



AWARENESS LEVEL - PURPOSES

DEPARTMENT 16

DEPARTMENT OF PUBLIC CONTACT

DIRECTOR OF PUBLIC CONTACT

CONTACT PLANNING SECTION  
CONTACT PLANNING OFFICER

PUBLICS RESEARCH UNIT  
PUBLICS RESEARCH I/C

Publics Identifying  
Demographics Research  
Markets Research  
Ethnic Trends & Events Monitoring  
Comm & Media Lines Research  
Summarizing  
Advising

SURVEY UNIT  
SURVEY I/C

Survey Planning  
Survey Mock-Up  
Flag Survey Officer Liaison  
Surveying  
Survey Tabulating  
Responses Tabulating  
Issuing

CONTACT METHODS PROGRAMMING UNIT  
CONTACT METHODS PROGRAMMING I/C

Research & Surveys & Past Promo Review  
Existing Resources Review  
Figuring Out Contact Methods  
Broad PR & Promo & Campaign Plans  
Programs Issuing  
Schedule Issuing & Coordinating  
Evaluating Successes/Failures

NEW CONTACT METHODS PILOTING UNIT  
NEW CONTACT METHODS PILOTING I/C

Survey Button Testing  
Promo Testing  
PR Angles Testing

Contact Ideas Piloting  
Adjusting  
Approving or Rejecting

PUBLIC PROMO FILES & LIBRARY UNIT  
LIBRARY I/C

Past Promo Files  
Response Records  
Events and PR Records  
PR Materials Library  
Survey Files

PR AREA CONTROL SECTION  
PUBLIC RELATIONS OFFICER

Liaising with GO PR Staff

ORG IMAGE & APPEARANCE UNIT  
ORG IMAGE & APPEARANCE I/C

Professional Image Surveying  
Formulating Best Images  
Correct Image Briefings  
Image Campaigning on:  
    Personal Appearance & Conduct  
    Office Appearance  
    Estates Appearance  
    Letters, Mag and Promo Appearance  
Qual Correction Liaison

SUCCESS UNIT  
SUCCESS I/C

SUCCESS INTERVIEWER  
Metered Key Questions on all Completions  
Ensured VGI Results  
Collecting & Checking Completion Success  
Stories  
Verifying Org Completions  
Returning Non-VGI Results to Qual

SUCCESS VERIFIER  
Letters to Scientologists and Past  
Completions Checking for Wins  
Validating Wins Received  
Alerting Qual of Non-Winning Products  
Pulls in Non-Winning for Handling

SUCCESS DISTRIBUTOR  
Categorizing & Filing  
Success Boards Posting  
Success Book Compiling  
Div 2 & 6 Promo Liaison  
Success Booklets Distribution  
Success Mailings

COMMUNITY RELATIONS UNIT  
COMMUNITY RELATIONS I/C

Publics Research Review  
Opinion Leaders Contacting  
Winning Allies  
Gung-Ho Groups Liaison  
Community Events Planning  
Community Events Executing  
to Create or Participate in:  
Parades, Fairs, Sports, Expositions,  
Contests, Award Presentations, Charity  
Shows, Choir Performances

PUBLICITY UNIT  
PUBLICITY I/C

Bright Ideas Planning  
Developing Media Contacts  
Talk Shows, PSAs\*  
Radio & TV Shows  
Staging Public Happenings  
Celebrities & Opinion Leaders Utilizing  
Press Releases, Announcements  
Book Reviews & Publicity

(\*PSAs = Public Service Accouncements)

PUBLIC PROMOTION SECTION  
PUBLIC PROMOTION OFFICER

ADVERTISING UNIT  
ADVERTISING I/C

Media Research and Selection  
Ads Mock Up  
Public Book Ads Mock Up  
FP & I/A Liaison  
Artist  
Photographer  
Script or Copy Writing  
TV & Radio Ads Producing  
Newspaper & Mag Ads Producing  
Ads Placement  
Billboard Placement

