

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Remimeo HCO POLICY LETTER OF SEPTEMBER 23, 1964.
Interested Sthil Staff

POLICIES:
DISSEMINATION AND PROGRAMMES.

Note: Most of the following policies are old, some only change emphasis slightly. This Policy Letter is released to help organizations cope pending the full review of policies now in progress. The policies written here are not likely to change.

The following policies regarding dissemination and services by Central Organizations and City Offices are effective at once or as stated.

LETTER REGISTRAR CORRESPONDENCE.

THE LETTER REGISTRAR IS TO CORRESPOND ONLY WITH THOSE PEOPLE WHO ARE INTERESTED IN OR COULD POSSIBLY APPLY FOR TRAINING AND PROCESSING.

Persons who obviously would be unable to come for training or processing should not be corresponded with by the Letter Registrar.

Persons not eligible for training at the levels offered should not be corresponded with (mainly applies to Saint Hill or the special promotion of a higher Academy Course.)

Persons obviously unable to afford training or processing should not be corresponded with by the Letter Registrar.

THE LETTER REGISTRAR MUST NEVER INDULGE IN REPEATING "FORM" LETTERS.

There is no point in repeating the same sales message over and over. Such a repeating message goes in the Continental Magazine (and the Letter Registrar makes sure it does get into the magazine and out soon.)

THE LETTER REGISTRAR ANSWERS THE QUESTIONS ASKED, DIRECTLY, PRECISELY AND OMITTS NONE.

The largest error on a line and the surest way to cut it is to fail to answer all the person's questions.

THE LETTER REGISTRAR MUST ENQUIRE OF CORRESPONDENTS WHEN THEY ARE COMING IN.

To only acknowledge that a person wants to come for training or processing seems disinterested. The Letter Registrar wants to know when and how and for how much or how long.

THE LETTER REGISTRAR MUST NEVER PROMISE MORE RESULTS THAN THE ACADEMY OR HGC IS SURE IT CAN DELIVER.

If in doubt as to what the HGC or Academy thinks it can deliver, the Letter Registrar should consult with the D of P and D of T frequently.

The Letter Registrar is selling the reality of the D of P and D of T not the Letter Registrars.

THE LETTER REGISTRAR MUST NEVER PROMISE TO HEAL ANYTHING.

One can state there is hope, but nobody knows what elements will enter to prevent the accomplishment (family, accidents, etc.)

Further, the medicos love such letters.

THE LETTER REGISTRAR MUST NEVER ENCOURAGE KNOWN INSTITUTIONALIZED CASES TO SEEK SERVICE FROM AN ORG.

The randomness an insane person or the family can kick up in an Org is worth ten times the fee paid - and the fee is often returned.

Electric shock and lobotomy cases must not be encouraged to have org service.

Also such cases mustn't be wholly discouraged as they sometimes commit suicide when their hopes are dashed too hard.

Direct them somewhere else for help - but never to a medico or psychiatrist. Tell them a quiet sojourn in the desert or something would be good for them. Something like that. Rest is the best "cure" anyway.

THE LETTER REGISTRAR IS NOT THE PERSON WHO ANSWERS THE ORG MAIL.

Letters to the magazine, to the D of P, to staff auditors, to the Extension Course etc., are the business of those units, not the business of the Letter Registrar. The emphasis in Letter Registrar is on REGISTRAR.

The Letter Registrar gets prospects into comm and gets them in. See the first policy above.

Rigid adherence to the above policies and industrious use of Central Files (always prowling in it for prospects) can quadruple the org's income.

MAGAZINES

The policies once extant concerning Major and Minor Issues of the Continental Magazine must be resumed at once. These are:

EVERY OTHER MONTH A MINOR CONTINENTAL MAGAZINE ISSUE MUST BE MAILED TO EVERY PERSON IN THE ADDRESS FILES.

This means every person.

A Minor Issue may consist of as little as 4 pages (one sheet folded once) or as much as 8 pages (2 sheets folded once.)

It may have no cover other than the paper it is printed on.

It may not be enveloped but is addressed on the back.

THE EDITORIAL POLICY OF A MINOR ISSUE IS "GET PEOPLE BACK INTO COMM."

