

HUBBARD COMMUNICATIONS OFFICE  
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ORG MAGAZINES: POLICY AND FORMAT

References:

MARKETING SERIES	
HCO PL 13 Dec 79R	MAGAZINES DATING FORBIDDEN
Rev. 16.1.80	
HCO PL 23 Dec 58	QUALITY OF PRESENTATION
HCO PL 16 Jul 65	CONTINENTAL MAGAZINES TO
	MODEL AFTER CERTAINTY
HCO PL 6 Oct 66RA II	ADDITION TO HCO BOOK CCOUNT
Rev 28.1.80	ACCOUNT POLICY
LRH ED 59 INT	MAGAZINES
HCO PL 23 Sep 64	POLICIES: DISSEMINATION AND
	PROGRAMMES

PURPOSE

Every Class IV Org puts out a magazine each month. Day and Foundation Orgs generally put out a single magazine between them, specifically mentioning both orgs.

The reason you are getting out a magazine is to sell books and services and to create want and to get the public to come into the org and buy the books and obtain the services.

The basic job of marketing is to get the products offered by management known and wanted by the public.

Magazines are a key tool of marketing and the org's major comm line to its field.

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.

MAJOR-MINOR POLICY

Major magazines go out to members every two months. Minors go to the whole CF list on the in-between months.

A major mag is fatter, contains more pages and more data. A minor mag is smaller and slanted toward a less informed public than the major is. It goes to the full list.

### MINORS

Definition: Anyone can read and be happy he has done so.

Its editorial policy is "GETTING PEOPLE BACK IN COMM".

Minor issues are mainly slanted at book buyers but go to the entire list. This must be kept in mind when establishing the theme for the issue and in writing it.

Minors offer books, especially new ones, some org news and invite membership.

A minor issue may consist of as little as 4 pages (one sheet folded once) or as much as 8 pages (2 sheets folded once). It is not a big bulky magazine. It does not have a separate cover.

Extra copies of minor issues should be printed and available for handout by Reception.

Neglect in sending out minors to the entire mailing list can result in the eclipse of an organization, otherwise there is no adequate method of contacting book buyers. And book buyers, if well promoted to and serviced, will eventually become major service buyers.

Additionally, Post Offices in the US only keep change of address 6 months in the US so a list will tend to vanish if not used.

### MAJORS

Definition: Scientologists can read and get busy about things.

Its editorial policy is "KEEP PEOPLE GETTING TRAINED AND PROCESSED".

The major issue is mainly of interest to the membership and informed Scientologists. It must appeal to "old timers" and the public who are "on lines". It is mailed to members.

In establishing the theme for the issue, the above public must be addressed.

A major issue consists of 8 or more pages. It is fatter than a minor and can have a separate cover. It contains some interesting technical data and results and the various lists of items ordinarily advertised in every issue.

### ADS

The following ads appear in every issue of the magazine: books, tapes, meters, memberships, training and processing.

Ads for Scientology services and bookstore items must follow the tech of the Marketing Series: services and items must be positioned and Int positionings must be followed. Ads are based on survey. They are directed toward the correct publics.

Ads follow ad and book policy. They must be factual and explicit and cover 1. What it is, 2. How valuable it is, 3. What it does, 4. How easy it is to do it, 5. How costly it is, 6. Where it is acquired and 7. Where you get it.

Pricing data, as it is subject to change, is given on inserts which are mailed with the mag. However, the ad must direct the person's attention to the insert so he can find out the current price.

Field Auditors and Franchises are never advertised in the mag.

Ads must be aligned to the motif of the magazine. If your motif is training, book ads in that mag would show how that book related toward training and so on.

Ads must be hard sell and written per HCO PL 19 Sep 79 PROMOTION and HCO PL 26 Sep 79 III COPYWRITING (Marketing Series 11 and 12, PR Series 40 and 42).

### ARTICLES

Every magazine, major or minor, contains an LRH article. Mags may not contain technical articles by other than LRH.

The LRH by-line appears under the title of the article and an LRH signature appears at the end of the article.

Articles may be taken from LRH issues which are BPI (Broad Public Issue) or may be edited from Level 0 tapes, books and articles.

The article is key to the issue and must be chosen with the theme of the issue in mind. The same articles should not be used over and over. There are plenty to choose from.

