

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 24 SEPTEMBER 1973
ISSUE XII

Remimeo

RELIGION

PUBLIC CONTACT AND SCIENTOLOGY

IMAGE

Continuing expansion and legal viability depend upon accurate representation to the public by the Church of its religious status. The staffs of Church organizations must never in their enthusiasm to disseminate our religious doctrines and practices use any methods which violate either Scientology policy or the standards of the community in which we live. In order to ensure that such does not occur, the following guidelines must be observed in all Scientology organizations:

1. Any advertisement which refers to services of the Church must be approved by the A/G. This includes mailings posters and media advertisements.
2. Any sign posted in the public area of the Church must be approved by the A/G.
3. No off-policy forms requiring detailed information to be furnished by parishioners are to be used.
4. No visitations are to be made to the homes of parishioners without invitation or previous appointment. If appointment is obtained, these visits are to be made during the normal business hours of the Church.
5. Any representative of the Church must wear clerical or normal business attire and conduct himself in a professional and mannerly fashion.
6. Registrar interviews must be conducted per policy with absolutely no duress, threat or other crass high pressure tactics used. Such unmannerly tactics violate the basic principle that the truth of our religious beliefs speak for themselves and do not have to be "sold".
7. Phone calls to public persons by Church representatives are to take place during Church hours.
8. No Registrar is to tell any public individual or other individual that any dire consequences, such as illness, cave-in, disease or inability, etc, will occur if the individual does not buy further (or any) auditing or training. Nor may any reg or any other admin staff member indicate to any public individual that he is evil or has destructive purposes as a basis for obtaining sign-up.
9. No Registrar may use the sales statement or idea "Ron needs money" as it is not true and the Founder does not Receive it.

The data on which these guidelines are based is in policy. All staff handling raw public, Reception and Registrars and Ethics Officers are to starrate on the policies following; HCO is to report compliance to the A/G:

- | | | | |
|----|-------------------|---------------|-------|
| 1. | HCO PL 29 Oct 62 | Religion | _____ |
| 2. | HCO PL 1 Mar 66 | The Guardian | _____ |
| 3. | HCO PL 16Apr 65RA | All Divisions | _____ |
| 4. | HCO PL 19 Mar 68 | Service | _____ |
| 5. | HCO PL 21 Nov 68 | Senior Policy | _____ |
| 6. | HCO PL 12 Feb 69 | Religion | _____ |

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7.	HCO PL 6 Mar 69	Scientology is a Religion	_____
8.	HCO PL 7 May 69	Policies on Sources of Trouble	_____
9.	HCO PL 17 Jun 69	The Org Image	_____
10.	HCO PL 4 May 71	Legal Contract for Auditing and Training	_____
11.	HCO PL 30 May 71	Manners	_____
12.	HCO PL 16 Apr 65 (Reissued 13 Oct 70)	Handling the Public Individual	_____
13.	HCO PL 2 Sept 70	First Policy	_____
14.	HCO PL 31 May 71	Registrar Hat Checksheet	_____
15.	HCO PL 29 Sept 73 Issue I	Religion: Public Image, Responsibility for Enforcement (Enforcement Powers)	_____
16.	HCO PL 29 Sept 73 Issue II	Religion: Scientology and Dianetics: Labels, All Books	_____
17.	HCO PL 29 Sept 73 Issue III	Religion: All Auditors - Ministers Ministerial Board of Review	_____
18.	HCO PL 29 Sept 73 Issue IV	Religion: Religious Org Image	_____
19.	HCO PL 29 Sept 73 Issue V	Religion: Dianetics: Definition of Word	_____
20.	HCO PL 29 Sept 73 Issue VI	Religion: Religious Image: Contracts	_____
21.	HCO PL 29 Sept 73 Issue VII	Religion: Requirement: E-Meter Promotion	_____
22.	HCO PL 29 Sept 73 Issue VIII	Religion: Confessional Aids - Sale Of	_____
23.	HCO PL 29 Sept 73 Issue IX	Religion: Dianetic Counselling Groups Corporate - Name Change	_____
24.	HCO PL 29 Sept 73 Issue X	Religion: Confessional Aids, Labelling	_____
25.	HCO PL 29 Sept 73 Issue XI	Religion: Memberships	_____
26.	HCO PL 29 Sept 73 Issue XII	Religion: Public Contact and Scientology Image	_____
27.	HCO PL 29 Sept 73 Issue XIII	Religion: Legal: Registration and Sign-Ups	_____
28.	HCO PL 10 Sept 73	Religious Recognition: Standard Operating Procedure for Forming Orgs	_____

These policies are designed to guarantee and safeguard the very existence of Scientology Churches, and only secondarily our public image.

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I ATTEST I HAVE COMPLETED THE ABOVE CHECKSHEET AND CAN AND WILL
APPLY THE DATA IN MY LIFE AND ON POST.

DATE COMPLETED _____ SIGNED _____

I ATTEST THE ABOVE NAMED STAFF MEMBER HAS COMPLETED THIS CHECKSHEET,
THAT I HAVE APPLIED SUPERVISOR TECH FULLY AND HE/SHE DOES UNDERSTAND
AND CAN APPLY THE DATA.

SIGNED _____
STAFF TRAINING OFFICER

STUDENT EXAMINER: Passed _____ Flunked _____

Send to Personnel Files.

Robert H. Thomas
Deputy Guardian US
for
Jane Kember
The Guardian MW
for
Mary Sue Hubbard
The Controller
Authorized by AWJ
for the
BOARDS OF DIRECTORS
of the
CHURCHES OF SCIENTOLOGY

BDCS:HE:MSH:JK:RHT:nt
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