INFO PACKS UNIT  
INFO PACKS I/C

PUBLIC NAMES ACQUIRING CLERK  
Mailing List Purchasing  
Public Names Gathering  
Duplisticker Typing

INFO PACK PRODUCER  
Design & Copywriting  
FP & I/A Liaison  
Div 2 Printing Liaison

INFO PACK MAILING CLERK  
Stuffing and Mailing

DIV 6 PROMO CREATION UNIT  
DIV 6 PROMO CREATION I/C

Design & Copywriting  
FP & I/A Liaison  
Div 2 Printing Liaison

Creates:

Posters  
Dept 16 Handouts & Tickets  
Public Reg Brochures  
Success Booklets  
Public Reg Fliers  
PR & Goodwill Pieces  
Event & Tour Promo  
Church Services Promo  
Dept 17 Services Promo

FSM DISSEM PROMO UNIT  
FSM DISSEM PROMO I/C

Dept 18 Promo Unit Liaison  
FSM Sales Kits Mock Up  
Dissemination Pieces Mock Up  
FP & I/A Liaison  
Div 2 Printing Liaison

MAIL OUT & STOCKS RELAY UNIT  
MAIL OUT & STOCKS RELAY I/C

Stuffing  
Addressing & Mailing  
Stocking  
Stock Delivery  
Div 2 Printing Liaison  
Re-Stocking & Delivery

BOOK MARKETING SECTION  
BOOK MARKETING OFFICER

FINANCE & PLANNING UNIT  
FINANCE & PLANNING I/C

Survey and Research Review  
Planning Book Campaign Projects  
FP & Pubs Org Liaison  
Liaison with Missions  
Finance Procurement  
Book Campaign Stats Collecting  
Book Campaign Response Tabulating  
Staff & Field Briefings  
Current Book Campaign Files

BOOK DISTRIBUTION UNIT  
BOOK DISTRIBUTION I/C

Distribution Research  
Pubs Org Liaison  
Promoting to & Closing Distributors  
Promoting & Advertising to Wholesalers  
& Retailers  
Closing Wholesalers & Retailers  
Book Delivery Policing  
Distributor PR  
Getting Restock Orders

BOOK PROMOTION UNIT  
BOOK PROMOTION OFFICER

Book Campaign Ads & Publicity Requirements  
Planning  
Advertising I/C Liaison  
Publicity I/C Liaison  
Ensuring Book Campaign Ads & Publicity  
Ensuring Book Reviews  
Providing Point-of-Purchase Book Displays  
and Sales Aids to Bookstores  
Book Fairs Attending and Exhibiting

FSM COORDINATION UNIT  
FSM COORDINATION I/C

Dept 18 Liaison  
Recruiting Book Campaign FSMs  
FSM Assistance Co-ord  
Area Group and Mission Co-ord  
FSMs Policing Retailers  
Relay More-Info-Cards to FSMs

SPECIAL CONTACT OPERATIONS SECTION  
SPECIAL CONTACT OPERATIONS OFFICER

Special Contact Operations Officer Functions

Contact Planning Liaison  
Special Contact Ops CIC\* Upkeeping  
Projects & Data Posting  
Reviewing Special Contact Operations  
Spotting: Cross Actions  
New Contact Areas  
Resources for Better Utilization  
Co-ordinating Unit I/Cs: (VM I/C, Gung-Ho  
I/C, OT Comms Chairman, Auditors Assn. Sec)  
Production Conferences  
Alerting Dept 17 to Deliver

(\*Ops CIC = Operations Control Information  
Center)

VOLUNTEER MINISTERS UNIT  
VOLUNTEER MINISTERS I/C

VM PROMOTION ASSISTANT  
Promoting to Prospective VMs  
GO Liaison  
Selling VM Handbooks  
Ads & Publicity Liaison  
VM Prospect Files

VM TRAINING & CERTIFICATION ASSISTANT  
Getting VMs through Home Study and  
Certification  
VM Home Study Correspondence