The article should not be dispersed through the magazine. If it is longer than one page and must be continued, make as few continuations as possible and clearly mark where in the magazine the continuation can be found.

It should be very easy to read. Don't set it in tiny type or a type that is hard to read. Footnotes should be used to define any words or terms that might be unfamiliar to the public.

### HONESTY

Never make promises in ads or articles that the technology or the org cannot fulfill. Dianetics and Scientology can deliver spectacular results but this does not give an ad or article writer permission to promise spectacular results to one and all.

There are too many things that can interfere with processing or training to absolutely guarantee a result. Do not say "You will attain ..." when you can say, "It is possible for you to attain ..." or "People have attained....".

Legal cases can be built against claims issued in magazines and advertising. If you have any doubt about your wording, consult the legal terminals about your copy.

We are not fakes. Therefore, our ads, articles and copy must be honest.

### SUCCESS STORIES

Success stories are usually inserted in the magazine shooting boards by the org.

These should be hard sell and really communicate about the services taken. They are not just "It was great" success stories but should show how a particular course or auditing changed the person's life or handled his ruin. The end result would be a person reading the success story saying "That's my problem too! I need to do that course (auditing)".

Success stories should be related to the theme of the mag. Solicit them if you need to.

### CHURCH NEWS AND EVENTS

Space must be left in org mag shooting boards for orgs to use for local news. Motifs must be done in such a way as not to interfere with what orgs are trying to push locally. They have a share in the magazine too.

Orgs are expected to follow Flag shooting boards so it is important that these are designed to fill org needs.

News in the magazine should be of a timeless nature so as not to date the magazine. Examples: Amnesties, new courses now available at the org, successes, etc. These must all be worded so as not to date the magazine.

Event promotion, seminar schedules, special timed offers and seasonal promotion are done on inserts.

### COMPLETIONS AND GRADUATES

Lists of org completions and graduates are put in the magazine. They should be as long and complete as possible. They usually go in the major issue, but if there is room, can also go in minors.

### DATING FORBIDDEN

Magazines are always numbered - never dated. The number appears on the cover of the magazine.

Anything which would serve to date the magazine is the subject of an insert. This applies to seasonal advertising, prices (which change), special offers, event dates, etc.

Issues are numbered consecutively each month. There is no separate numbering system for majors and minors.

### INSERTS

Inserts are mailed with the magazine. They are not bound into it but are mailed loosely, stuffed into the magazine.

Anything which dates the magazine would be in insert form. There is usually a price insert and a schedule of events insert for each mag.

Cut out or tear out forms should never be made part of a magazine. You don't set up the mag to be torn apart by people. Things which they are supposed to return such as post cards and questionnaires are inserts. These must also be in a form which is very easy for a person to make out and mail. They usually include an envelope or the arrangement of the insert is such that it can become an envelope after being made out.

#### MAGAZINE SIZE AND PAPER

Standard paper size for an org mag is 8½ x 11 inch paper folded in half. Non-US: A4 (21 x 29.7 cm). White paper is used. Paper weight is at least 60 lb. in the US and 85 gms (grams per square meter) in metric areas.

Odd paper sizes, brilliant colors of paper and ink and poor qualities of paper are not used for the magazine. The mag is the ambassador of the org and the quality of it must be good enough to command respect.

Photos reproduce best on a clean white paper when printed with black ink. Other combinations usually result in a degrade.

#### PRINTING AND BINDING

Magazines should be printed by an outside professional printer unless a really professional job can be done by the org. This would require an operational press and a trained printer. If you don't have either - take it to a professional.

A professional printer is not a "quickie" printer. These operations usually do not use the negative step in making their plates and photos become degraded by this process. They often do a very sloppy job of printing even on non-photo pages.

The magazine, when bound, is bound by "saddle stitching". This means that the staples are placed in the fold - not through the front and back of the magazine. This method makes the magazine easy to open and read and a much more professional looking product.

Usually the magazine is trimmed so that the inside pages do not extend beyond the edges of the cover. This is required mainly in majors which have many pages.

Inserts should be made slightly smaller than the page size of the magazine so that they fit neatly inside.

#### MAGAZINE NAMES, MASTHEADS

Every org magazine has a name. Once it is established - don't change it. Certainty, Ability and Understanding were the names of the first org magazines.