It offers books, particularly new ones, some Org news, and invites Membership.

A MAJOR ISSUE OF THE CONTINENTAL MAGAZINE MUST BE MAILED OUT EVERY OTHER MONTH TO ALL ACTIVE PERSONS IN THE FILES.

Active means members and active files.

A Major Issue consists of 8 or more pages. It has a separate cover. It can be (but is not necessarily) enveloped. It contains some interesting technical data and results and the various list of items ordinarily advertised in every issue (Books, Memberships, Academy, HGC, Ext. Course, P.E. etc.)

THE EDITORIAL POLICY OF A MAJOR ISSUE IS "KEEP PEOPLE GETTING TRAINED AND PROCESSED."

A Major Issue plan must be submitted to Adcomm before being made up, particularly the ad write ups.

An Adcomm may not reduce ads but may alter text of ads.

The Assn/Org Sec may override Adcomm magazine suggestions.

The Adcomm may not dictate reducing prices or advise "don't be so direct, soften up the ads, the public objects....." as "soft-sell" in a mag reduces income faster than any other element and has nearly collapsed some orgs. Policy effective in all countries. The mag says "Come in. Get Processed." It doesn't say "Processing is awfully nice, you know."

THE ASSN/ORG SEC MAY DIRECT MAGAZINE PROMOTION POLICY WHERE NOT IN CONFLICT WITH THESE POLICIES.

To hold Production Unit Heads and the Assn/Org Sec responsible for income and yet not let them guide promotion is poor policy.

Make-up and editorship remains in HCO.

A MAGAZINE MAY NOT PUBLISH TECHNICAL DISSERTATIONS, TECHNIQUES OR SUGGESTIONS OR MATERIALS NOT WRITTEN BY MYSELF OR TAKEN FROM MY LECTURES.

The collapse of Elizabeth, New Jersey and Wichita has been traced to dispersal of attention in technical matters. When they started publishing everybody's technical ideas nobody could find out what Dianetics was and it ceased to be practised.

There are enough words of technical materials at Level 0 in my lecture tapes, books and articles. You won't run out.

MAGAZINES AND ARTICLES MUST BE CAREFULLY EDITED AND PROOF-READ.

We have caused more ARC breaks and lost more people through typographical errors, poor transcription and strange words not defined, than from any other causes. We know, now that we have the technology of study.

PROOFS MUST BE MADE OF ALL PLATES AND TYPE SETTINGS AND MUST BE FURTHER INSPECTED BEFORE AN ORDER TO PRINT IS GIVEN.

It is not enough to proof the original make-up and then let the printer run it off by photo-litho or letter press. Bits pasted onto photo-litho makeup fall off, etc. and Letter Press can be grim.

Have the printer take proofs of the copy submitted to and set up by him and proof read them again before ordering the printing finally. It's easier to destroy a plate or a page lay out and re-shoot it or reset it than a whole edition! But don't rewrite the mag because you are proofing.

PRINTED MATERIALS MUST BE COMPREHENSIBLE.

No strange words or upscale processes may be released in magazines as they ARC Break people. They don't know what the words mean and also get restimulated.

The results of higher levels may be mentioned. But no technical data should be published on how they are done. Example: You can say "Get Cleared" and say what a clear is, but may not use any tech data of how it is done by an auditor. Example: You can publish a letter about HQS courses but must delete from it any mention of technical matters or interpretations. Example: You can publish an auditor's letter about running a successful PE but not how he ran it.

CENTRAL FILES AND ADDRESS

THE PURPOSE OF CENTRAL FILES IS TO COLLECT AND HOLD ALL NAMES, ADDRESSES, PERTINENT DATA ABOUT AND CORRESPONDENCE TO ANYONE FROM ANYONE WHO HAS EVER BOUGHT ANYTHING FROM THE ORGANIZATION.

THE ADDRESS FILES CONTAIN, READY FOR USE IN MAILINGS, ALL THE NAMES IN CENTRAL FILES AND READY REFERENCE DESIGNATIONS ABOUT THESE PERSONS.

ADDRESS IS THE NAME-STATUS INDEX OF CENTRAL FILES.

