

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 8 MARCH 1973  
ISSUE II

Remimeo  
Exec Dirs/COs  
FP Hat  
FBO  
A/G F  
Dir Promo

Finance Series 15

PROMOTION

Evaluation has shown that those orgs who do not allocate adequate funds to promotion are having difficulties getting their Gross Income up. Orgs who are allocating wisely for promotion are maintaining an increasing Gross Income.

HCO PL 20 May 72 "Types of Promotion" and HCO PL 3 June 72 "Promotion Allocation" lay down exactly what promotion should go out to what publics. These policy letters, followed, will result in maximum return from your investment in your promotion allocation.

In 1970, LRH said "THE BASIC OUTNESS IN ORGS IS THAT THEY HAVE IN THE PAST SOUGHT TO ECONOMIZE BY SAVING ON PROMOTION." (HCO PL 12 June 1970 - PES Account). But denial of promotional funds will LIMIT income.

Any FP Committee or FBO who think they are going to save money by not promoting are only cutting their own throats. And they are going to eventually destroy their org.

To cut promotion to buy a new chandelier for the reception area will not increase income. Chandeliers do not inform the public about Dianetics and Scientology and your services.

Therefore, the following policy is laid down:

For AOs and SHs - No FP may be considered passed or valid that does not provide 20% of the Total FP Amount for Promotion Expenses.

For Class IV Orgs - No FP may be considered passed or valid that does not provide 14% of the Total FP Amount for Promotion Expenses.

These figures are MINIMUM requirements.

Hereafter the FBO must show the exact percentage of the Total FP Amount allocated to promotion. This must be reported on the Financial Planning cover sheet itself which is sent to Flag with his regular weekly reports.

It is the intention of this PL to provide finance for promotion which will result in an ever increasing income for your org.

LRH:CJ:FB:TD:nt  
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