

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 18 SEPTEMBER 1988

Remimeo
PR Hats

PR Series 16

PR TEXTS

(References:

HCO PL 13 Aug 70 I

PR Series 1

LIABILITIES OF PR

HCO PL 13 Aug 70 II

PR Series 2

THE MISSING INGREDIENT

HCO PL 26 Feb 74

PR Series 20

THE UNTRAINED PR)

PR is a real technology as precise as auditing. But you have to know what the tech is and be able to use it as fast as the auditor sees and handles an ARC break.

In addition to the PR Series and Marketing Series HCO PLs, there are certain key texts which a PR must study and use.

The essence of PR is knowing how the mind works.

The bible of PR is the book Science of Survival, including the Chart of Human Evaluation, followed by Scientology 8-8008 for the graduate PR expert.

EFFECTIVE PUBLIC RELATIONS

There is a very good textbook on PR entitled Effective Public Relations by Scott M. Cutlip and Allen H. Center, published by Prentice-Hall, Inc., Englewood Cliffs, New Jersey. A special annotated edition of this book with margin notes by LRH printed in red ink is available from Bridge Publications (U.S.) and New Era Publications (non-U.S.).

Effective Public Relations is an excellent textbook containing standard PR procedures and must be studied before a PR can consider himself hatted and fully on post. The PR Series HCO PLs should be read before reading this text as the authors don't tell you what the subject is for.

The main faults of this text (and these are very few) are these: (a) It denigrates press agency to some degree even though a tremendous amount of existing media is pure press agency in its oldest hoopla form. (b) It continuously advises frankness with the press to a point where a PR, using that, could easily create situations of out-PR. It is not that a PR should ever lie to the press but neither is it necessary that he tell them all he knows. Otherwise, except for these two points that book is a near masterpiece.

Effective Public Relations is the key text on the basic technology of PR and it must be studied and applied by all PRs.

BIG LEAGUE SALES

Big League Sales Closing Techniques is a book by Les Dane, published by Parker Publishing Company, Inc., West Nyack, N.Y. This book is also available from Bridge Publications and New Era Publications. PRs should train up on Big League Sales Closing Techniques and use it.

Adapting selling to PR actions is a brand new idea. A PR should use "Big League" to get agreement with his message. The thing "sold" is the idea; the exchange is acceptability.

Using this tech on post and with his contacts, a PR can't lose.

These texts contain vital data for all PRs.

A PR should study them, know them and use them well.

L. RON HUBBARD
Founder

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