Auditor Editor
 Hat
Auditor Corre-
 spondent Hat
Marketing Hats
Issue Authority
 Hats
SH Exec and
 Finance Hats

## THE AUDITOR MAGAZINE:

## POLICY AND FORMAT

References:

| MARKETING SERIES | |
|---|---|
| HCO PL 13 Dec 79R Rev. 16.1.80 | MAGAZINES DATING FORBIDDEN |
| HCO PL 21 Nov 68 Issue II | PHOTO POLICY FOR MAGAZINES |
| HCO PL 26 Nov 68 | THE ORIGINAL AUDITOR JOURNAL POLICY |
| HCO PL 7 Jul 65 Reiss. 9.7.67 | PHOTOS, NEWS AND STATISTICS FOR MAGS AND AUDITOR |
| HCO PL 17 Mar 66 | PROMOTION OF SAINT HILL AUDITOR ISSUE FREQUENCY |
| HCO PL 17 Apr 65 | ADDITIONAL MAG POLICY |
| HCO PL 24 Nov 58R Rev. 11.2.80 | MAGAZINE POLICY |
| HCO PL 11 Mar 64 | AUDITORS DIVISION |
| HCO PL 25 Nov 68 | SAINT HILL INCOME PEAKS REINFORCEMENT OF AUDITOR PROMOTION |

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The AUDITOR, the Monthly Journal of Scientology, was created in 1964 for Saint Hill. It has now been in existence for 16 years. It is the magazine of the Saint Hill Organizations,

The AUDITOR has grown over the years along with the Saint Hill Orgs and is now issued from ASHO in the US and from AOSH EU/AF as well as from Saint Hill in England.

The AUDITOR is a journal, a periodical dealing espe- cially with matters of current interest. Combined, the three AUDITOR magazines have the largest distribution lines of any Scientology magazine. When there is news that must reach all Scientologists rapidly, it is usually put into the AUDITOR.

The AUDITOR pushes Standard Tech application and Scien- tology expansion. It is always up-to-the-minute and full of the good news that Scientology is winning around the world.

It carries stories and news items on successful Scien- tologists and what they are doing and news of their successes with Scientology.

The AUDITOR fosters the viewpoint that "if it isn't in the AUDITOR, it didn't happen", so the magazine itself must carry all of the latest news of Scientology.

## PURPOSE

The editorial purpose of the AUDITOR is "To show the world successful Scientology and Scientologists and make them want more Scientology."

As the Saint Hill magazine, the AUDITOR sells books and the Saint Hill services - and the prime Saint Hill service is the Saint Hill Special Briefing Course.

The AUDITOR stresses the Training Route heavily. Speed and thoroughness of training is a keynote of AUDITOR promotion. The AUDITOR must create want for SHs and SH services. It is an important tool of SH and international marketing and is the Saint Hill org's major comm line to its field.

With the AUDITOR motif you offer something that makes the public reach for SH services - and makes the public reach for their local org and Saint Hill via their local org.

## IMPORTANCE

The public image of the Saint Hill depends on the AUDITOR. On policy issues have been found to be the main factor in Saint Hill affluences. Income peaks follow a good issue of the AUDITOR by about one month.

Special minor issues of the AUDITOR are done in the spring and fall. These contain a brilliant promotional idea and a photo supplement and must be excellent issues.

Saint Hill's prosperity depends upon issuing these AUDITORs of great interest and vitality in the spring and early fall - and of course on the SHSBC and excellent service delivery.

## MAJOR - MINOR POLICY

An AUDITOR Magazine is sent out by each Saint Hill Org each month without fail.

The AUDITOR Minor is mailed out to the entire mailing list available at each SH. Mailing lists, including book buyer names, are sent in to the SH by each of the orgs in its continental areas in time so that the AUDITOR can be mailed to these names. The AUDITOR Minor is also mailed to all of the names on the SH's lists.

The AUDITOR Minor is a thinner, more elementary AUDITOR than the Major issue. It is mailed by Jan 1, Mar 1, May 1, July 1, Sept 1 and Nov 1.

An AUDITOR Minor reaches the broad Scientology public and tends to emphasize lower levels and pushing a person through his lower org to SH. However, it does not neglect to advertise SH services.

An AUDITOR Major issue is mailed by Feb 1, Apr 1, June 1, Aug 1, Oct 1 and Dec 1. It is the vital statistics motif of the original AUDITOR, containing proper ads and specializing in the names and faces of people, graduates from SH and Academies, etc.; long lists, lots of lists of names, even in

tiny type are printed.  These are collected at SH and sent
in by AUDITOR Correspondents in the field.  This issue is a
fat AUDITOR and goes to the SH list only which also receives
the Minor issue.

