

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 22 MAY 1980

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

"GOOD NEWS NEWSPAPER"

POLICY OF

The GOOD NEWS Newspaper is the official newspaper to all Scientologists and Staff from the LRH Personal PRO Bureau.

PURPOSE

The purpose of GOOD NEWS is the promotion of goodwill to Scientologists and new public. It is to keep them abreast of the constant and incredible breakthroughs and expansion of Dianetics and Scientology, and major wins along the way. It assists Scientologists by being a destimulating influence from the impact on them by the environment.

GOOD NEWS is to saturate the field with goodwill. It is a newsy information piece on Ron's activities.

It also inspires Scientologists wherever they may be to forge ahead with their activities by showing examples of spectacular breakthroughs, achievements and victories in Scientology in the field and in the orgs.

Staff and Scientology public are the main publics of GOOD NEWS and it gives them interesting and exciting highlights and news that they will want to pass on.

GOOD NEWS Correspondents are the main contributors to GOOD NEWS in the way of information, news and wins, and these people are to stay abreast of the scenes in their areas.

POSITIONING

Each issue of GOOD NEWS is to use the approved position image which the LRH Personal PRO Bureau is putting forward for their principal.

By doing this an image can further be built and strengthened.

In addition to the surveyed position of LRH, standard Be, Do, Have surveys and REALLY FIND OUT surveys are done of Staff and Scientology public so the GOOD NEWS 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 positioning image.

MOTIFS

GOOD NEWS uses LRH's surveyed position along with matters of expansion and the wins of Scientology and Dianetics in general.

Matters of international interest come under broad headings, i.e. Ron's Birthday Game, Ron's Journals, Break-throughs, Expansion News, Releases and spectacular wins, and anything else of a category that would affect and interest all of Scientology.

GOOD NEWS does not touch majorly into GO related activities etc., as the GO have their own carrier waves and publics' image. GOOD NEWS is Ron's carrier wave into the Scientology environment and is a different carrier wave altogether.

#### GOOD NEWS FUNCTION

GOOD NEWS can give Staff and Scientology public news they can spread by word of mouth, and trends they can support by being officially informed of the many successes as Scientology influences more and more fields of activity and expands further and further.

GOOD NEWS feeds theta news and goodwill to Staff and Scientology public and gives them information and wins that they can relay, which are up-to-date and they can relay fast. It contains timely news which can be reprinted or used in other C of S publications.

The GOOD NEWS Editor makes himself known as a terminal whom newsworthy GOOD NEWS and goodwill information should be sent to and is a magnet for data which can be redistributed for use. He keeps communication lines with people producing events, with other PROs and Opinion Leaders who would have useful input to GOOD NEWS.

GOOD NEWS is not a management issue pushing the interest of the Flag Bureaux - but rather an issue which carries forward LRH's intentions for all of Scientology. It fills the vacuum of good news needed.

#### STAFF & PUBLIC USE OF GOOD NEWS

Information provided in GOOD NEWS is to forward good news on how Scientology is doing, and to forward goodwill towards Scientology in the environment by way of Opinion Leaders and others.

Honorary LRH Personal PROs who have specialized fields in which they operate, i.e. Business Film Industry, Science, etc., could use the wins, breakthroughs and expansion news in GOOD NEWS in forwarding on this data to their associates.

#### SPECIFICATIONS OF GOOD NEWS FORMAT

##### A. PUBLIC

All Staff and Scientology public internationally.

##### B. FORMAT AND LAYOUT

It is 8 pages long on 14 3/4 by 21 3/4 inch (folded) newsprint.

The ink is black and type style is routine with "Copper Old Style" for the masthead and "Century" for

the copy. It may have a second color added for extra impact.

Page 1 will contain the masthead, feature article by LRH, or LRH quote most applicable to the theme of that particular issue.

Page 2 will contain a specific quote from Ron, GOOD NEWS Editorial Offices notifications, another LRH article, LRH's photo, and if space permits, update on latest LRH implemented Game or breakthrough, and wins based on that breakthrough.

Page 3 will contain LRH recognitions (i.e. recent awards, plaques, or used entirely to announce new LRH release(s)).

Page 4 will contain news concerning Scientology's rapid expansion either from one particular area, or internationally.

Page 5 will contain additional expansion news, and/or stories of people who are winning by applying LRH's tech (i.e. everything from the Comm Course to NED for OTs to the Purification Rundown, etc.). This must generate excitement about the latest breakthrough etc. with enough "come-on" that they will feel involved and wish to find out more themselves.

Centerfold. On special occasions Pages 4 and 5 will be used to cover a particular item, such as the Purification Rundown - where a photo story laid out the steps to the Purification Rundown. A centerpage can contain a picture-story presentation.

Page 6 will contain commendations sections, success story sections and so forth. This page will be GOOD NEWS Newspaper's acknowledgement page to those who have acknowledged LRH by virtue of dedicating books, albums, and so on to Ron, which is in itself commendable - thus this page will commend those people who not only apply Ron's tech with resultant wins in the environment, but also those people who acknowledge Ron in the many capacities available.

Page 7 will contain Ron's Standing Orders (Write to Ron), LRH Book or Tape Ad, LRH Press Book Ad, GOOD NEWS Correspondent Application form, Definitions Column.

Page 8 will contain the GOOD NEWS Logo, LRH Quote, and Recruitment Ad.

#### C. DISTRIBUTION

Bundles of GOOD NEWS are sent to each org and distributed to the student population of each org. Bundles are mailed to receptions for public handouts, and to registrars. One copy goes to every staff member in every Scientology establishment. Additionally they are mailed to FSO full CF. Mailings as above save overall postage costs. GOOD NEWS is published and mailed monthly.

#### D. SPECIAL ISSUES

At times when there has been a tremendous breakthrough

or win a special edition of GOOD NEWS can be sent. It follows in part the same format as above but emphasizes the breakthrough or win, and is labelled as SPECIAL with a band over the left hand corner. Any such issues must be gotten out very very fast. PRs must move very fast to get the rave reactions broadly known so they set up a furore of enthusiasm about the latest breakthrough throughout the Scientology world.

E. FINANCIAL PLANNING

GOOD NEWS materials and mailing are part of the FP #1 of the LRH Personal PRO Bureau.

GOOD NEWS IS THETA AND THAT IS THE STRONGEST PROOF OF BEING ALIVE.

L. RON HUBBARD  
FOUNDER

Assisted by  
Patrick Gualtieri  
LRH Personal PRO Int

for the

BOARDS OF DIRECTORS  
of the  
CHURCHES OF SCIENTOLOGY

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