

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 17 FEBRUARY 1972
ISSUE III

Remimeo
Division 6 Hats
Division 2
C/O ED Hats

TOURS

(Modifies HCO P/L 15 Sept 71 "Purpose and Statistics of a Tour Member", Cancels HCO P/L 2 June 71 "Tours Org Board", Modifies HCO P/L 15 Jan 72 "Riches or Poverty" and HCO P/L 1 Feb 72 "Survive or Succumb")

Tours, originally evolved and developed in Division 6 are hereby officially TRANSFERRED BACK TO DIVISION 6.

LOWER ORGS

This function comes in Dept 16 per HCO P/L 14 Nov 71 "Mini Public Division Org Board" and is described in this P/L as follows:

"4. Tours: The touring of groups in the community and Field to get people into the Org. A tour action would be to effectively demonstrate and introduce the attendees to Dn and Scn, bring about reach and sign them up on the spot, also selling books. Reaches and signups are turned over to the Public Reg for follow up."

Additionally if the signups are for major services (as they probably would be at a Franchise) they should be turned over to the ASR in Div 2 for follow up. Public Service signups such as HAS and HQS would be turned over to the Public Reg.

CHECKLISTS

Item (a c) re tours on the Div 2 Checklist of HCO P/L 15 Jan 72 "Riches or Poverty" is hereby deleted and transferred to the Div 6 Checklist for Power Quality of HCO P/L 1 Feb 72 "Survive or Succumb".

HIGHER ORGS

Tours come under Dept 17 of the Div 6 Org Board for AO, SH and AOSHs.

This is a VITAL function even more so than for Lower Orgs.

Division 6 is responsible for properly PLANNING, SURVEYING FOR, ENSURING ADEQUATE PROMOTION WELL IN ADVANCE OF, FIRING, OPERATING AND SUPERVISING TO COMPLETION ALL TOURS.

Other Divisions must co-operate with Division 6 efforts to send out well planned and brilliantly run tours. It takes team work to send out a well put together tour. Division 2 for instance would print the promotion Div 6 plans and provide lists of eligible persons in the areas the tour will visit.

It may be necessary to success for another Div to send a representative on the tour -- like a cashier or tech person -- even an extra Reg as needed. It takes teamwork to put out a tour. Division 6 holds tours as a function but the other Divisions co-operate and pitch in too. It's an assembly-line action.

The basic purpose of a tour is to channel publics through Orgs up the Bridge to OT and stimulate purpose, goodwill and team spirit amongst staffs and Scientologists alike. The main functions of a tour consist of PR, image goodwill, money collecting, volume registration, events, training and briefing of org terminals. Most successful tours are held with events and group action between tour and Org terminals.

All prior successful procedures on tours are to be picked up and applied. This of course does not mean "postulate checks" or "crush sell". It is important to plan and promote tours based on SURVEY in advance to ensure maximum results. PR Series 8 "Too Little Too Late" definitely applies. Tours should be maintained as a standard action going out regularly to Lower Orgs and Franchises.

A close liaison line must exist with Division 3 for the turning over of accounts data and all monies collected after each tour. A liaison line must also exist with Division 2 for turning over all signup records, interview slips and data to the Advance Scheduling Reg so that she can follow up the signups.

Tours are conducted, as in the old tradition, in a spirit of goodwill and assistance. The Higher Org and the Lower Org or Franchise benefits from the action. A tour greatly enhances the areas it visits.

Tours are a very successful action and must be reinforced.

REASON

Division 2 has many standard actions. These involve many internal administrative actions, vital to the making of income. Tours add a distraction to these internal actions and consequently, the important things like C/F, Letter Reging, ASR, Address -- standard usual Div 2 functions tend to backlog. While Div 2 contributes to Div 6 tours, it cannot take the whole load on tours without neglecting internal standard actions.

On the other side of the coin, tours run very successfully in Division 6. This is the EXTERNAL Division -- the out and about Division. Staging an event or campaign is a second nature thing for a Div 6 to do. It has always been this way. A tour is just another great event. For Higher Org Division 6's it is particularly vital that tours are under them. Being responsible for policing the flow of people up the Bridge, a Higher Org Div 6 must have tours as one of its functions or else its reach would be cut to that degree.

The moving of tours to Division 2 was not an entirely wasted move -- out of it has come this valuable knowledge.

CS-6

for

L. RON HUBBARD
FOUNDER

LRH:DH:mes
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