     The AUDITOR is usually mailed directly from the Saint
Hill, but it is also possible to freight copies of the mag-
azine to a mailing point and have them mailed from there.

     Extra copies of the AUDITOR must be printed for use by
reges and sales personnel and for future use as promotion
by the org.

<div align="center">AUDITOR THEMES</div>

     AUDITOR themes are planned months in advance.  Generally
6 months' worth of themes are worked out and approved and
data collection for these issue themes is begun by the Editor
and his AUDITOR Correspondents in the orgs.

     The Editor must keep himself briefed on what is happening
in his org and what management is pushing so that the AUDITOR
is always current.  This may occasionally mean a change in
theme, so the AUDITOR Editor must be prepared to do this when
necessary.  He must keep his comm lines and his prediction
in and be ready to change gears if he has to.

     The Editor must follow management strategy in what to
market and when.  Keep yourself advised as to what the cen-
tral 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 strat-
egy of what they are pushing.  So consult with it.

     The AUDITOR must be kept in the stream of things and
push what is currently making money for the org.  The Editor
must know what is happening in the org, what is being suc-
cessful, be aware of what management is pushing and be
alert for news on tech lines and Scientology expansion.

     AUDITOR themes primarily push books and SH services.
The Training Route is always stressed the hardest of all
with emphasis on the SHSBC.  Exactly how this is pushed is
determined after thorough study of management planning and
current org actions.  Then the theme is carried out through
the standard features and ads on the pages of the AUDITOR.

<div align="center">ADS</div>

     The following ads are the minimal types of ads that
can appear in each issue of the AUDITOR:  SHSBC, Power,
books, books, books, Clearing Course, E-Meter, membership,
tapes.  From time to time a Solo Course ad should appear.
Ads for staff are not part of the standard AUDITOR format.

     All ads must be hard sell and follow ad and book policy.
They must be factual and explicit and include 1. What it is,
2. How valuable it is, 3. What it does, 4. How easy it is
to do, 5. Where and how to receive additional information
such as cost, 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 magazine. However, the ad must direct the reader's attention to the insert so that he can find out the price of the service or item being advertised.

Ads must be aligned to the motif of the issue.

Specific policy on the writing of ads is given in HCO PL 19 Sept 79 PROMOTION and HCO PL 26 Sept 79 Iss III COPYWRITING (Marketing Series 11 and 12, PR Series 40 and 42).

## 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 an 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.

## STANDARD FEATURES

The following always appear in each issue of the AUDITOR:

1. LRH article and photo

2. Vital statistics column

3. Focus on Success

4. Clear list

5. Org list and addresses

6. SH releases and grads

7. SH release tally

8. Required ads (as per above)

Additionally, each major issue of the AUDITOR must contain:

9. News from around the world

10. Org news column

11. SH news column

12. Lists of people coming to do the SHSBC

13. Academy enrollees for the orgs in the continental area served by the SH

Classified ads (when placed) per HCO PL 26 Nov 68 THE
ORIGINAL AUDITOR JOURNAL POLICY would also appear in the
Major.

## LRH ARTICLES

Every issue of the AUDITOR contains at least one article
by LRH.  The magazine never carries technical articles by
other people.

Articles are chosen which align to the theme of the
issue and which are correct for the public to whom the
magazine is going.

While the Minor is mailed to the broad Scientology
field, including many bookbuyers, the AUDITOR Major is di-
rected at trained auditors and more advanced Scientologists.

A lot of care is put into choosing the LRH article as
it appears on the front page and is key to the whole theme
of the issue.  Articles may be taken from LRH issues which
are BPI or may be edited from books, tapes and articles.
Don't use the same articles over and over.

When a new LRH BPI issue is released, it is usually
immediately used and often becomes the theme of the next
AUDITOR issue.  The Editor must ensure that he is on the
comm lines and alert to new releases so that he can publish
them in the AUDITOR without delay.

The LRH by-line appears under the title of the article
and a signature at the end of it.  If the article is long
enough to be continued from the front page, it is continued
on page 2.

A photograph always accompanies the article.  It must
have issue authority for use and be consistent with LRH image.
The photo must be positioned on the page so as not to have
a crease across it when the magazine is folded.

The AUDITOR may carry more than one LRH article per
issue.

