

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

Remimeo HCO POLICY LETTER OF 27 FEBRUARY 1974

PR Series 21

WASTED PLANNING

It too often occurs in PR that the planning of several capers (PR events or actions) comes to nothing.

This can be the planning of 4 Hard News (events rather than statements) Stories or 6 future issues of a magazine.

The trained PR outlines it all quite plainly.

Then the debacle.

In execution by untrained juniors the 4 Hard News Stories become one and the one is presented badly in the wrong place. The 6 magazine issues become one handout.

Why?

Well, it's Data Series No. 1, The Anatomy of Thought HCO PL 26 April 1970.

It is also in Book One Dianetics Modern Science of Mental Health: A=A=A.

The junior conceives things as identical which are in fact only similar or even very different.

It might not be realized by the trained PR that people are sometimes incapable of differentiating.

To the untrained and aberrated "helper", the capers are all alike even though one displays a burning building and another the birth of twins; the magazine layouts were all identical to each other even though one was for winter complete with Santa Claus and snow and another was full of bathing beauties and sunburn.

Instead of going purple about it the right answer is to point out simple differences to the "helper" so that he spreads out his tendency to identify everything with everything.

If you do this well you will get understanding cooperation in most cases.

L. RON HUBBARD
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