

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Remimeo HCO POLICY LETTER OF 23 MAY 1969
All Public ISSUE III
Div Hats

PUBLIC DIVISIONS PROMOTIONAL ACTIONS

(Addition to HCO PL 20 Nov '65
Promotional Actions of an Organisation)

- (86). PUBLIC PLANNING SECRETARY.: Co-ordinates and gets done the divisional promotional functions of Division 6 and makes Scientology and the Org known to the broad public.
- (87). DEPARTMENT 16 (DEPT OF PUBLIC RESEARCH AND REPORTS): Discovers the Ethnic values of the local area.
- (88). Sees that Ethnic data is correctly evaluated for assimilation and adaption.
- (89). Make sure Ethnic data is provided for use in Rehabilitation and Promotion Programmes.
- (90). DEPARTMENT 17 (DEPT OF PUBLIC REHABILITATION): Sells Scientology to Governments and broad social stratas.
- (91). Works on the public not on Scientologists already known to Divisions 1 and 2.
- (92). Makes Scientology popular and the thing to do.
- (93). Uses the media of Press, TV, Radio.
- (94). Issues projects of application to advanced Scientologists, particularly those projects involving artists or public figures.
- (95). Appoints committees of Scientologists in various areas and groups to advise on improvements of a civilisation.
- (96). DEPARTMENT 18 (DEPT OF PUBLIC PROMOTION): Advertises to the broad public using what is acceptable and valuable (Ethnic values).
- (97). Produces promotional material for Press Releases, TV Scripts, Book advertising using Ethnic Values.
- (98). Gets books placed in bookstores reviewed and in public view.
- (99). Acquires new mailing lists.
- (100). Sends out excellent info packs.
- (101). Invites Scientologists to ask that info packets be sent to friends and relatives.
- (102). PUBLIC ACTIVITIES SECRETARY.: Co-ordinates and gets done the Divisional promotional functions of Division 7.
- (103). DEPARTMENT 19 (DEPT OF FACILITIES, SCHEDULES AND PUBLIC EVENTS): Plans and organises Public Events.

- (104). Advertises and holds Congresses, Open Evenings etc.
- (105). Furnishes lecturers to public-bodies and groups.
- (106). Plans and conducts lecture tours and special events.
- (107). DEPARTMENT 20 (DEPT OF ACTIVITIES): Guides in new body traffic.
- (108). Makes sure Public reception area displays full data making Scientology real to the Public and includes nothing that would overwhelm or confuse.
- (109). Sees that the Introductory Lecture and non-classed courses use no words that will be mis-understood and makes people want to buy training and processing and offers it.
- (110). Advertises and conducts an Extension Course.
- (111). Encourages broad public (Lay) Memberships.
- (112). DEPARTMENT 21 (DEPT OF SUCCESS): Contacts by letter all ex-pc's and students of the org. They should be written to at widening intervals after leaving the org.
- (113). Keeps bad cases and flopped students out of the field by sending all who fail Key Questions directly to Review at the cost of the Organisation.
- (114). Collects by letters, or verbally, successful applications of Scientology.
- (114A). Acknowledges the activities of Scientologists busy out in the world.
- (115). Encourages and publicizes various applications of Scientology.
- (116). Makes a catalogue of successes with various processings on various conditions.
- (117). Issues stories of successful application.
- (118). Condenses wins into data of interest for mags and as handouts.
- (119). Gets spectacular wins posted on the org's public notice boards and in Success booklets at Reception.
- (120). Makes sure morale in the Org is high, with Chaplain picking up any loose threads in Ethics matters and seeing they are cleared up and that people do not fall off the Org board.
- (121). Quickly acts through the Chaplains Court Unit to resolve any disputes of a Civil nature among Scientologists.
- (122). Advertises and conducts a successful Sunday Service.
- (123). DISTRIBUTION SECRETARY: Co-ordinates and gets done the Divisional promotional functions in Division 8.
- (124). DEPARTMENT 22 (DEPT OF FIELD RECRUITMENT, ESTABLISHMENT AND RECORDS): Recruits, appoints and establishes FSM's, Groups and Franchises.

- (125). Registers Franchise Centre names.
- (126). Finds and encourages the formation of Scientology Groups and Registers them and offers Certificates.
- (127). Recruits Field Staff Members to get Pc's and students into the Org and collect past debts.
- (128). Gets all commissions owed promptly paid to encourage earning more commissions.
- (129). DEPARTMENT 23 (DEPT OF FIELD TRAINING): Trains the FSM's and Franchise holders and makes them financially successful.
- (130). Treats the whole departmental activity as salesmen are handled by any other business org.
- (131). Carries out all FSM and Franchise activities and makes them head people towards the Org.
- (132). DEPARTMENT 24 (DEPT OF FIELD SERVICES): Keeps in touch with the Field and keeps them informed and supplies them with advice and data.
- (133). Sends out mailings to the Field.
- (134). Gives FSM's and Franchise holders and groups things they can use to disseminate and select.

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