The masthead, giving the name of the editor, should appear on the inside front cover of minors and the first page of majors, along with the copyright, Church address and phone number.

The type style used for the name of the magazine should be consistent from issue to issue. This keeps your magazine looking stable and makes it easily recognizable by the public.

The issue number appears next to the title of the mag.

If the magazine is not being enveloped, the bottom half of the back page is imprinted with the org return address and postal indicia.

#### WAYS TO IMPROVE YOUR ORG MAG

Most orgs use the shooting boards sent by Flag exactly as they receive them and only need to add in their local data.

Some orgs can afford a larger size of magazine or one which is printed in color. This is very acceptable, however, certain guidelines must be followed and the magazines must still follow the pattern of Flag shooting boards.

#### GUIDELINES

SIZE: Size of the magazine can be increased to an 8½ x 11 page size for US, 21 x 29.7 cm. page size for non-US. Other odd and unusual sizes, tabloids, etc. are unacceptable.

Choosing an irregular paper size for an area is extremely costly as standard paper has to be trimmed and all that is trimmed off is waste but you pay for it.

The size of any magazine or book is determined by standard paper sizes. Otherwise it can become very costly.

LAYOUT: The same sequence and layout as appears on the shooting boards must be used in these magazines. They are simply larger.

PAPER: Glossy paper or a heavier cover can be used to upgrade your mag quality. If this is done, the paper color is white.

4-COLOR MAGAZINES: Some orgs can afford to produce a magazine with color photos. If this is done, the content of the color photos for the mag should follow the content of the black and white photos sent with the shooting boards.

For example, Flag supplies a black and white photo of DMSMH with a drawing of a volcano in the background. If the org wants to use a color photo in its DMSMH ad, it would shoot a similar photo (same type of props, book in same position, shot from same angle, etc.) as the photo which came with the shooting boards.

Example: Cover of the mag shows a drawing of people walking into the org. The org wants to use a color photo on its cover so shoots a photo of people walking into the org. The people would be positioned in the photo as they are in the drawing, the door to the org would be in a similar position, etc.

INK COLORS, "SPOT COLOR": In designing the magazine at Flag, the Editor should indicate certain headlines or pieces of artwork which could be printed in a color other than black if the org wishes to do so. The org would then follow the color specifications as given on the shooting boards. This would be determined by each individual org based on whether they can afford the extra expenses for printing in colors.

LOCAL SURVEY BUTTONS: Local survey buttons should be used by the org on any ads they place on the blank pages provided for org use. Otherwise, ads as they appear on the shooting boards should not be altered. They are based on Int surveys and Int positionings which have been established by extensive surveying around the world. Any ads inserted by the org on blank pages must follow the motif of the magazine and Int positionings for any item advertised.

#### TRANSLATIONS

At this time Flag is not set up to provide shooting boards in languages other than English. Org mag shooting boards are therefore translated by the org if the language of the field is not English.

The mag is translated per translation tech and the content is not changed in meaning, nor are hard sell ads changed to "soft sell" for "ethnic reasons". Ads are hard sell and that applies in all countries.

The shooting boards are followed for layout. Slight adjustments may have to be made in type style or if copy comes out longer or shorter after translation. However, these changes would be expected to be very minor.

#### WHY FLAG SHOOTING BOARDS

Flag shooting boards provide orgs with an on-policy mag which is based on Int positionings of the various services and products. These do not vary from area to area.

Org mag themes are aligned with Int Management Planning for dissemination on a planet-wide basis.

They also provide a uniformity of promotion, data and dissemination throughout the world and release what is to be released internationally - and when. This is long-standing policy going back to HCO PL 16 Jul 65 CONTINENTAL MAGAZINES TO MODEL AFTER CERTAINTY.

#### MAILINGS ON TIME

Org mags should be mailed by the first of the month. This is especially important as prices change monthly. The magazine is also the main comm line of the org to its publics. It is where events and seminars and org news are promoted as well as org services.

Sending out late mags cuts your comm line to your field and affects the org's prosperity.

#### FINANCES

Magazines are paid for out of the org's promo set asides. The HCO Book Account may be used to assist in defraying costs of printing and mailing of mags. It is not obligated to pay any amounts for such. (HCO PL 6 Oct 66RA II, Rev. 28.1.80, ADDITION TO HCO BOOK ACCOUNT POLICY)

MAILING AND DISTRIBUTION

Mags are sent surface mail at the most economical rates available. In most countries there is a postal class for magazines which is less expensive than regular mail rates.

