

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

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PR Series 20

THE UNTRAINED PR

An untrained PR will do at least two wrong things:

1. He will waste events and materials and
2. He will not only not handle existing situations, he will create new ones.

PR is a real technology. Until he studies it, a person may not realize it.

Therefore people who are "in PR" must be called and must sign themselves I/T until such time as they have studied the full approved text and done the most recent P/L full PR checksheet and its practical and have had some apprenticeship.

Life is rather hard for the trained PR who has to work with the very untrained as he is likely to be kept busy correcting or creating new materials that are then wasted and handling stupid situations generated in the name of PR.

The real pro has a right to insist that anyone on his lines "helping" or "assisting" or holding PR posts GET TRAINED. That they put their seat on a student chair and do the course thoroughly.

It is easier to do this than to be worked half to death without getting PR products out of juniors.

This applies to Public Div Secretaries, Port Captains, PR Officers, photographers, artists, magazine editors and make up people and anyone directly concerned with PR.

GET TRAINED!

L. RON HUBBARD  
FOUNDER

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