

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex.

Central Orgs.

Staff

HCO POLICY LETTER OF MAY 25, 1964

PRESS RELATIONS

These instructions are based on a wide experience of how the Press, and journalists generally, write about Scientology. They apply not only to daily and weekly newspapers, but to all journalists of any kind, magazines, periodicals, "serious", comic, scurrilous etc.

Press relations should be entrusted to, and handled by, only one person in an Org. This person is specially appointed to the post. Any good Scientologist should be able to do it. NOT a professional Public Relations man. The person chosen should be capable of good communication on Level 0 and 1. Anyone who can run a good P.E. course and who is known not to Q and A would be suitable.

The post is not even vaguely full time, not even part time. The hat is assumed only when a journalist writes in or telephones or tries to contact the Org. about anything. The Press Relations Officer then handles it. All correspondence, cables, telephone calls, anything, are handled only by the Press Relations Officer. If he or she is not available, the switchboard operator or Receptionist answers only "Mr. \_\_\_\_\_ (the Press Relations Officer) is not available. There is no one else here who can handle it". All enquiries should be handled courteously but there are no exceptions to the rule.

No one else except the Press Relations Officer handles any Press or journalist communications of any kind.

The Press Relations Officer should answer enquirers only on a Scientology 0 basis - maybe a little of Scientology I. He or she is polite but is not tempted into giving any other information about Scientology. Do not Q and A. All other enquiries, (not directly concerned with Scientology data), may usually be answered factually but will almost certainly be misduplicated, quoted out of context, or misrepresented in some way.

The stable datum is: The press will not print anything good - only bad. So give them nothing that can be misunderstood.

LRH:dr:tlm  
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(Note:

This does not alter the truth contained in HCO Pol. Ltr. of August 14, AD13, Scientology Five - Press Policies. But it should be borne in mind by those who handle Press relations that experience has shown that the Press prints its own pre-conceived story anyway. So keep it brief, be sincere, don't defend, don't attack. Don't Q and A. And you'll win.)