section should exist as follows:

The Test Section is located near the entrance of the building, easily spotted by new people and easily routed to. It has space priority.

The Test Section consists of Testing -In-Charge and any other needed persons as the activity develops and needs them.

The Testing Section contains all test files, all test supplies, E-Meter for case assessment (done by test in charge), broad arm type desks (or chairs and tables, and is arranged to test a large number of people at once. The door is plainly marked "Testing Section". The walls have signs which mention Scientology with positive statements and test examples showing what Scientology can do. (Before and Afters).

The Test Section is extremely professional and businesslike in atmosphere. In this we must out-create psychologists and others.

The Test Section tests on an individual basis, testing on group timing only when very feasible. People are not made to wait for a group to gather. Photo timers marked with the same number as the desks time any given persons test.

The body routing is as follows:

All persons to be tested are sent to testing at once by Reception. They do not see the Registrar first as a general rule. When people come in with a "test slip" or "to be tested" they are sent directly to the Test Section by Reception.

Test in Charge greets them, shuts off idle chatter (he keeps the test room quiet, no idling staff in it chatting ever, no long discussion with customers ever). Test in charge gets the person started doing tests at once.

When the person being tested is finished the body routing is done by Test in Charge. There are three possible routings. The test form should be so headed as to indicate the type the person is: (a) local (lives in same city as Central Org); (b) Ex Urban (just in town to be tested) and (c) HGC.

After test are done by pc (but unmarked yet) Test-in-Charge routes as follows: Local T-i-C sends person home, saying he or she will be contacted by a qualified test evaluator in the near future. A Local test is not corrected at once but is done in slack moments. The test is clearly marked Local in a blue pencil. An Ex-Urban test is marked as soon as comfortably possible by Test-in-Charge, preferably within a few hours. It is marked EX clearly in a green pencil. An HGC test is marked at once and, at moments of peak, with special assistance in marking from staff auditors, and is clearly labeled HGC in a Red pencil.

All tests are marked as fast as possible on any case. The Local, EX and HGC categories are to help other departments handle the people and to route the people.

Test in Charge tells all Local and Ex persons to go to their home in the Central Orgs city. He verifies that the test carries their local town address and phone number. He does not let them wait around the Org. Test in Charge sends all HGC persons to the D of P as fast as they finish their tests and sends as well any she has marked EXPEDITE.

All tests, as soon as marked, are routed rapidly as follows: Local and Ex tests are sent to the Body Registrar. All HGC tests are sent by hand to the D of P.

The D of P evaluates the test technically in the presence of the person tested and for that person, providing the pc is continuing. If the pc is not continuing, the D of P looks over test, does not evaluate it, and sends person and test, escorted, to the Body Registrar. To ease peaks, a finishing or student may be sent direct to PrR.

On Academy Student testing, all tests are labeled HGC and have the same routing as any other HGC test.

Reception does not let Local or Ex persons stay around except when Registrar wants them held for interview. Ordinarily they are sent directly to their local address and a local will be called in a few days and an Ex will be called on the same day. (A person already signed up for HGC or Academy from out of town is not an Ex but an HGC.)

The Registrar may mark a test request slip Expedite which means the person is to be brought right back. This is in a case where some one has dropped in to see the Registrar "to talk about..." The handling of such is: The Reg. sends the person to testing, gets the person back with the tests and evaluates their tests. This is an Expedite. It is also clearly labeled Local or Ex as indicated.

Tests are marked and filed as follow: The whole file goes around with the person during interviews. Two copies of the profile and the E-meter Assessment only (the I.Q. figures being on the profile) are made in addition to the original. One of these goes to the D of P who sends it to the auditor or the Academy (for a student) and which is then sent to CF at end of processing or training. The other copy is a flimsy which goes to Saint Hill accompanied only by airmail weight auditors reports. The Registration personnel may not keep the large original tests. This goes back at conclusion of interview to the Test Section and is filed there.

Each CF folder must contain a copy of each profile (with its I.Q.) and E-meter Assessment that the person has taken.

Every piece of original testing papers and E-meter assessment is retained in Test files. There is no other complete test file than in the test section.

A cross index file card system is kept by T-i-C to show every auditor with a card for each pc audited. This permits an examination of the broad work of any auditor. The tests are otherwise filed alphabetically in filing cabinets by the last name of the pc.

The tests are the property of HCO (as are the mailing lists) but are accumulated, kept and used by HASI.

