

HUBBARD COMMUNICATIONS OFFICE
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PRO Course
Checksheet
Div 6C Sec Hats
Dept 18A Hats

(Reissued 14 September 1988 to delete
first sentence of last paragraph, which
was incorrectly included by another.)

PR Series 10R

BREAKTHROUGH

PR AND PRODUCTION

tone scale surveys

(Reference:
Tape: 7101C18, FEBC Tape 2, PR BECOMES A
SUBJECT, which contains the full text on
using tone scale surveys in PR.)

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
three 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 pretest the survey mentally, paying attention to diction 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 majority response of the group on each question - and design a PR campaign to handle.

These are the basic concepts of the science of PR. It covers the field of manipulation of human emotion.

L. RON HUBBARD
Founder

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