

PUBLIC RELATIONS CHIEF

PURPOSE: To help Ron create or alter the public image of Scientology, Scientology Orgs and Scientologists so as to project an image or images desirable in preventing or combating attacks from Suppressives; to create press stories which accomplish this purpose; to expose publicly the attacking enemies of Scientology based on information given by Intelligence; to obtain excellent press coverage for Scientology and derogatory press coverage for enemies of Scientology; to associate attacking group's activities with reprehensible past groups and to study and use words currently reprehensible to describe the enemies of Scientology and their actions; to use any and all means of communication to counter-influence officials pressurized by Suppressives into attacking Scientology; by supplying them facts and by representing the side of Scientology.

DUTIES:

1. To direct the functions of the three branches of the Public Relations Bureau.
2. To ensure public relations campaigns are properly planned and obtain approval to effect same.
3. To ensure that all necessary actions in a public relations campaign are carried out.
4. To see that the Public Relations CIC Board is maintained in present time.
5. To study and use areas of suppressive violence so as to get two such forces battling each other rather than attacking us. Example; using Negro violence in the US so as to attack and counter the suppressive use of tax-systems in the US for subversive purposes.
6. To use press tactics of "denial" to the benefit of Scientology. The press can always get someone to deny something and thereby create press Example; Suppressives in the area of East Grinstead have spread the lie that Scientology is buying up and now secretly owns all the property of East Grinstead. Public Relations can use this to benefit by offering to purchase several first class hotels in Brighton at a reasonable, yet low enough figure to be refused and thus get press stories stating "Prominent Brighton Hotels Refused Offer of Purchase from Scientologists!"
7. To create artificial areas of conflict which are not actually reprehensible; Example: "Scientologists don't take enough action against drugs; Scientologists are not doing anything about the damaging practices of psychiatry."
8. To create local protest groups around the country so as to get such groups writing in to protest lack of Scientology responsibility along such actions as mentioned in number 7 above.
9. To create "front" groups for our enemies and to get such "fronts" to attack Scientology so that our legal can then sue them successfully. Example: Create a Society of Friends to Psychiatrists. Get a group together and then influence the group to issue written libel against Scientology (libel easily proven as such). Our Legal can then sue.
10. To handle along PRO lines all attacks upon Scientology independently and separately from actions being undertaken by other Guardian Bureaus.

11. To ensure data is assembled and issued by any communications means so as to handle possible future or current attacks upon Scientology. Such communication means include personal interviews, letters, phone calls, press stories, radio programmes, public relation-type advertisements, etc.
12. To ensure that some campaign is always underway to handle the areas from which we have learned to expect attack, governmental tax agencies, governmental health agencies and governmental immigration agencies.
13. To keep Ethics in on yourself and on your personnel so that Admin and Tech will stay in.
14. To make things go right on your post.
15. To efficiently carry out the purposes and duties of your post.
16. To propose Long range promotion.

By MARY SUE HUBBARD.

Successfully Handling TV-interviews when under attack.

1. Decide on the purpose of your interview - which, when under attack - is to get an attack on your enemies across.
2. Decide exactly what you intend to say.
3. Only go on TV with another Scientologist. Do not go on alone.
4. Do TR's before interview together and ask each other SP questions. Get grooved in on the answers.
5. Do not believe any sweetness and light or promises of TV interviewers. They are out to do you in.
6. If one of you can't answer an SP question, the other cuts in and picks up the ball, giving the first person a chance to recover.
7. If you don't want to answer - simply Q and A and introduce some other aspect of Scientology. TV interviewers have no comm cycle and will happily forget the first question and follow your direction.
8. Introvert TV interviewer by asking him a direct question. He will answer it, and then you make whatever statement you wish to.
9. Do not go into effect. Cut the comm line, chop the nonsense. Scientologists have beautiful comm cycles - they must deliberately violate this, and simply sweep into the attack. Don't wait for an SP on TV to finish some long drawn out entheta statement. Chop it and introduce something else - e.g. SP - "I was done in, etc. etc..." Scientologist - "That's so sad, but I think that you have missed the point of the whole overt/motivator sequence. When a person does something etc."
10. When handling a TV team who has come down to film in the grounds - establish the ground rules very thoroughly first. If you can get a legal agreement - do so. If they break your agreement in any way, simply throw them out. The word will spread, and other TV teams will abide by the rules.
11. On taped interviews - interviews which are not live - remember that any part can be cut. David was very clever in that he started each sentence with - "Poor Mr. Robinson" - which gave the TV boys something to cut out and they left the rest in. I.e. you say things that they can't have on, then attention goes onto this when editing, and they leave the rest in.
12. Never let the TV team wander about on their own. Accompany them and watch where the camera is turned. If you want to stop them, don't hesitate to step in and stop them. You can always intimate, before the interview starts, that if they step out of line, you will remove the film and send them away. This is stated with intention so that the message is received.
13. Your interview has been successful if you have achieved your purpose, and got across what you intended to get across.
14. The attack is more important than defending Scientology, as Scientology needs no defence.
15. Very important datum is to always carry books with the symbols on them. Give an interviewer a small book like 'Problems of Work' with symbol on front, and have some where he can see them on the table or desk.