The following policy changes some policies about retiring folders after 3 years.

TIME HAS NO RELATIONSHIP TO WHAT IS FILED IN CENTRAL FILES OR ADDRESS.

As of now, all files names must be restored to C.F. & Address. The only division is "active" and "inactive".

The simple test for "active" is do they ever answer?

The exceptions to the above are people who demand their names be removed and obvious "bird dog" names (people who are hostile such as a medico who wants our literature to eventually upset us.)

Another exception to the above is the Saint Hill CF which contains only active auditors and Scientologists who buy books from Saint Hill or may come to Saint Hill. The test here is not if they have bought anything from Saint Hill but that they have obviously bought from organizations and may buy books from or come to be trained at Saint Hill. Franchise auditors are of course also in CF at Saint Hill.

LIST OF NAMES OF PERSONS WHO HAVE NOT BOUGHT ANYTHING FROM THE ORG MAY NOT BE PLACED IN CENTRAL FILES.

Field auditors sometimes send in lists of names. These are not put in CF.

THE PERSONS ON ANY LIST OF NAMES SUBMITTED MUST BE SENT AN INTELLIGENT INFORMATION PACKAGE AT ONCE.

No further action or record need be undertaken.

An Information Package should contain lists of books. If the person is interested he or she will order a book and only then will appear as a matter of course in CF and Address.

Such lists of names are merely typed on slips (dupli stickers). No Address plates are ever made from such lists.

NO INFORMATION PACKAGE MAY CONTAIN OR LEAD THE PERSON TOWARD CONFUSING WORDS OR TERMS.

This means one must be careful of what books and literature are offered in an Information Packet. However, by test, Dianetic books ARC broke very few and most of such early books are adequately explanatory of their terms.

The only ways you will lose a person sent an Information Packet are:

1. Send literature containing words they won't understand.
2. Announce services they don't understand.
3. Make it seem hard to have any Scientology.
4. Try to sell them things they're not ready to buy.

COST OF SERVICE

You must realize, despite propaganda about our expensiveness, that our services break into two parts.

(a) Cheap, broad services for everyone.

(b) Personal services at a much higher (but cheaper than any other field) price.

Don't get confused and try to make (a) expensive or (b) cheap.

Whenever I get a plea from some staff to "cut our prices" I now realize they haven't got (a) and (b) separate and they're confused and try to identify all service with all service.

Make our cheap services (PE, HAS, CO-audit, brief assists) very, very, very cheap. Give them away, in fact. This is broad, general Scientology. You have to spend money to give them away. The book auditor, the Extension Course, the dollar book, the magazine, these are all part of these cheap services.

Most orgs err in never really spending money on cheap services. They get all tied up with income needs and sell only expensive services and never get a whirlwind of interest going.

Cheap service costs the org money. You have to hire staff just to administer it. You have to have people to care for it. You answer letters from book auditors (but the Letter Reg doesn't) and PE people and greet out-of-Towners with a hostess.

You don't turn such traffic off because it doesn't buy. You form a place for it to come to like a public lounge. You give it tape plays. You whip it up to a roar. And you don't let it into your production departments or lines because it bothers these and upsets them.

For instance, you never give away an Academy Course. You always charge heavily for it. But you give public tape plays that train the "multitude."

ALL PERSONAL SERVICES RENDERED TO THE INDIVIDUAL RESULTING IN A GOOD PROCESS RESULT OR A WORTHWHILE CERTIFICATE MUST BE CHARGED FOR HEAVILY.

COURSE

The in between on this above was the HJS Course. Hence the following training policies are adopted as of January 1, 1965.

ALL HUBBARD QUALIFIED SCIENTOLOGY COURSES MUST COST THE SAME AS HUBBARD CERTIFIED AUDITOR COURSES.

Just because a person attains release or clear is no reason to halt either an intensive or a grade. Let the pc have a win on the process if he or she insists that one is flat now. But go on to the next process. You only begin to skip subjective (figure or think) processes (except pure Itsa). All Clay Table work is objective.

STUDENTS

Let a student "finish his course" (such as complete his own case for grade) if he insists but a course completion is a check sheet not a condition or classification.