## FEATURE NEWS STORIES

Feature news stories in the AUDITOR concern auditors
and other Scientologists who have been trained or processed.
These articles show how these individuals have changed or
how they have applied Scientology to their environment to
improve things.  These are not long articles.  They do not
include any technical data or "technical tips".

They mention names, give wins and are best accompanied
by a photograph of the person doing the actions described in
the article.  They contain lots of facts - time, place, form
and event.  They are interesting.

AUDITOR Editors and Correspondents should clear the
words "feature", "news" and "story" in a good dictionary.

Don't repeat old stories over and over.

## LISTS OF NAMES

The AUDITOR contains lots of lists of names - the longer
the lists of names you can acquire, the better.  They can
be set in tiny type so as to fit into the issue.

The Clear list, SH releases and grads list and the SH release tally appear in every issue.

In Major issues, the Editor also publishes the names of people coming to do the SHSBC at his SH and the names of academy enrollees in the orgs in the continental areas served by the SH.

The list of orgs, especially in this time of expansion, must be kept up-to-date with new orgs added to it and addresses corrected for orgs which move to larger quarters.

## VITAL STATISTICS

A vital statistics column which contains lists of births, marriages, engagements, christenings and occasionally deaths appears in each issue of the AUDITOR.

The vital statistics column always contains the line at the bottom in big script "If it isn't announced in the AUDITOR, it didn't happen" and in smaller script "Send it in and make it a fact."

This column is set in small type.

## FOCUS ON SUCCESS

Success stories used in the AUDITOR must be hard-sell and really communicate about the service taken. They should show how the service (or book) changed the person's life or handled his ruin.

Success stories must be found (or solicited) which will really create want on the part of the reader and cause him to reach for the service himself as a result of having read the success another had.

Successes must be aligned with the issue motif.

## OTHER MATERIALS IN THE AUDITOR

From time to time the Editor may wish to publish poems, crossword puzzles, cartoons, etc. These however must contribute to the theme of the issue and not be a degrade in any way. The main features of the AUDITOR Magazine are given above.

## PHOTOS

Photo policy for the AUDITOR is given in HCO PL 7 July 1965 PHOTOS, NEWS AND STATISTICS FOR MAGS AND AUDITOR and HCO PL 21 Nov 68 Iss II PHOTO POLICY FOR MAGAZINES.

Photos used in the AUDITOR must be of excellent quality, not too dark, not washed out, not too small or scratched. Your photos are very important and the communication as well as the technical expertise must be high.

## REALITY

The content of the AUDITOR must be real. The Editor must know the products he is promoting and know his org, the org's services, who is on lines and who has an interesting story to tell that would be appropriate for the AUDITOR.

Interviews of students and pcs, new Clears, feature
photographs of recent grads or releases are standard and
repeating actions of the AUDITOR Office.

## BOOKS

The AUDITOR sells books, books and more books.  Books
promoted in the AUDITOR must be chosen so as to align with
the theme of the issue and ads must be written in such a
way as to further the theme, not conflict with it.

It is possible to feature a different book in each
Minor issue using quotes from it and aligning this to the
issue theme.

## SURVEYS AND MARKETING

Survey and Marketing Tech must be fully used by the
AUDITOR Editor in producing the magazine.  This tech is
given in the Marketing Series.

Additionally, the Editor surveys his public from time
to time to find out what they would like to see in the
AUDITOR.  This could be taken into account in planning his
issues but would never be used to set aside standard AUDITOR
mag policy.

## DATING FORBIDDEN

As with all other Scientology magazines, the AUDITOR
is not dated.  It is numbered only.

Things which would serve to date the issue and prevent
its future use as promotion must be the subject of inserts.
This includes prices, event announcements, seasonal adver-
tising, special timed offers and so on.

The standard AUDITOR Mag features such as vital statis-
tics columns, lists of graduates, SHSBC arrivals, academy
enrollees, feature news stories, etc. are not affected by
this and appear as usual in the AUDITOR per long-standing
policy.

## INSERTS

Inserts are mailed with the magazine and stuffed
loosely into it before mailing.  They are separate from the
magazine itself.

There is usually a price insert, schedule of events
and order form for books and services.

Cut out or tear out forms should never be part of the
AUDITOR Mag design.  You must not 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.

## SUPPLEMENTS

Issuing special AUDITORs in the spring and fall which
contain a photo supplement and a brilliant promotional idea
is an important part of AUDITOR Magazine policy.