VM OPERATIONS ASSISTANT

Briefing VMs  
GO Liaison  
Getting VMs active Contacting & Helping  
Public & Giving Sermons  
VM Press Releases  
Issuing VM Newsletter & New VM Materials  
VM Correspondence  
Getting VMs to Become VM / FSMs & VM/Auditors

GUNG-HO GROUPS UNIT  
GUNG-HO GROUPS I/C

Establishing Gung-Ho Groups  
Supplying Materials  
Operating Gung-Ho Groups to:  
Survey for Community Projects  
Plan & Execute Projects  
Work with Other Civic Groups  
Develop Contacts  
Achieve Community Objectives

OT COMMITTEES UNIT  
OT COMMITTEES CHAIRMAN

Forming OT Committees  
Supplying Materials  
Operating OT Committees to:  
Initiate Public Contact Projects  
Take PR & Goodwill Actions  
Hold Social Gatherings  
Create Public Friends

AUDITORS ASSOCIATION UNIT  
AUDITORS ASSOCIATION SECRETARY

AUDITORS ASSOCIATION REGISTRAR

Assn Applications  
Assn Memberships  
Tech Materials Supplying  
Assn Promotion:  
Flyer Mailings  
Advice Letters  
Press Releases  
Correspondence  
Minutes & Records

AUDITORS ASSN SECRETARY

Assn Meetings  
Co-Audits  
Demonstrations  
Events  
Assn Activities  
Plans to Contact & Open Up New Publics  
in Community  
Pjt Assignments  
Coordination  
Achieving New Types of Public Inflow  
Higher Training Enrollments  
ARC Break HCO Liaison

DIRECT CONTACT & BODY ROUTING SUB-SECTION  
DIRECT CONTACT & BODY ROUTING OFFICER

PROMO HANDOUT UNIT  
PROMO HANDOUT I/C

Volunteer Procurement  
Ticket & Handout Handing Out  
Poster Posting

BOOK SELLING UNIT  
BOOK SELLING I/C

Establishes Book Selling Teams  
Runs Book Selling Teams  
Street Book Selling  
Door-to-Door Book Selling  
BB Name Relaying to Phone Contact Sub-Unit  
New Names Relaying to CF

PHONE CONTACT SUB-UNIT  
PHONE CONTACT I/C

Bookbuyer Contact & Call-In  
Intro Lecture & Testing Call-In  
Relaying to FSMs Names to Handle  
New Public Phoning  
Developing Automatic Phone Dissemination  
Systems & Recordings

BODY ROUTING UNIT  
BODY ROUTING I/C

Volunteer Procurement  
Body Routing in New Public  
Disseminating

TICKET SELLING UNIT  
TICKET SELLING I/C

Organizing Ticket Sellers & Volunteers  
Ticket Selling for:  
Events  
Special Tape/Film Plays

CONTACT PROSPECTING SUB-SUB-SECTION  
CONTACT PROSPECTING OFFICER

PRESENTATIONS BOOKINGS UNIT  
PRESENTATIONS BOOKINGS I/C

Special Contacts Operations Liaison  
Contacting the Clubs, Schools, Companies,  
Public Groups to Which Scientologists &  
People Who Have Taken a Dept 17 Service  
Belong  
Contacting Scientologists to Give Presenta-  
tions to Groups of Their Contacts  
Booking Presentations of Dn & Scn  
Alerting Dept 17 to Deliver  
Alerting Tours if Presentation is Outside  
Org



"BRING YOUR FRIENDS" UNIT  
RESERVATIONS I/C

Getting Peoole Who Have Taken a Dept 17  
Service to Bring in Their:

Friends  
Relatives  
Employees  
Classmates, etc

Issuing "Special Admittance" Tickets  
Providing Promo to Give Out  
Distributing & Collecting Request Cards  
for Mailing Info Packs to Friends  
Info Packs I/C Liaison

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PRODUCT: NEW PUBLIC AND BROAD FIELD CONTACTED  
AND FLOODED IN.

