

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 12 SEPTEMBER 1982

Remimeo
PR Hats

PR Series 47

PR FUNCTIONS

The functions of a PR are all those listed in "Effective PR" (the book, "EFFECTIVE PUBLIC RELATIONS" by Cutlip and Center, published by Prentice Hall, Inc.*), and policies relating to PR actions.

But remember this:

PRs evolved from Press Agents and a basic area of their hat -- particularly as it applies to promotion -- is PRESS AGENCY.

A PR must have some skill in:

- A) News stories.
- B) News Photography.

Without these skills he cannot really comm to the media.

In obtaining "profitable images" a PR must take advantage of stage or conceive of an event that gets attention. He must be able to assume the viewpoint of a reporter, an editor or any of the types of public he is seeking to reach. Otherwise he will not perceive what they will accept. This done, they will find his comm convincing and he can get his purpose done.

A PR must be able to write "hand outs" ranging from all the facts he wants received to a complete news release that will be printed verbatim.

A PR must be able to get taken or take news type photographs for use in media.

And a PR must be able to line up media -- or audiences -- to get his message across.

The basic tools of a PR are all embraced in the word "messages". These can be oral, written or pictorial.

They must be oriented to the purpose the PR is seeking to achieve.

They must be arresting enough to impinge. They must be bright enough to interest.

These are the basic tools of the PR: purposes, messages. From these come profitable images.

The purposes are many, the message forms and channels are many. To achieve his product of images, the PR must acquire knowledge of and skills in them all.

L. RON HUBBARD
FOUNDER

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Church Policy by the
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*BOARD Note: There is a Special Edition of the book, "EFFECTIVE PUBLIC RELATIONS", especially produced for Church of Scientology personnel, which can be obtained from Bridge Publications, U.S. or from the FSO Bookstore at Flag.