

The Management Series

Volume 3

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

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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

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Printed in the United States of America

HCO POLICY LETTER OF 9 JUNE 1975

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THE ENEMY LINE

When there is a concerted short or long-term campaign going on against someone or something from a single or multiple source, there has been a black PR agreement as to what to say about that someone or something.

Some worked-out and agreed-upon entheta is concocted.

The enemy's PRs, media outlets and front groups are given exact statements to make.

There is a maxim in PR or advertising that A MESSAGE MUST BE REPEATED OVER AND OVER TO IMPINGE ON A GIVEN PUBLIC. This is found in advertising as "brand-name exposure." In general PR work it is used to get a client's name repeated over and over. Even in intelligence the same principle is used: they have the same report appear in several places at once. This convinces the opposition of its "truth."

An enemy group usually originates several carefully worked-out entheta statements. You can always trace these as being a *planned* campaign by someone because the same perverted statements appear at widely separated points.

Example: Glutz Biscuits is monopolizing the market. The Weevil Biscuit Company PRs decide to attack Glutz Biscuits and get more of the market. At a meeting, Weevil's PRs decide upon "Twelve Glutz Biscuit employees were hospitalized for rabies." To make press on this they get Gussie Mug to get a job at Glutz, pop some soap in her mouth and get carted off for a rabies test. Gussie's "mother" calls the president of Glutz and confesses Gussie had scratched another employee. The Glutz president has several employees checked for rabies. Weevil PRs tip off the press. The result is a tiny local item "Several Glutz employees were tested for rabies after another employee was hospitalized." Two-line filler. But Weevil PRs now go to town. A citizen's committee angrily condemns Glutz for unhygienic actions. The Health Ministry and local city inspectors are called in and Glutz packages are suspended in stores.

All Weevil Biscuit distributors and salesmen are given the tip-off and clippings. They each are heard to say, "Too bad about Glutz—they had rabies develop in their plant and it has been shut down by the Health Ministry."

Glutz PRs now *deny* that the plant is shut down and say that there was only one case of rabies. The idiots.

Glutz staggers into a ten million dollar loss.

Their error? They FORWARDED AN ENEMY COMMUNICATION LINE.

Glutz could have DAed and should have whenever the subject came up. But never brought it up!

And Glutz PRs should have (a) gotten Gussie to confess it was done by Weevil, (b) promptly done a campaign on Weevil, and (c) instructed their own network to say (a new arranged line) “Did you hear about Weevil trying to buy out Glutz yesterday? What these guys will do for a takeover!”

NEVER FORWARD AN ENEMY CAMPAIGN ON YOUR OWN OR OTHER LINES!

Don't deny rumors for that is what they want you to do.

HAVE A BETTER CAMPAIGN THAN THEY HAVE AND FORWARD IT!

Examples of enemy-planned statements re Scientology:

1. “People who should have professional help go to them” (Truth is, those who started this kill people with their “professional help.”) Answer: Expose the source as murderous.
2. “Hubbard is a science fiction writer.” (This is not too bad as people respect science fiction writers. But it is false. Hubbard only wrote 1,000,000 words of science fiction over a short period and wrote 14,000,000 words on other things. They plug “fiction” to connect it to Scientology. Subtly clever.) A countercampaign might be (the truth) “Hubbard’s books on Dianetics and Scientology sell more copies than any other writer about the mind. Every psychology course today tries to include Hubbard’s work.”
3. “Hubbard is not allowed to enter England.” (The truth is that this was rigged while Hubbard was *not* in England and is based on no offenses of any kind, a purely PR action.) A counteraction: Hubbard is a popular member in a score of English clubs and professional societies.”

The enemy line is now very ineffective. It has put itself in the same situation as the Weevil Biscuit Company! It is wide open to attack in every quarter and it opened the door by opening an attack.

Don't be a Glutz PR.

NEVER FORWARD AN ENEMY CAMPAIGN ON YOUR OWN LINES!

THE ONLY ANSWER TO A CAMPAIGN IS A CAMPAIGN OF YOUR OWN.

L. RON HUBBARD
Founder