Examples of successful supplements are Supplement No.
1 "A Student Comes to Saint Hill", No. 2 "The East Grinstead
Story", "A Student Goes through Saint Hill" (mailed with
Auditor 27), and "The Saint Hill Story" (mailed with AUDITOR
34).

Planning for an AUDITOR Supplement must be done early -
the spring one is started in December and the fall supple-
ment is assembled in May to ensure that all of the prepara-
tory work is completed in time for these special AUDITORs to
be mailed on schedule.

The supplement page size is 8½ x 11 inches for US and A4
(21 x 29.7 cm) for non-US.  Standard page sizes must be used
for an area so that no paper wastage or added costs occur
due to non standard paper sizes being used.  It is always
done on a glossy white paper of at least 60 lb (US) or 95
grams per cm (non-US).  This is not an expensive paper
weight, but will show off photographs well.

The importance of these supplements to the AUDITOR and
to Saint Hill is well covered in HCO PL 17 March 1966 PRO-
MOTION OF SAINT HILL AUDITOR ISSUE FREQUENCY.

### SIZE AND LAYOUT OF THE AUDITOR

The size and layout of the AUDITOR is standard.  Good
examples are Minor Issues numbers 25, 27, 34 and 41.  For
Major Issues, examples can be found by examining issues
number 22, 24, 26 and 28.  Exact page measurements may
vary slightly from area to area but the basic shape and size
of the AUDITOR is constant from issue to issue and from SH
to SH.

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 stan-
dard paper sizes.  Otherwise it can become very costly.

A Major issue has at least 8 pages, a Minor at least 4
pages.  Issues may be larger but may not break with standard
AUDITOR Mag format.

The banner "THE AUDITOR" always appears across the top
of the front page.  Under it appears "THE MONTHLY JOURNAL OF
SCIENTOLOGY".  The lettering style does not change.

The issue number appears in the upper right hand corner.
The date does not.  Issues are never dated and AUDITOR Mags
are always referred to by their issue number.

### SAMPLE ISSUE MAJOR

MOTIF:  SH is the place where all the tech is.

PAGE 1.  LRH article related to the theme of the issue, LRH
         photo, lead article on the library at St. Hill, in-
         cluding all of the SHSBC tapes.

PAGE 2.  Continuation of articles from the front page.  Large
         processing ad showing how SH students can buy SH
         processing and the many bands of processing avail-
         able at St. Hill.  Book ad related to the theme of
         the issue (slanted toward what the top SHSBC au-
         ditors use, etc.).

PAGE 3.    Large SHSBC ad showing why one takes the SHSBC -
           to get all of the data in consecutive order and
           learn the subject from the bottom up instead of
           just academy strata.

           Feature article or second LRH article directly re-
           lated to the theme of the issue.  Power processing
           ad related to theme of issue.

PAGE 4 and 5.   NEWS FROM AROUND THE WORLD (Banner headline
           across both pages) giving news in the form of
           feature news stories and written so as to align
           with the theme and further it.  Emphasis would be
           on SH auditors and where they are now.

PAGE 6.    Org news column, mission news column, SH news column
           written so as to fit with the theme of the issue.
         • Large book ad and membership ad also aligned to
           issue theme.

PAGE 7.    Vital statistics column, classified ads, Focus on
           Success (success stories - related to issue theme),
           Letters to the Editor, Saint Hill release tally, SO
           No. 1 ad, E-Meter ad, special section devoted to SH
           auditors and where they are now.

PAGE 8.    Clear list in upper left hand corner (Now there are
           _____ Clears), lists of SH releases, SHSBC grads,
           persons coming to the SHSBC, tape ad, Clearing Course
           ad, org list on the bottom quarter of the page and
           AUDITOR masthead in right-hand bottom corner.

           Feature photos are used throughout the magazine.


## SAMPLE ISSUE MINOR

MOTIF:   Training:  the other half of OT.

PAGE 1.    LRH article on training, the other half of OT.
           LRH photograph.

PAGE 2.    Article emphasizing training through academies to
           -SH.  Membership ad geared to theme of issue, book
           ad on VM related to theme of issue.  List of SHSBC
           grads.

PAGE 3.    Feature news stories on SHSBC grads and written from
           viewpoint of training as the other half of OT.  Fea-
           ture news photos illustrating the stories.  SHSBC
           ad slanted toward theme.

PAGE 4.    Clear list, Clearing Course ad, SH release tally,
           vital statistics, EM ad, tape ad, power processing
           ad, list of orgs and masthead.  All ads backing up
           issue motif.