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AWARENESS LEVEL - REALIZATION

DEPARTMENT 17

DEPARTMENT OF PUBLIC SERVICING

DIRECTOR OF PUBLIC SERVICING

SERVICE SPACES AND LINES SECTION  
SERVICE SPACES AND LINES OFFICER

PUBLIC ROOMS UNIT  
PUBLIC ROOMS I/C

Following & Policing Basic Dept 17  
Service Schedules  
Acquiring & Maintaining Friendly Rooms  
for Public to Gather In In the Org  
Furnishing Public Rooms  
Stocking Public Room Libraries  
Promoting Public Rooms  
Set-Ups & Pack-Ups & Displays  
Preventing Room Unmocks or Misuse  
Public Refreshments Serving

INTERNAL BODY ROUTING UNIT  
INTERNAL BODY ROUTING I/C

Patrolling Reception to Ensure:  
Public Greeting  
Name, Address & Phone Number Gathering  
Routing to Correct Terminal According  
to Reach  
Book Selling  
Reception Displays  
Assisting Public to Proper Terminals  
Ensuring Public Get to Proper Terminals  
Bookstore Liaison  
Public Reg Liaison

INTRODUCTORY LECTURE SECTION  
INTRO LECTURE OFFICER

INTRO LECTURE SUPPLY & MAINTENANCE UNIT  
INTRO LECTURE SUPPLY & MAINTENANCE I/C

Intro Lecture Supplies Procurement  
Equipment Maintenance & Service  
New Equipment Procurement  
New Films, Tapes, & Video Procurement  
Space Set-Ups & Maintaining

INTRODUCTORY LECTURE UNIT  
INTRO LECTURE UNIT

Intro Lecturing  
Selling Books

VIDEO & FILMS INTRODUCTIONS UNIT  
VIDEO & FILMS INTRODUCTIONS I/C

Video Plays  
Film Plays  
Public Reg Liaison

INTRODUCTORY TAPE PLAYS UNIT  
INTRODUCTORY TAPE PLAYS I/C

Daily Tape Plays  
Special Weekly Tape Plays  
Public Reg Liaison

TESTING SECTION  
TESTING OFFICER

TESTING SUPPLIES UNIT  
TESTING SUPPLIES I/C

Testing Supplies Procurement  
Printing Liaison  
Space Set-Ups and Maintaining

TEST ADMINISTERING & MARKING UNIT  
TEST ADMINISTERING & MARKING I/C

TEST ADMINISTRATORS

Getting Public Onto & Through Tests  
Selling Books  
Routing to Evaluator

TEST MARKERS

Test Marking

TEST EVALUATING UNIT  
TEST EVALUATING I/C

TEST EVALUATORS

Test Evaluating  
Public Reg Liaison

TEST CENTERS SUB-SECTION  
TEST CENTERS OFFICER

TEST CENTER ESTABLISHMENT UNIT  
TEST CENTER ESTABLISHMENT I/C

Location Selecting  
Rental CSWs and Approval  
Staff Recruiting  
Equipment Procuring  
Staff Contracting and Posting  
Staff Training & Correcting Liaison

TEST CENTERS MANAGING UNIT  
TEST CENTERS MANAGER

Product Officers  
Runs External Test Centers that:  
Pull in New Public  
Do Testing & Inform  
Sell Books  
Reg New People  
Relay New Public to Org for Service

PUBLIC EVENTS SECTION  
PUBLIC EVENTS OFFICER

EVENTS PLANNING UNIT  
EVENTS PLANNING I/C

Schedules and Co-ordinates  
Speaker Acquiring  
Personnel Assigning  
Finance Procuring  
Programming  
Scripting  
Dept 16 Planning Liaison

EVENTS PREPARATIONS UNIT  
EVENT PREPS I/C

Dept 16 Promo Liaison  
Space Allocation  
Staging and Booth Preparing  
Displays & Set Making  
Lighting  
Sound Equipment  
Hall & Equipment Rental  
Refreshment Preps

