

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 25 SEPTEMBER 1979

Remimeo  
LRH Personal PROs  
GO PROs  
LRH Comms  
Honorary LRH  
Personal PROs

ISSUE IV  
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PR Series 41

"HOTLINE", POLICY OF

The HOTLINE Newsletter is the official newsletter to PROs from the LRH Personal PRO Bureau.

PURPOSE

The purpose of HOTLINE is to feed PROs information they can use which will get word of mouth and which will help them build an image. It gives information and releases they can get into newspapers, magazines and periodicals.

The HOTLINE Newsletter is designed to keep PROs informed and to give them material which they can use to keep LRH's external publics informed of his activities and products and the wins these create.

PROs are the main public of HOTLINE with the intention that external publics are the main recipients of the news.

PROs are also the main contributors to HOTLINE in the way of information, news and wins and the idea of HOTLINE is to put into professional practice the highest grade of PR, "GOOD WORKS WELL PUBLICIZED".

POSITIONING

Each issue of HOTLINE is to use the approved and positioned image which the LRH Personal PRO Bureau is trying to put forward for their principle to external publics. By doing this an image can be built and without this a PRO can do little.

An image is built through repetitive public demonstration of a mock-up. It is built by putting up, changing or taking down mock-ups. The mock-ups and how they are demonstrated may vary but the positioning does not.

Because a mock-up tends not to be permanent and a PRO is dealing with thoughts and ideas, and vastly more significance than mass, the mock-ups must be repeatedly created in order to build an image and keep it there.

Quite in addition to the surveyed position for LRH, standard BE, DO, HAVE surveys and REALLY FIND OUT surveys are done of external publics and general information is collected from the media so the HOTLINE Editor can stay abreast of trends. From the surveyed data and information collected, the editor compares LRH or positions LRH in the scene using the approved positioned image.

### MOTIFS

Each issue of HOTLINE contains its own motif. HOTLINE uses LRH's surveyed position against matters of International concern.

The motifs compare the sectors which PROs have to push or handle, meaning subheads like "Education". HOTLINE issues are tailored up against world concerns of this nature.

One fits issue motifs to fit the image being presented.

Matters of world concern come under broad headings, i.e. "Drug Reform", "Child Care", "Inflation", "Nuclear Energy & Radiation", "Life after Death" and many others. These things would have to be timely in that they are chosen against what the world is interested in at the particular moment of issue.

One has to keep the general interest of the world continuously spotted and surveyed.

In this way you get an LRH quote or statement or position with regard to broad general matters of world concern. For example, there is a tremendous amount being written and said these days about education in schools being poor and declining. That is a general concern.

The HOTLINE Editor using such an area of general concern then finds out the answers to the following questions:

- A. How does LRH fit into this?
- B. What has LRH done with regard to it?
- C. What has LRH produced to resolve it or aid it?
- D. What LRH works are the authorities neglecting concerning this?
- E. What quotable statement has LRH made about it?
- F. What opinion leaders or groups has he befriended or worked with, to bring about a betterment of conditions on this subject?
- G. What official recognition or indisputable public recognition has LRH received for his work in this sphere?

With homework done on the above, the motif of the issue will appear.

One is not talking about positioning LRH against some tremendous event, or occurrence. This is wrong. We position against social and human subject or subheads of human activity which are currently in vogue.

In this way a PRO will get his press accepted and get the quotes quoted and will be effective. \_

A good editor would keep a running file of such matters of International concern, and by keeping himself briefed on these subjects could very quickly position LRH in the scene, and develop his motif at once with a fresh news angle.

### HOTLINE FUNCTION

HOTLINE must give PROs something they can use.

The HOTLINE feeds ammunition to the troops, things they can say and things they can get published. It contains up-to-date and timely news which can be reprinted or used in other

media. These articles are written for external publics which is their final destination.

The HOTLINE Editor has to know the background of the person he is representing. He has to know what LRH is pushing and doing. He has to know the current scene and he must know the accurate facts. He makes sure he provides the documentation for what he says in the news articles, which PROs can use to forward the news stories themselves.

The HOTLINE Editor makes himself known as a terminal to whom newsworthy information is sent and is a magnet for data which can be redistributed for use.

HOTLINE is not a management issue pushing the interests of the Flag Bureaux or Flag. It is not some kind of press agency piece but is to give PROs the FACTS which they can use to build an image and fill the vacuum of news needed.

