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PROs

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex
HCO POLICY LETTER OF 5 FEBRUARY 1969

PRO ACTIONS

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The purpose of a Public Relations Officer is TO FORMULATE, GUIDE AND UTILIZE PUBLIC OPINION TO THE END OF ENHANCING THE REPUTE AND EXPANSION OF HIS ORGANIZATION OR CLIENT.

To do this the PRO PROVIDES EVENTS TO CARRY FORWARD THE MESSAGE OR NAME HE WISHES STATED.

He utilizes word of mouth, persons, publications, and news media of all types. The publications can be his own or general public ones. The news media can be his own or general public ones.

A PRO uses ideas to act as a carrier wave for his message. By carrier wave is meant the impulse to forward them along.

He becomes conversant, by study of various media, of what is considered event. Meetings, deputations, significant dates, combinings and separations and many other things are events.

A PRO can plan a series of events each with its message, leading up to a major event.

He forms groups, committees, alliances, to carry his message as attached to an event.

A PRO RELEASES HIS NEWS EFFECTIVELY ALONG AS MANY CHANNELS AS POSSIBLE. But the main thing to do is release the news.

Even a bad counter event can be used by a PRO to carry his own message.

A PRO has to know what his message is. He has to use his imagination to provide means of getting the message carried.

You would usually be amazed what press, radio, TV, magazines consider an event. You only have to study them to find out. The event is usually trifling. A committee meeting, a club address, a deputation.

A PRO doesn't let an event go by without getting it reported on and getting his message into it.

A PRO uses the same message over and over for months, even years. He gives it infinite variety, provides infinite events. Just to get his message repeated.

A knowledge of the ETHNIC values of the public to whom he is communicating is vital. What they think is wonderful, good, passable, bad, awful. He can get these by survey or by studying what the public has reacted to in the past in other fields.

He makes his organization compare to the wonderful, good ETHNIC. He makes the enemy compare to the bad awful ethnics.

A PRO watches the enemy trend and counterplays skillfully to turn it to his own advantage.

A PRO must study and use the HCOBs on the Anti-Social Personality for various reasons.

Big names, big organizations are the best in furnishing events.

Most PROs are (in most companies) pretty poor. They do not know these data. Therefore they can be surpassed easily.

Scientology has been the effect of PRO actions of this nature all its life. To reverse public opinion it is necessary that one really learns PRO actions.

A Sen PRO is way out in front. The orgs do well. The tech is tops. Sen has a complete technical monopoly in Mental Healing. Its people are decent and stand up very well. With this to start with, doing the job is a cinch IF one follows this HCO P/L.

Modern press is following the example of "Paris Match". This periodical says there must be a CONFLICT. This is modern journalism.

Press follows the lead of the ATTACKER. Providing the attack is upon some real or imagined abuse or violation of public mores.

EXAMPLE

J. Big, a Scientologist addresses (arranged by Org PRO) the Ladies Auxiliary. J. Big is instructed to say what Scientology is and also to attack some (perhaps recent) public abuse. PRO gets the text and a comment of the Ladies Auxiliary and MAKES SURE IT GETS INTO PRESS.

EXAMPLE

Three weeks of news stories are designed. A pathetic girl abused by psychiatrist comes to C of S for help to get guidance to right the wrong. That's a story with photos. C of S Committee visited sanitarium. Is refused entrance. That's a story. C of S Committee seeks and can't obtain death records of the sanitarium. That's a story. C of S Committee visits big name in government to force death list to be given out. That's a story. C of S Committee meets with a law society committee to recommend legislation. That's a story. Girl treated by a medical doctor paid for by C of S and Sen processing helps girl. That's another consecutive story. Citizen's Committee urges police action to close sanitarium. That's another story. Girl restored to family by C of S Committee. That's a story.

You see what an event is? And what a story is?

A PRO gets ideas like this and carries them out and gives them out so they'll get published.

A TV challenge of a psychiatrist to demand why he kills people.

This is all PRO.

A PRO must be a good organizer. He must be fast.

Note that nothing really happens in most of these events. They use Man's fixation on groups.

This HCO Pol Ltr is a rapid coverage of modern PRO work. It is not what we have been doing. It is what PROs do over the world when they are on the job.

L. RON HUBBARD
Founder

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