EVENT EXECUTION UNIT  
EVENT EXECUTION I/C

Bill & Drill  
Routing to Reg  
Floor Sales Manager  
Holds:  
Tape Play Events  
Open Houses  
Film Play Events  
Lecture & Music Shows  
Celebration Events

PUBLIC CHAPLAIN SUB-SECTION  
PUBLIC CHAPLAIN

Church Services  
Church Ceremonies  
Ministering to Public Needs  
Marriage Counselling  
Other Chaplain Counselling  
Qual Staff Chaplain Liaison

PUBLIC SERVICES SECTION  
PUBLIC SERVICES OFFICER

SPECIAL PRESENTATIONS UNIT  
SPECIAL PRESENTATIONS I/C

SPECIAL PRESENTATIONS PERSONNEL POOL

Recruiting  
Grooming and Training  
On-Call Presentation Lecturers of Various Appeals  
Special Course Supervisors

DELIVERY

Special Presentations and Seminars and  
Workshops and Giving Special Courses to:  
Personnel of Companies  
Selected Groups of Public  
Accompanies Tours as Needed to Give Tour  
Presentations

EXTENSION COURSES UNIT  
EXTENSION COURSES I/C

Extension Course Student Files  
Lessons Policing and Receipt  
Marking and Returning  
Expediting Completions  
Certs and Awards Liaison  
Public Reg Liaison

PUBLIC PROCESSING UNIT  
PUBLIC PROCESSING I/C

PUBLIC CO-AUDIT LEADER

Public R-Factor & Gen In  
Pairing Up  
Aiding People Through Any Rough Spots  
Public Reg Liaison

GROUP AUDITOR

Delivering Group Processing  
Intensives  
Public Reg Liaison

PUBLIC SERVICES UNIT  
PUBLIC SERVICES I/C

ELEMENTARY SUPERVISOR

Tape/Video/Film Courses in Scientology  
Basics  
Short Mind Anatomy & Theory Courses  
Self-Analysis  
Public Reg Liaison

ADVANCED SUPERVISOR

"Advanced" Seminar & Workshop Courses  
Public Reg Liaison

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PRODUCT: NEW PUBLIC, BOOK BUYERS AND FIELD INVOLVED  
AND INTERESTED IN SCIENTOLOGY TO THE REG.

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AWARENESS LEVEL - CLEARING

DEPARTMENT 18

DEPARTMENT OF CLEARING

DIRECTOR OF CLEARING

FSM RECRUITMENT & TRAINING SECTION  
FSM RECRUITMENT & TRAINING OFFICER

FSM RECRUITMENT UNIT  
FSM RECRUITMENT I/C

Interviewing Completions to be FSMs  
FSM Candidate Contacting  
Appointing  
Hat Programming  
Issuing Starting Materials

FSM TRAINING UNIT  
FSM TRAINING I/C

Hatting Scientologists  
Drilling FSMs on Basics  
Getting FSMs on FSM Courses  
Running Weekly FSM Drilling & Seminars

FSM CORRECTION UNIT  
FSM CORRECTION I/C

Pulling in Inactive FSMs  
Cramming  
Ethics & Qual Liaison

GROUPS & MISSIONS FORMING SECTION  
GROUPS & MISSIONS FORMING OFFICER

Groups/Missions Recruitment  
Targetting Establishment  
Assisting Preparation  
Registering Groups  
FOWW Liaison for Mission Charters  
Getting Staff Hatting Going for:  
Missions  
Groups  
Dept 11 and Qual Liaison

FSM OPERATIONS SECTION  
FSM OPS OFFICER

FSM PROMO UNIT  
FSM PROMO I/C

FSM Sales Kit Supplying  
Selection Slip Supplying  
FSM Newsletters Writing  
Dept 16 Promo Liaison