Extra copies must always be printed of magazines for use later by Registrars. Magazines can be used by them as promotion pieces for services or items which are featured in the magazine.

Minors should be available at reception for use as free handouts.

It is also possible to freight copies of magazines to a mailing point and have them mailed from there.

SAMPLE MINOR ISSUE

THEME: Bring your friends in for Scientology services - it's the friendliest thing you can do.

FRONT COVER: Drawing of someone bringing friends into the org, happy Scientologists.

PAGE 2: Church address and phone number, definitions, membership ad, notices.

PAGES 3 & 4: LRH photo, LRH article THE GREATEST GIFT.

PAGE 5: Processing ad geared to theme of issue, SO #1 ad.

PAGE 6: Org news page.

PAGE 7: E-Meter ad, training ad - geared to theme of issue.

BACK COVER: Book and tapes ad.

INSERTS: Donations list, order form for books and services, reply envelope.

SAMPLE MAJOR ISSUE

THEME: How training helps you to survive better in life.

COVER: Training lion and theme in headline type.

INSIDE FRONT COVER: Book seminar ad.

PAGE 3: SO #1 ad, LRH photo, membership ad, notices, org address and phone number.

PAGES 4 & 5: LRH article TRAINING - HOW TO HANDLE LIFE, LRH photo.

PAGE 6: "Story of Dianetics and Scientology" Tape Cassette ad related to theme of issue.

PAGE 7: Mark VI ad geared to theme of issue.

PAGES 8, 9 & 10: Article on Academy training LIFE RUNS SMOOTHLY WHEN YOU HAVE THE TECH, "Write to Reg" notice.

PAGE 11: Academy ad containing data on scholarships and relating to surviving better in life as a result of training.



PAGE 12: Space for releases and graduates.

PAGE 13: News - streamlined training and space for org news.

PAGE 14: Processing ad related to better survival in life.

PAGE 15: Success - space for org to fill in.

PAGE 16: Book ad - E-Meter books.

PAGE 17: Book ad - all of the books needed for Academy training, Level by Level.

PAGE 18: Class IV Interneship ad, definitions.

INSIDE BACK COVER: Tech Vol XI "a treasure of vital survival knowledge" - uses correct positioning and is related to theme of issue.

BACK COVER: Mark V ad.

INSERTS: Donations list, order form, reply envelope.

#### MAGAZINE EDITOR DUTIES

Magazine shooting boards are designed and written by the Org Mag Editor Flag and receive I/A and Legal OK before being produced and sent to orgs.

They must be designed so as to be economical and easy to produce. They must be sent from Flag early enough for orgs to print and mail by the first of the month.

Each set of magazine shooting boards is accompanied by a sample printed magazine (as a quality standard), the photos which appear in the mag (or screened negatives of them) and a project which covers how they are to be used.

A copy of the sample printed magazine is always sent to the Org LRH Comm for her use in doing Quality Control checks on the mag printing.

In each org the Mag Editor inserts his local materials in the spaces called for on the shooting boards (successes, org address, etc.) gets I/A on this, gets it typeset, proof-read, pasted up and then gets the magazine printed and bound and mailed out.

The LRH Comm accompanies the Mag Editor to the printer to ensure that the printing quality is satisfactory.

Addresso plates must exist for LRH and the Marketing Exec Manager FB in the org's address list and a copy of the mag is always mailed to them at the same time that the mag is mailed to the public. The mag is mailed out all at once, not bit and piece.

The Mag Editor is responsible for the mag - for getting it out on time, for making sure it has a consistent motif, that it is in economical format, properly printed, attractive and effective in creating want and bringing people into the org. The Flag Marketing Exec Manager is responsible for this on an International basis.

SUMMARY

A regularly mailed, all at once, on-schedule, on-policy mag is the backbone of an org's promotion. To the public, the mag says the org is there and it is stable. Stats rise 6 weeks after a good mag is mailed.

So get your mags out and have a flood of people coming into the org to buy books and service - and get the benefits that this will bring. It's really very easy - so let's do it.

L. RON HUBBARD  
FOUNDER

Assisted by  
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for the

BOARDS OF DIRECTORS  
of the  
CHURCHES OF SCIENTOLOGY

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