Everything must be done to make testing prominent, accurate and available. The Test Section, as an entrance point to service, must look crisp and efficient. Waiting must be kept to nothing. There is no virtue in telling the applicant how fast they can be marked. Stress how carefully they are marked and the expertness of evaluation.

By having local designation, the Reg. can apportion interview time, calling the people in to even out the Reg. schedule. It does not matter if a local waits a week to be called in. The point is not to make anyone wait an hour in the office for testing or evaluation. In the case of an Ex he or she is probably in town just to be tested so an Ex is always recalled fast. Students can be shunted a bit as they can always be called out of class during the week.

The Body Reg. should have special baskets for tests marked local, Ex Urban, HGC, and Student. The Body Registrar must never just have piles of tests or scattered papers. By having baskets for these in a beanstalk stack of trays behind him or her, other PrR personnel can ease in and take handfuls of them to do interview when they have time if the traffic is heavy. In the case of more than one Body Reg. types of interviews possibly can be apportioned around amongst Registrars, such as men, women, Local, Ex-Urban, etc.

A SLIP AS TO THE STATUS AND OUTCOME OF THE REG. INTERVIEW MUST BE ATTACHED TO THE MAIN TEST FILE BY THE INTERVIEWING PERSON.

The P.E. foundation test administration should be shifted into the Test Section and the test given should be the same as all others now.

PE Tests can be given in the PE room but to all intents and purposes are wholly the business of Test in Charge. A PE Instructor becomes part of the Test Section if he administers tests. The PE people's E-meter assessment can be done in PE as it is a rapid but on a test night assistance will have to be given. This is all up to Test in Charge.

No after test is given to PE hereafter by reason of their being PE people. But PE people can come in for an after test.

Promotion of Tests

The designation of the Test Section for publicity purposes should be the "New York Test Clinic" or the "Melbourne Test Clinic". The word "free" is not included in the title or inferred. But no charge is ever made for tests or assessments.

Announcements of the Clinic may be sent out broadly, to the mailing list or firms. In the announcement is included pieces of papers, nicely printed, that say somewhat as follows:

The New York Test Clinic extends an invitation to you to be tested free of any charge. Your intelligence and aptitude have everything to do with your income, your future, your personal relationships and your life.

Such tests would ordinarily cost you \$50. They are offered to you free of charge if you bring this slip with you.

If you are not happy with life you can find out why.

.....

Name

.....

Address

.....

Phone

.....

An entirely different kind of a slip would go to a Scientist.

A third kind would go to a firm such as:

New York Test Clinic.

This will entitle one employee to an aptitude and intelligence test and an evaluation of the test.

.....

Employees Name

.....

Address

.....

Phone

.....

Company name (countersigned by an official)

.....

Many other offerings of tests can be broadly made-to teachers, firemen, military personnel, etc. etc. each with a different covering letter or test slip.

If HCO (and HR) forthrightly plans out such mailings, makes them look good and sees that HASI has the service there, a broad new expansion can be made easily.

This is vital in view of the "Anatomy of the Human Mind" promotion I am working on which will come later.

Some public difficulty could be encountered by Org in doing this unless it is done properly.

We are overtly cutting the psychologist off. He has only his test line to offer. All his gains have been in the field of testing. All his cash is received via tests and his opinions of people and some tricks for training or selling.

A free test activity does the psychologist out of a job. We would gladly hire psychologists if our experience with them were not bad in the test field. They have rattled people being tested for us, thrown curves at them, slanted tests and failed to duplicate. The actual test environment must be calm and quiet and always the same. The evaluation must be smooth and done in other quarters by other people. Testing and evaluation of tests are two different things. The psychologist has mixed them up while working for us, thus upsetting test results.

There is no law anywhere against testing people.

The tests we use should not get us entangled with copyrights. We are already mostly free on this with our tests. We have many more. We also have the old Army Alpha for IQs which we will get into play now. We can create others.

Any broad public invalidation of our test service should be ignored. To comment on it to people taking tests who say the tests have been invalidated to them is all right - "We are giving free what others charge \$50 for. We are a public service organization" Otherwise don't defend. Just test.

Use of Tests

Evaluation of tests should be helpful, wise and very direct. An Evaluator should know all HCO Bs about test evaluation. Remarks that "Scientology can improve this or that characteristic" or "auditing can remedy that" or "Processing can change this" or "Training can stabilize that" should be used repeatedly during the evaluation for the sake of impingement.

