

The Management Series

Volume 3

The Public Relations Series
The Marketing Series
The Admin Know-How Series

by
L. Ron Hubbard

Published in the USA by
Bridge Publications, Inc.
4751 Fountain Avenue
Los Angeles, California 90029

ISBN 0-88404-674-5

Published in all other countries by
NEW ERA Publications International ApS
Store Kongensgade 55
Copenhagen K, Denmark

ISBN 87-7336-760-5

© 1991
L. Ron Hubbard Library
All Rights Reserved

No part of this book may be reproduced
without the permission of the copyright owner.

DIANETICS, HUBBARD, SCIENTOLOGY, E-METER, CELEBRITY CENTRE, FLAG, FREEWINDS, HCO, PURIFICATION RUNDOWN, STUDENT HAT, METHOD ONE, LRH, FEBEC, DSEC, *Ability* magazine, *Advance!* magazine, *The Auditor* magazine, *Celebrity* magazine, *Centre* magazine, *KSW News* magazine, *Understanding* magazine, *High Winds* magazine, *Source* magazine. SCIENTOLOGY symbol and DIANETICS symbol in circle are trademarks and service marks owned by Religious Technology Center and are used with its permission. SCIENTOLOGIST is a collective membership mark designating members of the affiliated churches and missions of Scientology.

Printed in the United States of America

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 1 APRIL 1982

Remimeo

PR Series 19R

THE SAFE POINT

(In late 1972, the Founder gave a briefing on the subject of PR area control to CS PR Area Control and LRH Personal Communicator. This policy letter is compiled from notes on the briefing.)

Ref:

HCO PL 21 Nov. 72 I

PR Series 18

HOW TO HANDLE BLACK PROPAGANDA

Under "Application" of Rule 1 (Fill the vacuum) of PR Series 18, the instruction is given: "Get in a safe place and speak up."

It is necessary of course to have a safe place to get into, from which one can in safety speak up.

One cannot defend himself in a point that has no defenses.

Without some consideration of security in the first place, any attempt at PR area control is folly.

Thus the safe point takes consideration over active defense.

One can be in the situation of attempting to sell and deliver a product or service and suddenly find it necessary to defend himself in the same place from attack. The attack can make the point dangerous to such a degree it becomes impossible to deliver from. One might even be forced to act from a totally hidden point.

Thus the safe point takes consideration over active defense but takes even greater consideration over delivery operations.

Where possible, PR area control makes the point safe for the production activity, before any production occurs.

Sometimes funds are lacking to expand over a long period on a non-income-producing PR area control operation. In this case one is forced into production to make money.

Whenever it is necessary to go into delivery operations without the prior step of making the safe point, a special unit must be set up and run at full steam to *make* a safe point and gain *viable* PR area control over all publics in the area.

PREPARING THE SAFE POINT

You cannot operate without a base to operate from. You cannot deliver without somewhere to deliver it. You cannot sell what you cannot deliver.

The optimum action is to send a PR area control team to the area you want to operate in, and have it establish PR area control *first*.

A new group or company should be established first as a safe point and *then* as an operating point.

There is a formula here just a hair lower than Non-Existence: "Find a point from which to put out a comm line."

The PR area control action in a new area can go so far as to create in the area a whole past and future track for the activity being established. It can make it sound old-established, stable, reliable, expert, productive, and with continuing expansion before it—when the delivery activity arrives and gets into operation.

Everything that accompanies an actual delivering unit is put there. Except the delivery. With established PR area control, delivery is put in, without a ripple, and it is all perfectly natural and acceptable.

BASIC ESSENTIALS

The most important action to undertake when going about making a safe point is to carefully and painstakingly find out who exactly are the top dogs in the area in financial and political circles, and their associates and connections, and to what each one is hostile.

A handful of allies with impressive-sounding titles and positions is not enough. Viability depends on having all areas and persons who could affect or influence the operation under PR control. Most important are the groups who survey out to be the key, real powers in an area. These persons may or may not be those who occupy high political or social positions. They may or may not be the titular heads of large economic concerns. Research and survey alone can determine this.

One must *learn* carefully his Ps and Qs with regard to these people and take care not to step on their toes. Otherwise one can get tromped on hard, and will. This data must be learned and USED.

Without a safe point established as above, it is a waste of time to rush into dealings with a government or to promise them anything. It is too easy to step on hostile toes and to arouse suspicion of you or make you difficult to account for. Build your PR area control on a well-researched, surveyed and solid gradient.

To maintain your safe point when you have started delivery, it is vital that you be able to detect the SP/PTS characters on your delivery lines and HANDLE him, be he high or low in station, and get him out of the road. One such person acting against you in the midst of your safe point can undermine it totally.

One of the reasons for this is that violations of study tech in a person's education can turn him into a seething mass of BPC. This is *very* easily stirred up

by an SP or PTS, and at the slightest chance he will do so. A whole class can explode like a powder keg, and with it the safety of your delivery point and its whole PR area control.

Thus SP/PTS tech is a basic tool of PR area control for the operating activity.

Delivery of excellent results is of course a vital necessity in any activity, no matter what the degree of PR area control, once it is established.

Follow this procedure to make a safe point and the rules of PR Series 18 to make it safer.

But make it safe *first*.

L. RON HUBBARD
Founder

Assisted by
LRH Pers Comm