

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 28 MAY 1972
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Remimeo

IMPORTANT

BOOM DATA

PUBLICATIONS BASIC FUNCTION

It has been found by long and searching evaluation of the 71 boom that orgs have to have business driven down on them to boom. This is confirmed by earlier data as well.

Orgs will handle delivery if the business is driven in on them.

Therefore THE BASIC FUNCTION OF A PUBLICATIONS ORG OR DEPARTMENT IS TO ADVERTISE AND SELL BOOKS TO THE PUBLIC AND CF IN ORDER TO DRIVE BUSINESS IN ON THE ORG AND TO PROVIDE TAPES, TEXTS AND MATERIALS TO ORGS SO THAT THEY CAN DELIVER.

You will see at once that this is a double action whereby the pubs activity reaches to the public and the CF with BOOK ADS and BOOK SALES.

It has been a favorite excuse in Pubs Orgs that they "should only sell books to orgs and not individuals". Such an attitude of course wrecks the idea of DRIVING PEOPLE INTO THE ORG.

BOOKS

Books are the FIRST line of promotion and contact.

By actual test, advertising services is not a paying proposition.

The public has to be reading books to get so minded as to come into the org for service.

Advertising books means PUBS MAIL ORDER BUSINESS OF INDIVIDUAL BOOK SALES.

SURVEYS

Survey material is used to put BOOK ADS together, properly, so the ad really gets the person who sees it to order the book.

SP & PTS TECH

Suppressive persons (no case gail, low OCA, bad ethics record, low production stats) or PTS persons (those who are connected to suppressive persons or groups and are Potential Trouble Sources) SHOULD NEVER BE LET NEAR BOOK SALES LINES. Why? Such people run a CAN'T HAVE on others and will not get printed, survey, advertise, sell pr deliver BOOKS as they "run a can't have" on the public of sold and delivered books and a can't have on the org of arriving persons.

The people on such lines must be eager to let others have Scientology and books and let their org and staff have high income of bodies and money.

Thus it is a High Crime to permit SP and PTS people in Pubs Orgs or Departments or in Dept 16 (Div 6, Advertising) as these will starve both the public and the org.

TOURS

Flag Continental Liaison Offices, with their tours, drove people in on the orgs and made the boom in 71.

These tours drove people in on the local org and on the Sea Org orgs as well.

When these Flag units ceased to operate the boom halted.

The original tours were clean cut personal contact work. Then "crush sell" and "postulate checks" and repeating Congresses were entered into their operation and made so much commotion that the good being done was obscured.

Suppressive false reports about the tours were entered in on the scene and the boom faltered.

Earlier, Mission International Books erred in making staff sell books and restricting Field Staff Member actions whereas they should have dealt wholly with FSMs and left staff alone.

It takes book advertising and book selling and tour personal contact work to make booms.

These are the TWO outside the org actions that drive people in on orgs and drive stats up.

Badly organized tours run by untrained people, or tours trained to do wrong things thus give tours a bad name.

Thus tours functions should be under a Flag Operations Liaison Office Div 6 and should be coordinated. And independent of orgs, according to evaluation.

BOOK ADS

Dept 16 should handle book ads.

There should not be general service ads in public publications. There should only be book ads.

These ads should be surveyed and the survey materials used to sell a book. And not always the same book. It takes familiarity with a book to advertise it in the right place and sell it.

BULK MAIL

Bulk Mail has been found to be an expensive non-productive action when services are advertised.

A MAGAZINE on policy, that features books as well as services and events and Info packs that answer book buyers responses and Ad Payments packs should make up bulk mail AND NOTHING ELSE.

If the money foolishly spent on sending service flyers five times a week was spent on the above AND BOOK ADS that sell books, an org would be in clover.

ERRORS

Various errors that are made to occur on these lines (book sales, tours) are not accidental. They get the action into disgrace and it gets dropped.

And there goes the Gross Income.

SUMMARY

Only a Pubs Org or Department that conducts itself as above can be considered OPERATIONAL and carrying out its functions.

And slack-off from this labels a Pubs Org or Dept INOPERATIONAL.

Book Ads and sales are the keys to org survival.

Tours that contact individuals and handle their upsets or get them enthused and sign them up are the key to a boom.

It takes BOOKS to develop a new field so Tours can work.

Field Staff Members should sell books as their entrance point.

The operating rule is

BUSINESS HAS TO BE DRIVEN IN ON AN ORG.

There would seem to be a long standing inability in orgs to PULL in business. This, by new technical discoveries related to auditing PTS persons, may well be the toleration of SP and PTS types in orgs. Further evaluation will have to be done on this. In the meanwhile, SP (no case gain) and PTS (Potential Trouble Sources because they are connected to SP persons or groups) should not be taken on staff and definitely should not be on lines having to do with getting in business as they find reasons not to do so.

But we do know that business has to be driven in on the org for stats to rise greatly or any boom to occur and this is done with BOOKS and TOURS.

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FOUNDER

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