

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 1 SEPTEMBER 1979

Remimeo

Marketing Series 2

PR Series 35

MARKETING, PROMOTION AND DISSEMINATION

DEFINED

MARKETING: The conceiving and packaging and the moving of a specific product into public hands. It means to prepare and take to and place on the market in such a way as to obtain maximum potential and recompense.

PROMOTION: To make something well known and well thought of. In our activities it means to send something out that will cause people to respond either in person or by their written order or reply to the end of applying Dianetics or Scientology service to or through the person or selling Dianetics or Scientology commodities, all to the benefit of the person and the solvency of the org.

Promotion is the art of offering what will be responded to. It consists only of what to offer and how to offer it that will be responded to.

By promotion in a Scientology organization we mean reach the public and create want.

DISSEMINATION: Spreading or scattering broadly. By dissemination in a Scientology organization we mean making broadly known the materials, services and results of Dianetics and Scientology, through books, promotional material, letters, films, or other media or activities, including word of mouth.

L. RON HUBBARD
FOUNDER