

# **The Management Series**

## **Volume 3**

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

by  
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Remimeo  
PRs

*PR Series 45*

**FAILED PR**

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HCO PL 18 Nov. 70 II	PR Series 5 PR DEFINITION
HCO PL 7 Aug. 72R Rev. 9.8.72	PR Series 17R PR AND CAUSATION
HCO PL 21 Nov. 72 I	PR Series 18 HOW TO HANDLE BLACK PROPAGANDA, RUMORS AND WHISPERING CAMPAIGNS
HCO PL 1 Apr. 82	PR Series 19R THE SAFE POINT
HCO PL 27 Oct. 74	PR Series 25 SAFE GROUND
HCO PL 30 Mar. 75	PR Series 26 PR AND INFORMATION
HCO PL 19 Sept. 79	Marketing Series 11 PROMOTION
HCO PL 30 May 68	Admin Know-How Series 20 ADMINISTRATION
HCO PL 16 May 65 II	INDICATORS OF ORGS
HCO PL 26 Dec. 68	THE THIRD PARTY LAW
HCO PL 15 Mar. 69	THIRD PARTY, HOW TO FIND ONE
HCOB 21 Jan. 60	JUSTIFICATION
HCOB 12 Feb. 62	HOW TO CLEAR WITHHOLDS AND MISSED WITHHOLDS
HCOB 8 Feb. 62	MISSED WITHHOLDS
HCOB 3 May 62R Rev. 5.9.78	ARC BREAKS, MISSED WITHHOLDS
HCOB 31 Jan. 70	WITHHOLDS, OTHER PEOPLE'S
HCO PL 3 May 72R Rev. 18.12.77	Exec Series 12 ETHICS AND EXECUTIVES
HCOB 16 Nov. 61	SEC CHECKING GENERALITIES WON'T DO
HCOB 22 Feb. 62	WITHHOLDS, MISSED AND PARTIAL
HCO PL 19 Oct. 74	THE DRAMATIZATION OF WITHHOLDS ON VITAL INFORMATION LINES
HCOB/PL 7 Aug. 79	Product Debug Series 8 Esto Series 36 FALSE DATA STRIPPING

There is a datum as follows—when admin won't go in, tech is out. When tech won't go in, ethics is out.

Here is how this fits in the PR world: WHEN PR WON'T GO IN, ETHICS IS OUT.

There are several ramifications of this, which is to say, several possible flows. It could be the PR himself is not pushing and is out-ethics.

It could be—the usual reason—that the via to the target public or even the target public is out-ethics in some way.

It could occur that the target (or via to it) is being pressured by an out-ethics third flow—as in third party tech.

But, whatever the flow, the fact remains that the above datum is true.

Any PR pushing a worthwhile message and pushing it with good ideas and PR tech will get his only loses by reason of the above datum.

An example in PRing an org which then does not respond—an instance which just happened—out-ethics was rife at the org top.

This is not to put PRs in the ethics game. And it is not to serve as an excuse for failure.

The datum is for use—to widen up the obs ability of the PR for it opens a new avenue to him for a PR handling!

Out-ethics on the surface appears as withhold phenomena. This makes the person the PR is working on or via behave as they do per withhold HCOBs, which a PR should know.

PR, as well as being bright, is often a wily, clever game. If one knows what he is up against, he can develop a PR handling to fit.

If one suddenly realizes he is talking to no avail, he need not just go on butting his head against the wall or countering chop or insults. There are ways to blow withholds into view and withholders out of the water that are too numerous to mention. If one, seeing the key datum of this PL is the case, then shifts his approach to blowing the withhold to bits, he wins. *And* he stands a big chance of now getting his message through where before it was all failure.

As an example, the crudest form would be an abrupt shift and question, “Who has been lying to you about the (principal)?” This enters it into false data stripping instantly. There are many, many ploys depending on the flow and situation encountered.

“Worse than” is a tool a PR can use. One infers the withhold is far worse than it possibly could be. “Why are you planning to (shoot, destroy, wreck) (principal)?”

The above datum has a thousand uses.

Don't get bugged by failures to get a message through. Having given your best efforts resulting in a block, don't quit. Apply the above datum. It serves the same purpose as dynamite. It can clear the way for flows to go through even if the pieces fly sky-high!

L. RON HUBBARD  
Founder