

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 28 OCTOBER 1968

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PRESS RELEASES

A press release should be on one subject only and this one subject is used in variations time and again. When the press are tired of that subject, then another one is used and that one is ridden until it likewise is worn out.

Also press releases should always contain some factor of endurance. This gives the public the idea that we endure.
Examples:

"For many years now we have stated"

"We have stood up to such attacks many times and are still surviving and expanding."

"Since 1950 we have"

"Eighteen years ago"

A good time to make press releases is on a Monday. Newspapers have shot all their bolts in the Sunday Newspapers, so this makes Monday a rather quite day for news.

So remember - push one subject until that has worn then, add endurance and release press stories on Monday.

ALWAYS ATTACK in a Press Release. Never Defend or Deny.

LRH:ei
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L. RON HUBBARD
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