It is now a crime to run a course without a check sheet or to change a check sheet on a student after it's issued. A different check sheet can be issued to the next student that enrolls on that very same course. But once issued, the same one is completed for a course completion of that course and the student gets his certificate for the level when it is and can take his exam for class. There are 3 check sheets actually - Theory, Practical and Auditing. There is no Academy Check sheet for student's own case but an HGC case check may be used but not taken much account of. All 3 should be complete before you let a student go up for classification. A grade certificate is only issued a student who has had all the processes run, not because he finished his study of the level. The Grade Certificate, if issued, says Loudly Academy and may have no weight in an HGC or Saint Hill.

CLEARED STUDENTS

Students who are clears have to do all the required auditing as an auditor. And get it passed. Clear is an honorary, not a technical award. But a truly floating needle clear may not be audited on involved subjective processes. This doesn't get him off any CT work at all. He or she may not be jumped a grade or a course. (One course early on in clearing they panicked and urged promotion of a student to high levels at once from an incomplete Level II, were refused and in CT work the student cleared more clear.) A student doesn't know more about Scientology just because he's clear. He just learns faster. So the cleared student must do all his auditing on pcs, subjective and objective, clear or not. If you don't have any raw meat for a student to do all his levels on, make the student scrounge his own pcs off the street or city dump. Remember, don't panic on clear. It means the student like any other student must do all his required check sheets and go on up, level by level just like every other student. Just don't run any further subjective processes or he'll key in. CT will only key him out more if properly done.

SAINT HILL PRICES

Saint Hill is being careful not to undercut anybody and won't give credit in order to prevent orgs from losing out.

Saint Hill auditing prices are same as U.S. Professional discounts and student discounts apply at the Saint Hill HGC.

The Saint Hill Course was doubled in price and then halved for International Members just to be able to grant the discount like anybody else.

Saint Hill books, tapes, meters, insignia, are all 50% off for Internationals. 20% for all Lifetime if cash. Not additive now. Just like in other orgs.

This standardises the shape and activities of Saint Hill and makes it the same as other org boards. This makes its advices more real too. Saint Hill has the world's most experienced people in Central Org activities so don't be misled about the advice you get - it's hot and good.

MAILING LISTS

The elementary Emergency formula for a down org is:

- (1) Promote Promote Promote.
- (2) Then change bad spots and re-organize.
- (3) Then economize, cut off all Purchase Orders except postage, communications and rent.
- (4) Get ready to Deliver to the people who will be coming in as a result of the promotion and deliver.

To promote you must have a full mailing list. Anyone who failed to get his mailing list back off old invoices will probably make about thirty or forty thousand pounds less between now and Christmas - which is punishment enough for not following my late '64 orders where the job was skimped.

I see two orgs that are limping also have a very small mailing list. Any connection?

Rush the project ordered in '64 wherein you culled your addresses back from old invoices and you'll have lots of people and money again. Scientologists never get truly lost.

Then get onto Book Promotion, put a return self-address card for "more who" in the back of every book you sell and get your list up both from the book sale and the card. Omitted that?

Look over the earlier 1965 Policy Letters that define promotion. That's all it is.

But promotion is successful when you use books to front for you and a flop when you don't. If you think promotion is costly its because the money isn't invested in getting books sold. Books are your first line of promotion.

Re-organize your book department if it doesn't slam back a book at every orderer within 24 hours of the receipt of the order. Why be poor all the time?

- (1) Place ads.
- (2) Get mailing lists from anywhere.
- (3) Get mailing lists by selling books.
- (4) Sell more books to them.
- (5) Have good processing available for them and say so loudly.
- (6) Have good training available for them and say so loudly.

Do just those things and do only those things and you'll be 10 times your size with a lot more pay.

It's very easy. Why keep doing it the hard way?

I'm interested in review that only those orgs are poor which haven't been following my direct orders. Well, anybody has a right to be poor, I suppose, if he has an appetite for it. Personally I don't care for it. It must be a carefully acquired taste. As a brand new idea in those orgs that are struggling, why not get rich by doing what Ron says?

L. RON HUBBARD

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