A clever evaluator can surmise such things as domestic grief, trouble with possessions etc. much more easily than a fortune teller.

Test evaluation is modern, scientific fortune telling. It deals with past, present and future. A low profile, low IQ future is of course a dreary one, profitless, unless changed. We can erase the fate of the past and alter utterly anyone's future. So it does not matter how hard one leans on the person. Remember low cases want only to escape the consequences of life.

A poor or average test (or a thectic-wectic high test with no reality) shows a rough future, full of disease and injury. A processing as of the past six months shows a very high shift of future in terms of high graph gains.

As the person being interviewed cannot usually read tests, they have to be explained to him or her, point by point. Test profile patterns that show low as a dangerous shaded area, mid ground as needing improvement and a high area help people to understand.

Anyone doing evaluation should have a book of profiles made up from high-low tests showing what Scientology can do. Elastic envelope books of the right size can be bought in most photo stores. The facing page to the profile shown should carry some facts about the persons whose graph appears. All names should be blacked out.

Test-in-Charge is responsible for providing such result display books and display graphs or sheets of graphs for walls, all made up to be easily understood.

The IQ factor, while it is in actuality improved by processing, is useless without Scientology training. It can be used to sell training. The professional aspect of training should be played down in selling. The practical application aspect of it should be played up while graph and IQ reading for the pc. Certain traits showing difficulty in handling people should be stressed as most easily remedied and kept remedied by academy training. Graphs showing the "therapeutic" value of training should be in the display book and on walls. DC has lots of these "Academy only" gains from 1956.

Training, then, can be sold as therapeutic but not in lieu processing. Don't sell people training so they can be processed in the Academy. Sell them training so they can hold their gains.

HCO must be sure, not only that the testing drill as outlined here is installed and by hat checks followed, but primarily that people are driven in against the Test section in large numbers. This takes constant search by the HCO Area Secretary to find new groups, types, professions of people to dive in with all literature written and furnished by HCO (or TrR) and the project carried off.

The Director TrR of course is relieved of no responsibility by HCO's action. But HCO should think in terms of thousands of people and mercilessly thrust them at the Test Section and let TrR and HASI cope from there. HCO must drive more in than anybody can handle. TrR has been known to get "reasonable" about numbers of pcs. HCO must never get reasonable. If HASI has to buy a new building to cope, that's HASI's problem, not HCO's. HCO moves people from homes, businesses, the public over into Test Section. If the line jams, that's HASI's trouble and HCO's scream. And HASI has little to say about how HCO gets them there.

Summary

This and the soon Anatomy Basic Course programme are the leaders in current new promotion. They should be set up to run. And run well and long.

This programme is not experimental. It has a long Scientology background and much precedent. It is not therefore a special programme. It is a refinement and emphasis of an already working HASI line.

The Testing Section is under the Dept. of Tr R. It is actually a technical service and should be included as a Technical Activity. But it has never thrived as a promotion or even as an activity under the HGC. Therefore it is placed under Tr R and is going to be heavily emphasised.

We are in an era of finding and "selling" the "things", the "objects", the "realities" of Scientology. There are about 20 of these (engrams, banks, bodies, etc.) Testing is a thing because it results in object substitutes for people.

Testing moves now out of psychological range and into future prediction, so we are not doing psychological testing. The is-ness of the test is applied to excuse the past, avoid difficulty in the future. We will take full advantage of the superstitions of people at the level of prediction. The popularity of astrology is greater than that of psychology even though psychology developed from Astrology. That is because astrology pretends to read future. We can factually estimate future from meters and graphs without any pretence and a gruesome future it appears (and would be without us). Pandora's box flies into the future from a missile or low graph. Astrology and Numerology are popular and slightly factual. We can be popular and totally factual. The fate of man without processing is measured by the catastrophes of the past. The Buddhist Wheel of Life shows Man how grimly he is tied to a never-improving circle of birth and death. Use such facts.

Without stepping beyond a person's past, which will certainly happen to him again without processing, we can change his fate. We are the only people on Earth who can accurately estimate it or improve it and make it stay improved.

With accurate scientific tests and testing, we can swing all existing interest lines in fate and future our way. And Scientology is also the only game on Earth where everybody wins.

Thus we are stepping out with the new Test Section and much skill and brightness needed on all our parts to make it work.

Having demonstrably coped with the technical, I now move us up to high traffic volume.

L. RON HUBBARD

LRH:js:bs

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