

EXCERPT FROM: HCO POLICY LETTER SEPTEMBER 23, 1964

POLICIES: DISSEMINATION AND PROGRAMMES.

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 not 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 going 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 lectures, 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 SETTING 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 make up fall off, etc., and letterpress 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 clear is, but may not use any tech data of how it is done by an auditor. Example: You can publish a graph or a cheering comment by a pc but not what was run. 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.

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