

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 23 OCTOBER 1965R
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PILOT ORGS
ONLY

(A pilot was recently conducted to locate and handle any difficulties FSMs were having with the Dissem Drill. The pilot found that key references on dissemination which were meant to be used in conjunction with the Dissem Drill, were not known about or were not always being applied. These references are listed in the Reference Section below. The Dissem Drill has been revised to include key sections from these references to guarantee greater success in dissemination.)

(Revisions Not in Script)

DISSEMINATION DRILL

REFERENCES:

| | |
|--|-------------------------|
| HCOB 21 April 60 | PRE-SESSION PROCESSES |
| HCOB 28 April 60 | BOOKS ARE DISSEMINATION |
| Reiss. 4 June 79 | |
| TAPE: 5406C16 | CONTACT WITH THE PUBLIC |
| 16 June 1954 | |
| THE BOOK OF CASE REMEDIES (Remedy I & J) | |

The Dissemination Drill has four exact steps that must be done with a person you are disseminating to.

There is no set patten, nor any set words you say to the person.

There are four steps that must be accomplished with the individual and they are listed in the order that they should be done:

1. Contact the individual: This is plain and simple. It just means making a personal contact with someone, whether you approach them or they approach you.

Contact must be overt. No "pitch" to it at all. No covert line-up or apologetic line. Anything that would look very overt and authoritative would work.

I've tested out a number of ways while procuring pre-clears, and I've found that the overt ones were the successful ones, and the covert ones never got anyplace. At a party for instance, I have walked up to a fellow and said to him in so many words, "Boy, you sure need auditing!"

(Fellow): "Spouse I do. Auditing - what's that?"

"Oh, guy like you, looks like you have terrific potentials and so forth, and you're standing there and you're probably not getting any auditing."

(Fellow): "What are you talking about?" (He didn't know me from Adam you see.)

"Well I'm talking about Scientology of course. What's the matter with you?"

So I've just thrown his attention onto himself with a wild crush. Now he may go off and mutter, mutter and say, "You know, that guy's crazy." He might do that - and then come back and see you.

You obviously are surviving although you are overt in your communication line. And so, if you are obviously surviving and yet you are overt, then what you say must be true. If you're very covert in your communication line, then what you're dealing with can't be very true can it?

2. Handle: If the person is wide open to Scientology, and reaching, this step can be omitted as there is nothing to handle. Handle is to handle any attacks, antagonism, challenge or hostility that the individual might express towards you and/or Scientology. Definition of "handle": to control, direct. "Handle" implies directing an acquired skill to the accomplishment of immediate ends.

A very successful way of doing this is explained in HCOB 21 April 60 PRE-SESSION PROCESSES.

Four factors must be present before interest in Scientology can exist:

1. Help factor
2. Control factor
3. Pc Communication factor
4. Interest factor.

Here's an example of what I mean:

Grouchy car salesman. Knows that anything Scientologist friend Bill takes up is "rot." Hates people.

Scientologist approaches. Gets a scoff at Bill's enthusiasms.

Scientologist handles help. "Don't you think people can be helped?" Lazy argument, all very casual. Car salesman finally wins by losing utterly. He concedes something or someone could help him.

Second day. Scientologist approaches. Asks car salesman to move here and there, do this and that, all by pretending interest in cars. Really it's 8-C. All casual. Salesman wins again by losing.

Third day. Scientologist gets on subject of communication with car salesman. Finally salesman concedes he doesn't mind telling Scientologist about his shady deals. Does. Salesman wins and so does Scientologist.

Fourth day. Scientologist gets car salesman to see pictures by any smooth conversation. Salesman becomes interested in getting his flat feet fixed up.

Negative result: One scoffer less.
Positive result: One new pc.

Any way you handle them the Deadly Quartet must be present before auditing, or even interest in Scientology, can exist.

There are several processes under each factor as given in HCOB 21'April 60 PRE-SESSION PROCESSES. One should become very adroit, very clever and very subtle with their usage.

3. Salvage: Definition of salvage: "to save from ruin." Before you can save someone from ruin, you must find out what their own personal ruin is. This is basically - What is ruining them? What is messing them up? It must be a condition that is real to the individual as an unwanted condition, or one that can be made real to him.

See example given above - fourth day. Finding a ruin would normally fall under the interest factor. Interest is the place where your knowledge of the mind comes into heavy play.

There's no end to the various different ways one could use the above four factors. A good idea might be to compile a list of various situations in which to apply these factors and drill them.

4. Bring to understanding: Once the person is aware of the ruin, you bring about an understanding that Scientology can handle the condition found in 3. This is done by simply stating Scientology can, or by using data to show how it can. It's at the right moment on this step that one hands the person a selection slip, or one's professional card, and directs him to the service that will best handle what he needs handled.

This makes a complete cycle. With pre-session processes we can take a new person and by running the course of help, control, communication and interest, put him in a frame of mind to want to know more about the subject. Once you have brought him up to this point, it is all right for you to go on and audit him but insist, insist, insist that he reads DIANETICS: THE MODERN SCIENCE OF MENTAL HEALTH. All the questions and counter arguments and upsets which are boiling through his mind now are answered in that book.

These are the steps of the Dissemination Drill. They are designed so that an understanding of them is necessary and that understanding is best achieved by first studying each of the references listed in the Reference Section above and then being coached on the drill. Use of the pre-session processes could then be drilled in conjunction with the Dissem Drill steps.

COACHING THE DRILL

Position: Coach and student may sit facing each other a comfortable distance apart, or they may stand ambulatory.

Purpose: To enable a Scientologist to disseminate Scientology effectively to individuals. To enable one to contact, handle,

salvage and bring to understanding another being. To prepare a Scientologist so that he won't be caught "flatfooted" when being attacked or questioned by another.

Patter: There is no set patter. The coach plays the part of a non-Scientologist and displays an attitude about Scientology upon being approached by the student. The student must then handle, salvage, and bring the coach to understanding. When the student can comfortably do these steps on a given coach's attitude, the coach then assumes another attitude, etc., and the drill is continued until the student is confident and comfortable about doing these steps with any type of person. This drill is coached as follows:

The coach says, "Start." The student must then (1) contact the coach, either by approaching the coach or being approached by the coach. The student introduces himself and Scientology or not, depending upon the mocked-up situation. The student then (2) handles any invalidation of himself and/or Scientology, any challenge, attack or hostility displayed by the coach. The student then (3) salvages the coach. In this step the student must locate the ruin (problem or difficulty the coach has with life), and point out that it is ruinous and get the person to see that it is.

When (3) has been done, you then (4) bring about an understanding that Scientology can do something about it. Example: the coach has admitted a problem with women. The student simply listens to him talk about his problem and then asserts - "Well, that's what Scientology handles. We have processing, etc., etc." When the coach indicates a realization that he did have a problem and that something might be done about it, the student presents him with a selection slip, or a professional card, routing him to the service that would best remedy the condition.

The coach must flunk for comm lags, nervousness, laughter or non-confront. The coach would similarly flunk the student for failure to (1) contact, (2) handle, (3) salvage, and (4) bring to understanding.

Training Stress: Stress giving the student wins. This is done by using a gradient scale in the coach's portrayal of various attitudes, and staying with any selected until the student can handle it comfortably. As the student becomes better, the coach can portray a more difficult attitude.

Stress bringing about for the student the accomplishment of the purpose of this drill.

A list of things to handle and another of ruins to discover can be made up and used.

Do not specialize in either antagonistic attitudes or an eagerness to know about Scientology. Use both and other attitudes. One meets them all.

L. RON HUBBARD
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