## ISSUE AUTHORITY

     Issue Authority lines for the AUDITOR Magazine must be
fast and direct.  The Editor submits his magazine - design,
copy, dummy, artwork and CSW - direct to his Issue Authority
terminal.  It does not go through command lines to reach I/A.
Ordinarily, Issue Authority would be obtained from the LRH
Comm of the org.

If I/A is to be received from AVC Int, the LRH Comm, after having reviewed the submission himself, would forward it directly on to AVC Int.

While the seniors of the Editor are not on the Issue Authority lines, this does not in any way lessen their responsibility for the quality of the magazine.

However, the senior's place is earlier on the line. He ensures that the Editor is hatted, is keeping himself briefed, is corrected and supervised. In that way, the mag submitted on I/A lines will be correct and on policy.

## EDITOR

The Editor is responsible for ensuring that the magazine goes out on time, for making sure that it has a consistent motif, that it follows standard AUDITOR format, is properly printed, attractive and effective in creating want and bringing people into the org.

He must keep his planning in and ensure that materials needed from the AUDITOR Correspondents in the orgs are sent in.

## SENIOR AUDITOR EDITOR FLAG

The Senior AUDITOR Editor Flag is responsible for the quality of the AUDITOR Mags produced by the individual AUDITOR Editors.

He holds a supervisory hat in respect to the field Editors. He sends them briefings, themes, LRH articles and can also send them ads for use in particular issues from time to time.

He follows standard command lines in all comm to the Editors.

The Senior AUDITOR Editor is not an I/A terminal, but supervises the Editors so that they do produce good products to send up for I/A.

## DIFFERENT SAINT HILLS

The AUDITOR Magazine for each of the St. Hills is originated and produced by the Editor in the SH. The three editions follow the same theme unless modified (with Flag OK) due to a need to back up actions occurring in only one of the SHs.

The ads, articles, successes, lists of names and photos are individual for each of the AUDITOR Mags.

## AUDITOR OFFICE STAFF

AUDITOR Office staff consist of the AUDITOR Editor, Assistant Editor and photographer. The actual typesetting, layout and printing of the issue would be handled by the Assembly Line in the Promo Department of the SH. Mailing would be handled by the Dir Comm. The Editor is overall responsible for seeing that the mag is produced and mailed on schedule.

## AUDITOR CORRESPONDENTS

An AUDITOR Correspondent is appointed in each org.
They weekly supply the AUDITOR Editor of their nearest St.
Hill with the best success stories of their org, lists of
academy enrollees, student and pc comps, stories and photos
of people applying Scientology in their lives.

The Editor of the AUDITOR briefs the correspondents on
the themes for upcoming AUDITORs so that they can look for
particular materials needed for these issues.

The org HES appoints the AUDITOR Correspondent and
locally ensures that the needed actions are done.

Inactive correspondents are handled with ethics and
replaced if needed by someone who is effective.  The func-
tions of the correspondent are vital and must be done.

Orgs are also expected to cooperate by sending copies
of their mailing lists every other month to their nearest
SH so that the AUDITOR Minor can be mailed to those names.

The AUDITOR Editor is responsible for ensuring that he
has an active network of correspondents supplying him with
data for the AUDITOR.

## FINANCES

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

The Editor must ensure that finances are provided in
adequate amounts and in adequate time so that the AUDITOR
can be mailed on schedule.

Due to the importance of the AUDITOR to the viability
of Saint Hill, it is an ethics offense to allow the AUDITOR
to be mailed out late for any reason - including finance.

## SUMMARY

The AUDITOR is the International Journal of Scientology
and the main comm line of the Saint Hill org to its field.
It heavily concentrates on selling of training and bringing
people up the training route.  It shows the success of
Scientology and Scientologists in the world today and spreads
the good news that Scientology is winning.  By showing suc-
cessful Scientologists and lists and lists of names of people
doing things in Scientology, it includes the reader in the
scene and makes him want to be even more a part of it.

The AUDITOR is good news, expansion, people, training.
It encourages the reader to move up the Bridge, especially
the training route, to the SHSBC, Power and Clear.

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The AUDITOR is a very important magazine to the Saint

Hill and to Scientology as a whole.  Keep it standard, effec-
tive and going out every month on time.  It is the key to the
prosperity of your org and one of my major comm lines to the
field.

L. RON HUBBARD
FOUNDER

Assisted by
Carol Titus
CMO Pjt 93

for the

BOARDS OF DIRECTORS
of the
CHURCHES OF SCIENTOLOGY