FSM SERVICES UNIT  
FSM SERVICES I/C

FSM Library & Lounge  
Tapes & Film Rental  
New Book Buyer Names Procurement &  
Supplying  
Arbitrations  
Co-ordinating Org FSM Use with Other  
Divs  
FSM Rallies & Field Meetings

INDIVIDUALS AS FSMs UNIT A  
INDIVIDUALS AS FSMs I/C

Product Officering Selections & Booksales  
Correspondence & Files  
Correction & Tr Liaison  
Awards Pgm Issuing  
Awards & Commissions Policing

GROUPS AS FSMs UNIT B  
GROUPS AS FSMs I/C

Product Officering Selections & Booksales  
Correction & Tr Liaison  
Correspondence & Files  
Awards Pgm Issuing  
Awards & Commission Policing

MISSIONS AS FSMs UNIT\*  
MISSIONS AS FSMs I/C

Prod Offing Selections & Booksales  
PR Liaison & Assistance  
Correspondence & Files  
Correction & Tr Liaison  
Awards Pgm Issuing  
Awards & Commission Policing

\*Tr = Training  
Bu = Bureau

TOURS SECTION  
TOURS OFFICER

TOURS PLANNING UNIT  
TOURS PLANNING I/C

Prospect Locating  
Field Agreements Obtaining  
Area Targetting



Schedules Setting  
Finance Procuring  
Transport Arranging

TOURS PROMO UNIT  
TOURS PROMO I/C

Survey Liaison  
Dept 16 Promo Liaison  
Promo Distribution

ADVANCE SET-UP UNIT  
ADVANCE SET-UP I/C  
ADVANCE MEN

Hall and Materials Procurement  
Announcements  
Billing & Drilling  
Having Dept 17 Special Presentation  
Personnel Come In to Give the Presentations  
or Special Service

TOURS OPERATIONS UNIT  
TOURS OPS I/C  
TOURS TEAMS

Visiting Districts  
Contacting FSMs  
Holding District Tour Events  
Regging Prospects  
Regging Event Attendees  
Prospecting at the Close  
Developing Prospects  
Money Relay to Dept 7  
Sign-Ups Relay to CF  
Selling Books  
New Names Relay to CF

PUBLIC REGISTRATION SECTION  
PUBLIC REGISTRATION OFFICER

REGISTRATION UNIT  
CHIEF PUBLIC REG  
PUBLIC REGES

Prospecting, Qualifying  
Identifying, Tagging  
Double Teaming  
FSM Liaison  
Major Service Sales  
Basic Courses Sales  
Basic Courses Super Liaison  
Tagging with Body Reg on Resigning Basic  
Course Students  
Dept 17 Public Service Sales  
Resign-Up of Public Service Graduates  
Book Sales  
New Membership Sales

PUBLIC REG ADMIN UNIT  
PUBLIC REG ADMIN I/C

Particle Sorting  
Prospect Filing  
Appointments  
Phone Call-Ins  
Public Reg Supplying  
Particles & Files Transferring to CF  
Transferring No-Buy Names to Dept 16  
for Info Packs  
Supplying Outer Org Prospects to Tours

REMOTE REGES UNIT  
REMOTE REGES I/C

Cultivating & Making Remote Reges (FSMs,  
Missions & Groups & Forming Org Reges,  
FOLO Tours Orgs)  
Materials Supplying  
Assisting & Advising  
Feeding Prospects & Liaising  
Having Remote Reges Flow In New Public

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PRODUCT: DEPT 17 PRODUCTS, NEW PEOPLE, FIELD AND  
BOOK BUYERS SIGNED UP OR RESIGNED FOR  
PAID DEPT 17 OR SIGNED FOR MAJOR ORG  
SERVICES.

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DIV 6 VFP: AN ORG WELL SUPPLIED WITH NEW PUBLIC  
AND PUBLIC SUPPORT.

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Lt. Cmdr. D.H. Horwich  
CS-6

Authorized by  
LRH Pers Comm

for the

BOARDS OF DIRECTORS  
of the  
CHURCHES OF SCIENTOLOGY

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