

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 25 JULY 1979

Remimeo

MAGAZINE MOTIFS

The reason a magazine has to have a motif is first and foremost to give it impact. But very important, at any time in the future you can use the magazine as a flier for that subject and people will keep it around because it covers that subject and they will not keep it around if it doesn't have a motif.

A motif concentrates the audience's attention on a subject, lets the audience keep the magazine around and Reges can use it as a flier on that subject later on.

You know you have a proper motif for the magazine if you can look it over and answer "yes" to the following question:

"DOES THIS MAGAZINE, ITS ADS, COURSES,
BOOKS, SERVICES, COVER A CERTAIN SUBJECT
OR ASPECT OF SCIENTOLOGY WELL ENOUGH
THAT PEOPLE WILL KEEP IT AROUND FOR
FUTURE INFO ON THAT SUBJECT AND CAN A
REG USE IT LATER ON AS A FLIER TO INFORM
PEOPLE OF WHAT SHE'S TRYING TO SELL?"

A magazine isn't a flier and is far more expensive. A real good magazine is a goldmine of information and Come-On to the buying public and to the GI. But only if the magazine has a motif.

L. RON HUBBARD
FOUNDER

for the

BOARDS OF DIRECTORS
of the
CHURCHES OF SCIENTOLOGY