B O A R D   P O L I C Y   L E T T E R

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SAME TITLE

Remimeo

PR Series 19

THE SAFE POINT

The following is taken from an LRH Briefing on the subject of PR Area Control, and adds to PR Series 18, HCO PL 21 Nov 72, Iss I, "How to Handle Black Propaganda".

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Under "Application" of Rule 1 (Fill the Vacuum) of PR Series 18, the instruction is given: "Get in a safe place and speak up.".

It is necessary of course to have a safe place to get into, from which one can in safety speak up.

One cannot defend himself in a point that has no defences.

Without some consideration of security in the first place, any attempt at PR Area Control is folly.

Thus the Safe Point takes consideration over Active Defense.

One can be in the situation of attempting to sell and deliver a product or service and suddenly find it necessary to defend himself in the same place from attack. The attack can make the point dangerous to such a degree it becomes impossible to deliver from. One might even be forced to act from a totally hidden point.

Thus the Safe Point takes consideration over Active Defense but takes even greater consideration over delivery operations.

Where possible, PR Area Control makes the Point Safe for the production activity, before any production occurs.

When it is necessary to go into delivery operations without the prior step of making the Safe Point, a special unit must be set up and run at full steam to make a Safe Point and gain viable PR Area Control over all publics in the area.

PREPARING THE SAFE POINT

You cannot operate without a base to operate from. You cannot deliver without somewhere to deliver it. You cannot sell what you cannot deliver.

The optimum action is to send a PR Area Control team to the area you want to operate in, and have it establish PR Area Control <u>first</u>.

A new group or Company should be established first as a Safe Point and <u>then</u> as an Operating Point.

There is a formula here just a hair lower than Non-Existence: "Find a Point from which to put out a Comm Line.".

The PR Area Control action in a new area can go so far as to create in the area a whole past and future track for the activity being established. It can make it sound old-established, stable, reliable, expert, productive, and with continuing expansion before it - when the delivery activity arrives and gets into operation.

Everything that accompanies an actually delivering unit is put there. Except the delivery. With established PR Area Control, delivery is put in, without a ripple, and it is all perfectly natural and acceptable.

BASIC ESSENTIALS

The most important action to undertake when going about making a Safe Point is to carefully and painstakingly find out who exactly are the top dogs in the area in financial and political circles, and their associates and connections, and to what each one is hostile.

One must <u>learn</u> carefully his Ps and Qs with regard to these people and take care not to step on their toes. Otherwise one can get tromped on hard, and will. This data must be learned and USED.

Without a Safe Point established as above, it is a waste of time to rush into dealings with a government or to promise them anything. It is too easy to step on hostile toes and to arouse suspicion of you or make you difficult to account for.

To maintain your Safe Point when you have started delivery, it is vital that you be able to detect the SP-PTS characters on your delivery lines and HANDLE him, be he high or low in station, and get him out of the road. One such person acting against you in the midst of your Safe Point can undermine it totally.

One of the reasons for this is that violations of Study Tech in a person's education can turn him into a seething mass of BPC. This is <u>very</u> easily stirred up by an SP or PTS, and at the slightest chance he will do so. A whole class can explode like a powder-keg, and with it the safety of your delivery point and its whole PR Area Control.

Thus SP-PTS Tech comes into its own as a basic tool of PR Area Control for the operating activity. Delivery of excellent results is of course a vital necessity in any activity, no matter what the degree of PR Area Control, once it is established.

Follow this procedure to make a Safe Point, and the Rules of PR Series 18 to make it Safer.

But make it Safe **first**.

CS PR Area Control Aide

and

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