#### PRO USES OF HOTLINE

PROs use the information provided in HOTLINE to forward the correctly positioned LRH image to external publics in their local area.

Exact and specific directions of what is to be done with the information in HOTLINE and its accompanying particles is part of the standard format of each HOTLINE and is contained in a box with six point high titling very noticeably on page four.

The PRO passes the information and news contained in HOTLINE on to opinion leaders in his community who are involved in social affairs, such as Kiwanis Clubs, Rotary Clubs, Parents and Teachers Associations, Chambers of Commerce, Local Business Associations, Community and Civic Services Groups.

The PRO can also go one step further and secure from these Opinion Leaders official acknowledgement of LRH good works. These have often been offered in the form of memberships, keys to cities and other official recognitions. PROs are authorized to accept these on LRH's behalf.

PROs submit the LRH articles, quotes and news releases concerning LRH for publication in newspapers, periodicals or in the internal organs of the community groups mentioned above.

An Honorary LRH Personal PRO is NOT a spokesman for the Church of Scientology and does not attempt to represent the Church or answer questions which concern Church affairs. These he promptly refers to the Guardian's Office. He IS authorized to get published LRH quotes and articles, or News Releases concerning LRH and to answer questions concerning L. Ron Hubbard and his activities, using the information provided him in his Honorary LRH Personal PRO Press Pack and HOTLINE.

Any questions he cannot handle or does not have information for can be referred to the Honorary LRH Personal PRO I/C, who will provide the information, instructions or guidance necessary to handle the specific situation.

When a release or quote is published, 2 copies of the entire publication is forwarded to the CIC Officer of the LRH Personal PRO Bureau without the item marred in any way. If the article is printed back-to-back on a page and cutting out one side would damage the other, 4 copies of the publication are sent. If publication, or mention is in a book, then one copy of the book is forwarded.

The Honorary LRH Personal PRO operates off authorized projects under the Honorary LRH Personal PRO I/C and reports his activities and accomplishments based on these projects.

Some Honorary LRH Personal PROs have specialized fields in which they operate i.e. The Film Industry, Science, etc. These projects enable them to carry on specialized functions as Honorary LRH Personal PROs, in addition to the above basic functions.

### SPECIFICS OF HOTLINE FORMAT

#### A. PUBLICS

- Honorary LRH Personal PROs and GO PROs.
- And by courtesy to, LRH Comms, COs and EDs of all orgs, Mission Holders, Flag Service Consultants and all Tours Orgs.

#### B. FORMAT AND LAYOUT

- It is four pages long on 8 1/2 by 11 inch white paper.
- The ink is dark blue and type style is routine with Vinetta Bold for the masthead and prestige elite for the copy.

PAGE 1. Masthead, LRH news.

PAGE 2. Campaign news (external).

PAGE 3. Wins from Honorary LRH PROs and GO PROs. Wins through application of LRH Technology with external publics. An LRH quote in keeping with the motif.

PAGE 4. SO #1 box with a reminder to PROs to tell people they can always write to Ron. A box with exact specific instructions as to what to do with the news contained in the HOTLINE Newsletter and accompanying particles, with 6 point high titling.

#### C. ACCOMPANYING PIECES

- A press release concerning L. Ron Hubbard (external) with permission to publish.
- An LRH article for placement in a local publication with permission to publish.
- An issuable quote which can be submitted for publication, or put on display.
- A document, or survey results, or a glossy photograph to accompany the release or article sent for placement.

#### D. MAILING

- HOTLINE and the accompanying particles are sent in 9 x 12 inch envelopes to avoid folding certificates, articles or photos.
- HOTLINE is published and mailed monthly. It is numbered consecutively in Volumes with 5 issues to a Volume.

#### E. SPECIAL ISSUES

- At times when there has been a tremendous win or LRH Breakthrough a special issue of HOTLINE can be sent. It follows the same format above but is labelled as SPECIAL with a band over the bottom right hand corner.

F. SCHEDULE

- A schedule for HOTLINE is worked out in advance and mailing done on time so PROs can predict when they will receive their next copy and can send in vital data for publishing on time.

G. FINANCIAL PLANNING

- HOTLINE materials and mailing is part of the FP #1 of the LRH Personal Public Relations Bureau.

L. RON HUBBARD  
FOUNDER

Assisted by  
LRH Personal PRO

Adopted as Official  
Church Policy by the  
CHURCH OF SCIENTOLOGY  
INTERNATIONAL

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