

HUBBARD COMMUNICATIONS OFFICE
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HCO POLICY LETTER OF 11 FEBRUARY 1980
ISSUE II

Remimeo
Mag Editor Hat
Marketing Hats
Promo Hats
FP Hats

ORG "MOVE" MAGS

Ref: HCO PL 27 Jul 66 MOVING

When an org moves to a new building, this must be given special treatment in the org's magazine.

The magazine is an opportunity to get out great news to the field and is the subject of a special edition of the Org Mag for that org.

The magazine must follow motif policy (HCO PL 21 Jul 79 MAGAZINE PLANNING) with the entire magazine tailored to the org's move to a new building and showing how services will be sold there.

Follow management strategy in what to market and when. Keep yourself advised as to what the central management organizations are pushing so that you can coordinate with them. To do otherwise creates a cross-order on the public: management is telling orgs to do one thing and the magazine on promotion is telling them to do something else. It is very costly not to liaise with management on every issue and every piece of promotion. The communication line of magazines must not go out of communication with management. Management generally has an international strategy of what they are pushing. So consult with it.

SAMPLE MOVE MAG

FRONT COVER: Name of magazine and issue number. "The Church of Scientology of (city) has a new building! We move on (day, month, year)".

Photo of front of building.

"Our new building!" under the photo.

INSIDE FRONT COVER: Org's current address and phone number, org's address and phone number after it moves (with date of move given).

284 notices geared to the org's move.

PAGE 1: LRH article on EXPANSION, LRH photo.

PAGE 2: Continuation of LRH article. DMSMH ad "The book that started it all! This book launched an incredible expansion for Dianetics and Scientology! Our getting a larger, new building is part of this expansion . . .".

PAGE 3: Photo of outside of building. Article on new building.

PAGE 4: Photo of inside of building. WHAT IS SCIENTOLOGY? ad following motif. Continuation of article on new building.

PAGE 5: Photo of building (either an interesting inside shot or a different view of the outside). Continuation of article on the building.

PAGE 6: Photo of inside of building. A map showing where the new building is in the city. Gives street names. Must be very easy to read and follow. Address of new building in large headline type above the map.

Continuation of article on building.

PAGE 7: Invitation to Grand Opening Event. Invitations to Open House Events for the next 12 Sundays in a row. VMH ad tied in with motif.

PAGE 8: Dianetics and Scientology training ad "better than ever in our new building".

PAGE 9: Training Scholarship ad, E-Meter ad (Mark VI), membership ad, all follow motif.

PAGE 10: Processing ad "Get your Dianetics and Scientology processing now! With more space in our new building you'll receive better and more efficient service . . .".

PAGE 11: Graduates and Releases.

PAGE 12: Definitions. Mark V ad tied into theme.

PAGE 13: SO #1 ad following motif.

BACK COVER: Seminar ad which says that seminars will continue right up until time of move and then resume in the new building.

IMPORTANCE

A new building for the org is great news. It must not be buried in the middle of an org mag with a disrelated theme. For one thing, this will ruin the theme of the mag. Secondly, an org's move is important enough to deserve a special edition of the mag devoted to it.

TIMING

An org's move must be promoted well ahead of time. You don't want to announce to your public on the 22nd of August that the org moved on the 4th. This will cut your inflow and confuse your field.

The move must be promoted in the mag at least a month before the move and announced as soon as the new quarters are found and approximate date of occupancy is known.

PHOTOS

The photos of your new building must be top, top quality and gotten to Flag 8 weeks before the mag is due to be mailed. Shooting boards for the special move mag will be provided by Flag for orgs that are moving and the Org Mag Editor Flag must be alert to which orgs are moving and when.

SUMMARY

A special mag is done when an org moves. It is mailed to the entire mailing list of the org. The message is that the org is moving on a certain date, it has a new building and that this means expansion. Everything in the mag aligns to this. As this is a special edition of the mag, it is not bound by HCO PL 13 Dec 79, Rev. 16.1.80 MAGAZINES DATING FORBIDDEN.

L. RON HUBBARD
FOUNDER

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for the

BOARDS OF DIRECTORS
of the
CHURCHES OF SCIENTOLOGY

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