

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 21 JULY 1979

Remimeo

MAGAZINE PLANNING

A magazine single issue has to have a motif for that issue. A magazine isn't just a bunch of random ads thrown together. Each magazine has a policy and is individual in itself as well as having a motif for that issue.

If you're going to do magazine ads, you're going to have to plan issues and give each issue its own motif as well as abide by the policy of that magazine.

The essence of promotion and marketing is directing public attention. When a magazine has a motif, it very thoroughly directs attention to one aspect of a subject. Not always but often, the ads in a magazine are written for that magazine and that issue and fit that motif.

If one were going to plan an AUDITOR, one would figure out a motif for the issue. In liaison with Management, one would find out what the org was pushing in the time period covered by the date of arrival of the AUDITOR in public hands and the next few weeks.

Here is an example:

MOTIF: SH is the place where all the tech is.

LEAD ARTICLE: The Library at SH, including all the SH tapes.

AD: SHSBC, showing why one takes the SHSBC - to get all the data in consecutive order and learn the subject from the bottom up instead of just Academy strata.

AD: How SH Students can buy SH processing and the many bands of processing available at SH.

VITAL STATISTICS: Usual Vital Statistics that are supposed to be in the AUDITOR, such as marriages, births, deaths, graduations, etc. over the world. Plus a special section devoted to SH Auditors and where they are now.

ADS: Various advertisements for books, tapes, meters, but slanted as to what the top SHSBC Auditors use.

As you see, the above issue has a motif and is consistent with the motif for that issue and also follows AUDITOR policy.

One has to:

1. Know the policy of a mag;
2. Find out what Management is trying to push for that time period;

3. Be clever and figure a motif for the issue which pushes what Management wants and follows the policy of the magazine;
4. Utilize the various techniques of marketing such as surveys, positioning, design, layout, etc.;
5. Actually get the thing laid out;
6. Get it OKed by I/A;
7. Get FP for it all;
8. Get it to the printer;
9. Make sure it has a full and accurate address list to be mailed to;
10. Get it mailed.

Only when you have done all of these things above can you say you've put together a magazine and mailed it.

The same steps apply to putting together shooting boards for magazine issues that will go out to orgs for them to print and mail. In this last case, the Marketing Sec is also responsible for making sure that these orgs do get it printed and mailed to a correct and full list of that org.

There has been no major change in magazine policy since the mid '60s and there is certainly no major change in this:

WHEN A GOOD MAGAZINE BASED ON THE ABOVE
GETS INTO PUBLIC HANDS, THE STATS GO UP.

L. RON HUBBARD
FOUNDER

for the

BOARDS OF DIRECTORS
of the
CHURCHES OF SCIENTOLOGY

BDCS:LRH:cb:gal
Copyright © 1979
by L. Ron Hubbard
ALL RIGHTS RESERVED