

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

ALL Division HCO POLICY LETTER OF 30 MAY 1970
VII Hats

PUBLIC CONTACT - PUBLIC COURSES LINE-UP

(Refer to the following Policy Letters on -

TESTING: HCO PL 28 Oct 60 "New Testing Promotion Section"
HCO PL 24 Nov 60 "Testing Promotion Revised"
HCO PL 15 Feb 61 "Evaluation Script"
HCO PL 13 July 65 "Testing"

HAS AND HQS

COURSES: HCO PL 12 Sept 65 "Foundation"
HCO PL 13 Sept 65 "Foundation Course Hours"
HCO PL 13 Oct 66 Issue II "HAS Course"

BASICS OF
ADVERTISING
BASIC

SERVICES: HCO PL 16 Sept 65 "Foundation")

The basic public contact points of an org is TESTING. It is a free service, and is heavily advertised as such to the public. It must be extremely slick and professional in presentation.

An Introductory lecture (Free PE) can also be given to begin the applicant. BUT AN APPLICANT IS NEVER SENT FROM TESTING TO PE BUT FROM TESTING TO HAS OR AUDITING.

The TESTING LINE is to sell the person a HAS Course, on which are the drills TR 0-4 and the Text book "Evolution of a Science". A PERSON ON THE TESTING LINE IS NEVER SENT TO AN "INTRODUCTORY LECTURE" OR ANY OTHER FREE SERVICE BUT IS ALWAYS SIGNED UP FOR HAS COURSE.

On the Testing Line, it must be heavily stressed that Scientology betters one's ability to communicate.

The HAS Course must be advertised-

by promotional notices on the walls;

by handouts for the HAS Course laying around or given out;

by telling everyone in test evaluations that his communication level needs raising and that the HAS Course will do this.

Articles by Ron on Communication can be made up into brochures which heavily advertise the HAS Course.

"Dianetics 1955", the communications manual should be on display.

HQS

Graduates from the HAS Course are sold HQS, which is essentially a Co-audit, run in accordance with the rundown in HCO PL 12 September 1965 "Foundation".

Thus the need for processing is stressed in the HAS Course, and the HQS (Co-audit) advertised.

ACADEMY TRAINING AND
GRADE PROCESSING

This is advertised during and after HQS Course. However it may be sold to an individual at any time if that is what he wants.

STATISTICS

Statistics of number of people who come in for Testing, number of people who attend the Introductory Lecture, and the PERCENTAGE of these who continue on to the HAS Course (or another service) must be recorded. Whenever the percentage DROPS or RISES, the Division VII SECRETARY must at once investigate and find out the cause of the change and either rectify it, if it is a drop, or reinforce it, if it is a rise.

The PRODUCT of Division VII is PEOPLE WELL INTRODUCED TO SCIENTOLOGY.

If this basic line-up is put in, improved and reinforced, this product is inevitable.

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