

HUBBARD COMMUNICATIONS OFFICE
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HCO POLICY LETTER OF 23 NOVEMBER 1969

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PRO Course

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PR Series 39

INDIVIDUALS vs. GROUPS

The wide survey done in accordance with LRH ED Int, 1 August 1968, "Broad Public Questionnaire," the results summarized in LRH ED Int 37 of 23 November 1969, "Reform Mailing Result," gives us two valuable data:

1. DO NOT LECTURE OR DISSEM TO SOCIAL OR PUBLIC GROUPS.
(The full list is in these 2 LRH EDs.)
2. DISSEM TO THE INDIVIDUAL WITH PROBLEMS NOT THE GROUP OR INDIVIDUAL WHO HAVE SOLUTIONS.

PUBLIC AND SOCIAL GROUPS

Public and social groups, from governments to garden clubs, are organized around some agreed upon solution and were organized because of and to support some fixed solution such as an ideology or a quick buck or a dominance system.

In such a case you are talking to and at an *idée fixe*. It fears anything that might shake its pet aberration.

Indeed, by addressing it directly as a group by a lecture or a mailing you can solidify the consistent antagonism it feels to anything different to its ideas.

Such groups are also a mutual protection society and their members are to a greater or lesser degree personally defensive but collectively aggressive.

Such groups can usually be neglected in matters of dissemination.

They can be approached only within the framework of cooperation when your aims and theirs seem to or can be made to seem to have something in common and only then if you don't try to "sell your wares" to their members. Even a mutual support idea is a touchy matter and has to be very smoothly handled with top PRO.

To a nation at war, for example, everyone not of that nation is a potential enemy and allies are traditionally barely tolerated and suspiciously so at that.

In a "dog eat dog" world, such as Man is continually told it is, political and social groups have other foundations than a simple wish to assemble or to make things go right.

Thus a mailing list to a governmental, public, social or professional (non-scientific) group is a WASTE OF TIME, and can even do harm. This includes any list of individual members of such groups.

They are not there to make a better society, but to have mutual support for some special idea.

We also long ago learned this cynical axiom: "Groups tend to perpetuate the conditions which they are formed to combat." For example the Beers group "to bring legal rights and better treatment to the insane" in 1905 advocates as the "mental health" associations of today, which advocate easy seizure and mayhem while still talking about the late Clifford Beers.

Nobody ever heard of polio until it really got anti-polio groups.

Deficient in technology to accomplish their ends and dependent at last on the evil they fight to gain support, the group types listed in LRH ED 14, 1 Aug 68, are found to fix into a solidified idea that brooks no challenge and which imagines anything else is a challenge to it.

So don't waste your time except to fix up an alliance and do that only by discussing points of close agreement in purposes not your own subject.

Exceptions will of course be found.

We sent these mailings to check reform codes. We also found it is worthless to disseminate to specialized groups.

We also had this datum earlier. A franchise based its whole dissemination program on approaching and working with specialized groups and went broke promptly.

Groups can also be unpopular in the extreme as witness certain governments. A certain percentage of the poor response told us to attack the American Medical Association and American Psychiatric Association.

THE INDIVIDUAL

The bulk of the individuals on the planet are "unaligned." This is about 92% of the population! This figure is taken from countries involved in heavy insurgent attack.

The commotion of "mobs" one reads about in the press, the "opinion of the people" are usually propaganda nonsense gotten up by specialized groups who are less than a thousandth of the population. They are staged and pushed by newspapers who are solvent only on funds that make them pro- or anti-. Newspapers represent so little of "public opinion" they are seldom generally liked. Supported by specialized groups they pretend to "public opinion" in order to increase the impact of the message of special interests. Billionaire Nelson Rockefeller, favorite son of US big interests, mud-balled on a flying tour throughout Latin America almost everywhere he stopped got the most placid US and the most violent European press on the same incidents one ever read. Neither one represented any "public opinion."

In the hard reality of insurgency campaigns when propaganda is at highest intensity, when all the chips are down 92% just aren't on either side. They simply wait to see who is winning if they have any ideas at all.

This tends to say 92% of a population do not belong to groups. The figure is not too far wrong.

This gives us a new insight into the one out of twenty in any purposeless gathering who suddenly objects to Scientology.

YOU COULD HAVE HIM IF YOU INVARIABLY ASKED "ALL RIGHT, WHAT IS YOUR SOLUTION TO THINGS?"

You would probably get a harangue about fascism or legal rights. Lord knows exactly what you'd get but it would be the *idée fixe* of some specialized group.

Newspaper reporters are usually serving, by direct orders, specialized groups. "The Vicious Catholics and the Heroic Protestants." "The Underhanded Left and the Holy Right."

By the natural selection of firing any reporter who isn't a devoted advocate of the special interest group behind the publisher any disaffected newspaperman isn't on that paper long. Freedom of the Press as it is laughingly called does not extend to freedom of reporters! The unaligned reporter is left to take up other lines of work. The closest you can come is to control the publisher or to indicate alliance with the paper's interests to the reporter.

The Special Interest Individual is a member of a group united by an *idée fixe*. He has a SOLUTION. Any other idea he considers a potential enemy of his solution. Thus his comm will occur, hidden or exposed, to forward special interests. When the comm is hidden it becomes disinterested or vicious as it is over the top of the withhold of his alignment with a special interest.

Comm is possible only by discovering his special interest and indicating alliance with it. The comm then will probably be a bit grudging but it occurs.

However, this leaves us about 92% of the world's population with whom comm is possible, especially on a personal basis.

In this 92% one has a uniform factor, a common denominator of personal survival.

The special interest fellow would comm only on his 3rd dynamic special interest and sometimes even commit suicide on the 1st dynamic to defend that special interest.

But 92% have some idea of personal survival and therefore can individually comm about things that would increase their survival potential.

SUMMARY

We can repeat "Disseminate to those who have problems, not those who have solutions."

Thus there is little point in disseminating to a university as it has solutions for everything. There is every point in disseminating to a student as he has the problems. But even here many students also have the solution - to get a degree to magic-carpet them to life and the buck or are in the process of espousing special interest groups.

So one can say one can usually disseminate to a student who has PROBLEMS.

There would be no point in disseminating to a police force. There would be every point in disseminating to a policeman who has problems.

There would be no point in disseminating to the War Ministry but every point in disseminating to soldiers who have PROBLEMS.

The only "risk" one runs is some special interest group believing their prey are being stolen from them.

One can easily make the error of believing special groups are interested in general betterment.

With Earth as it is, "prey" is a better word than "patient" to describe a psychiatrist's special interest attitude.

And "prey" is a better word than "citizen" to match the thoughts of some government agencies.

Now it so happens that people don't like to be "prey" and they resent the large majority of special interest groups the moment they discover they are such.

It opens the door widely to dissemination to get a clean look at the fact that upwards of 92% of a population are not on the side of anyone. The large majority of these have problems.

Thus dissemination can occur.

We who are simply trying to make individuals better and so improve the society, without any other axes to grind or drums to beat, thus have the majority potentially on our side.

L. RON HUBBARD
Founder

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