

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 5 DECEMBER 1971

Remimeo
CO/ED Hat
Dissem Hats
HAS Hat
OIC Hat
CLOs

STATISTICS - DISSEM DIVISION

Amends: HCO PL 5 Feb 71 Issue I
All Orgs OIC Cable Change
HCO PL 5 Feb 71 Issue III
FEBC Executive Director
HCO PL 5 Feb 71 Issue IV
FEBC Executive Director
OIC Cable Change

TO BE REPORTED ON FOR THE WEEK BEGINNING 29 DECEMBER 1971 AND ENDING 6 JANUARY 1972 FOR THE FIRST REPORT, AND EFFECTIVE THEREAFTER.

The GDS of BODIES IN THE SHOP is not an easy stat to keep and does not reflect how active Division II is in getting people in for service, plus how active the Registrar is on the re-sign up line.

"Bodies in the Shop" can be left open to too much interpretation and is subject to alter-is no matter how minute the clarification of the stat might be.

The stat of PAID STARTS replaces the GDS of Bodies in the Shop. This stat is cut and dried and cannot be subject to interpretation.

GDSes DISSEM AND THEIR DEFINITIONS

1. PAID STARTS FOR THE WEEK (Does not include Paid Starts on the Public Reg lines in Dept 17.)

Definition:

"Paid" means money received in full for the service.

"Start" means started the service.

Paid Start for Processing = on HGC lines.

Paid Start for Training = started on course.

Each Service paid for and started is counted as one Paid Start.

If a person signs up and pays for a number of services - say, Academy Levels O-IV, he is counted as one Paid Start as each Academy Level is started.

Similarly, if a person signs up and pays for a number of 12 1/2 Intensives with the Registrar as each Paid Intensive is begun it is counted as one Paid Start.

Class O-IV Internship counts as one Paid Start

2. TOTAL NO. OF REGISTRAR INTERVIEWS FOR THE WEEK

Definition:

No. of persons the Registrar has interviewed for the week (includes Reg Interviews by the Public Reg).

Interviews over the phone are not included.

Note: Public Reg Interviews are included in with Div 2 Reg Interviews to give the overall effectiveness of Registration Selling. Example - Low GI and High Reg Interviews = Poor Registration. To observe the effectiveness of Registration selling in Dissem, this is done by minusing "No. of New People Brought In" (new Public Div stat) from total of Reg. Interviews to obtain the ratio.

3. GROSS INCOME OF THE ORG FOR THE WEEK

Definition:

Gross Income of the Org is the total amount of valid collections (cash, checks, money orders, bank transfers rec'd, etc.) representing actual money received in the org for the week, either in the mail or over the counter, as collections for past Credit, current receipts for advance payments for any amount for any org service or items sold, and invoiced in for the statistic week which ends at 2 PM Thursdays.

4. GROSS BOOK SALES FOR THE WEEK

Definition:

Total monies from sale of Books. Does not include Meters, Tapes, Insignia, Course Packs. (HCO PL 25 May 68 "GDS - Dissem Div".)

TEAM WORK

The standard functions of the Dissemination Division carried out, such as mags, letters, promo, registration, advance enrollment, CF, Address all add up to the four GDSes of Division 2.

For stat purposes the statistical week ends at 2 PM Thursdays.

Dissem Aide

for

L. RON HUBBARD
FOUNDER