

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 2 JUNE 1971
Issue II

Remimeo
PRO Course Checksheet
Div 6 Sec Hat
Dept 16 Hats

PR Series 10

**BREAKTHROUGH
PR AND PRODUCTION
TONE SCALE SURVEYS**

(Reference: FEBC Tape No. 1
which contains the full text.)

THE LAWS OF PR

THE PRIMARY BARRIER TO PRODUCTION IS HUMAN EMOTION AND REACTION.

PR IS THE SOCIAL TECHNOLOGY OF HANDLING AND CHANGING HUMAN EMOTION AND REACTION.

A LOW PRODUCTION AREA IS OUT-MORALE BECAUSE IT IS LOW PRODUCTION. IF YOU CAN NURSE THE AREA UP TO PRODUCTION YOU HAVE MORALE.

DON'T USE NEGATIVE ARC IN A PR SURVEY. MAKE IT LIGHT SO IT INVOLVES COMMUNICATION.

To get a PR survey done in an area that is barriered against production, you begin by writing down three VERY DIRECT questions that you want answered. One question for each of BE, DO, HAVE.

On a Survey of Lower Slobovia central command point, the 3 direct questions could be:

1. (BE) Do you want this joint to succeed?
2. (DO) Are you personally going to be active in getting this show on the road?
3. (HAVE) Are you going to directly assist Scientology to acquire Lower Slobovia?

Now you translate these into the field of human emotion. Each direct question is concerned with one or more of A, R and C. You put down by your direct question what each question is concerned with.

In the example above,

1. is A
2. is A or C
3. is R.

You now phrase a question to which you will get a reaction, and that reaction you get has to be the reaction of the individual to the *direct* question, but you get that reaction by asking him a different question translated into terms of emotion that will give you his reaction willy-nilly. He can figure his way round the direct question to give

you a PR answer. He cannot help but give you his reaction if you involve his emotions. The direct question does not involve his emotions so that he doesn't give a reaction you can observe clearly as *the* reaction to the question.

Having established your BE, DO, HAVE questions and added your connotations of A, R, C, you can translate the direct question into a survey question that involves his emotions and gives you his reaction.

The examples above could translate as follows:

1. Do you think that increased efficiency in management would bring about a more desirable organization?
2. Would it be more pleasant working within such a framework?
3. Have you envisioned improvements that would occur in Lower Slobovia if Scientology were more widely used?

Now you pre-test the survey mentally, paying attention to dictation and comprehension, rephrasing to ensure adequate communication without losing any of the sense of your question, per the Art formula.

The Surveyor contacts the people to be surveyed, asks his questions and makes notes of the answers given; he also makes sure he notes the reaction. He should write down the *Tone Level* of the reaction to each question. He doesn't handle anything—just the question, recording the answer and the reaction.

Tabulation of the results gives you a majority of reactions on one Tone Level.

You can now design your PR Campaign on a Tone Level half or one notch above that level and be sure to obtain wide agreement, by the rules contained in *Science of Survival*.

Thus the barrier of human emotion and reaction is removed.

The duty and function of PR is to remove the barrier of human emotion and reaction.

You hit at the heart of reaction when you get into human involvement.

You hit at the basic on any production situation when you get into BE, DO, HAVE.

You hit at his emotion when you address his A, R, C.

So you involve him when you get his emotion and thus his reaction.

You can strip off the verbiage in the survey and its tabulation and get a numerical answer (Tone Level figure) for each question.

Different publics can be PRed. Finance Publics for example, as well as Production Publics—sometimes finance people get into conflicts with Production.

PR is always perfectly okay as long as it is real. If not real, it acts as a stop. You find the R by establishing if there is a situation to begin with, surveying to get the Tone Level, figuring out the average response of the group on each question—and design a PR campaign to handle.

There is a 1-2-3 not quite figured out in designing the Campaign. But these are the basic concepts of the science of PR. It covers the field of manipulation of human emotion.

LRH:nt.rd
Copyright © 1971
by L. Ron Hubbard
ALL RIGHTS RESERVED

L. RON HUBBARD
Founder