

HUBBARD COMMUNICATIONS OFFICE
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APPEARANCE AND PRO

Anyone engaged in a personal contact PRO action should support his action by clean and neat appearance.

He or she is a symbol. A clean bright looking symbol emanates by appearance only. Thus any PRO action is reinforced by one's appearance. As the appearance is acceptable then the thought and words or action is made more acceptable and reinforces one's potential success.

If one's appearance is too bizarre or garish or if a girl is wearing too much perfume, appearance distracts from the thought or action and may make it fail.

Similarly a degraded appearance degrades the PRO action. Body odor, bad breath, dirty hands, face or fingernails all degrade one's message or intent and can make one's PRO action no matter how acceptable otherwise, fail.

One does not have to be handsome or beautiful to reinforce a PRO action. It helps but it often also hinders.

Integrity and sincerity can communicate even more forcefully than appearance.

However, appearance has a definite role in PRO.

For instance a clean, neatly dressed lecturer has, as a rule, a far greater impact than one who is either very fancily dressed or, at the other extreme, scruffy.

THE ARC OF APPEARANCE

The Communication formula contains duplication at either end. In the presence of duplication of type or social class of appearance we get better A (Affinity) (can occupy same space), better R (Reality) (can agree because of similarity of caste or station in life) and hence Communication, lifted by A & R, can occur.

The above is the actual operating law.

Thus average audiences or persons or persons in the West seeing their ideal of themselves (clean, neat, mannerly) if similarly but slightly better dressed, are impressed by appearance and receptive.

If, however, a PRO person were dressed that same way yet sought to impress or get the agreement of a Communist group in the East he probably would fail as he is a bourgeoisie (middle class) symbol.

I wonder if you notice that the world's rulers in this PRO world deserted top hats about 1920 and began to become upper class citizens in business suits by the 1930s and in the 1950s became "men of the peeeple" in ratty unpressed lounge suits.

To get the attention and sincere agreement of a bunch of collective farmers one would have to look like their ideal of a very good collective farmer and act accordingly.

On the other hand to PRO a movie star it would be necessary to dress a bit movie star - but not too much as they fear rivals in attention getting.

COVER

All this gets badly disarranged as a law when one enters the wonderland of "cover appearances." Then one must look and act like what the viewer thinks the personal identity adopted looks like. Impersonating a real reporter one has to look like what the person being interviewed thinks reporters currently look like in that area. Notice we say "what the person thinks reporters look like." Actually reporters look like tramps or executives or MI-6 agents or what have you in real life.

But "cover" is a deception process and depends on perverting the comm formula by fooling the person or persons being seen, addressed or interviewed and belongs more to an intelligence service than PRO.

ILLUSION

However, in PRO one is actually creating an illusion or symbol that will be considered acceptable by those who see the image, compatible with the message one is trying to put across or the data one is attempting to find.

ETHNICS

This subject of appearance is actually an ETHNIC idea. Ethnic means beliefs, mores, customs, patterns of thought or racial or religious stable data.

What do the people being seen think the PRO person should look like, dress like, act like to be asking or talking to them about that subject?

The Walla-wallas think someone with a new product should look like a witch doctor before they believe him. Politicians think one should look like a psychiatrist before appropriating a few billion for him. Savage Ugpugs only accept PRO from fat men. And the Romans only accepted it from bird entrails.

What type of communicator is acceptable? For what message? That is an ethnic survey problem and the answer is only valid for the area in which it is obtained.

It is always what they think the ideal symbol is, not necessarily the usual symbol that gives that type of message to them. And it is what symbol is now effective as the old one may have become too common.

CONCLUSION

It is not a very involved subject. The Comm Formula in its entirety should be known and understood in PRO work.

The factors one is trying to instill are acceptability and belief.

Truth plays its own role as it is the highest R (Reality) there is. But sometimes the whole truth is too much and again it becomes the degree of R that fits in with the A and C.

Untruth, when exposed, can wreck ANY PRO symbol. And voicing a truth that is unbelievable can also cause the symbol uttering it to not be believable.

The need for impingement (enough jolt to attract attention) causes a lot of wild PRO think.

The mobs of people are sufficiently numerous today to cause a "herring effect." No one herring is given any attention by the rest of the herrings. PRO attempts to break out of this inattention by being a more startling herring. But if overdone, the rest of the herrings believe one is a shark.

To solve the dilemma, if it comes to a dilemma, it is best to be one's own self, but a clean neat mannerly version of oneself and if one has a message or reason to be there the PRO will usually come off very well.

L. RON HUBBARD
Founder

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