Written up by

David Gaiman and Jane Kember
PRO WW D/Guardian WW

Handling the Press

1. Never employ an outside PRO firm - no matter how tempting. They know nothing about public relations with regard to Scientology.
2. When you write a press statement, which you want the press to publish - mix your attack up in such a way that the press cannot take out extracts without destroying the sense of the statement. Otherwise 90 percent of the statement will not be printed.
3. Have an organization photographer take photos of each reporter. Reporters cannot stand any inflow, and this puts them at effect.
4. Have a 'persona grata' and a 'persona non grata' list prominently displayed on the wall, in an office where press are interviewed. Any reporter who misquotes you, asks SP questions, or misbehaves - is written by name and paper he represents on non grata list. Any reporter who behaves himself goes on the persona grata list plus newspaper. When you want to give a press release or good story out, you only contact the good reporters. So they get the scoops. The others soon learn.
5. Never be afraid to cave in the anchor points of a reporter. Most reporters are degraded beings. DB's work for SP's. If you are more suppressive than the newspaper he works for, he will start working for you and will print the stories you want printed. You can shout, make guilty, be very rude, be very abusive, miss withholds deliberately, refuse to see them, keep them waiting for hours, refuse them any preference, and the result will be beautiful respect. The next day you can be as sweet as pie. The unpredictability and motion is overwhelming and unconfrontable.
6. Do not ever be afraid of the press. They have no power - they think that they have power. This is a lie. Do not validate this lie. The truth is that a reporter is making a living out of writing entheta. Supply him with entheta about your enemies. He will be happy to write about anyone so long as it is entheta.
7. If one newspaper is being really suppressive, e.g. Daily Mail in England, Truth in Australia, ring them up, reverse the flow, and interview them. Ask questions such as:
 1. Is it true that your circulation is dropping?
 2. Is it true that you are in the middle of a financial crisis?and other SP-questions.

You then publish the interview like this. Daily Blabber denies that its circulation is dropping. Daily Blabber denies it is in financial crisis. Mr. Smith stated that he is unaware of the drop in circulation, etc. This caves in Newspaper anchor points. Make sure that you get the name of the person you interview from the Newspaper and print his name as having told you.
8. If a newspaper rings up and states that it has a Mr. Jones, who has been badly treated by you etc. etc. If possible have this SP's crime to hand, and give it to the newspaper. Really give it to the paper, make sure they've got it, make sure you can prove it - don't give a crime that you can't prove. This has a remarkable effect of stopping a paper dead in its tracks.
9. When you want a press release published - release it at 4 o'clock in the afternoon, so that the next days morning papers print it. The evening papers start printing at 10 a.m. If you release your statement early, it goes into evening papers, which are not read as widely as daily papers.
10. You must maintain a comm line with the press or some of the press so that you can get your attack printed. You must attack without cessation, and do not defend. Scientology needs no defense. Your objective is to put our attackers on the defensive.

I'll tell you right from the start. The Minister made his announcement on Friday, so Friday and Saturday the papers were full of it. And it looked as though they'd wiped us out and the word was out and the Daily Mail was printing a lot of bad gear. So on Friday I took the job, PRO, in the afternoon I came in, and there wasn't very much one could do except grab the intelligence files. I spent Friday, most of Friday night, just reading intelligence files and talking to Jane. We broke up about 4 o'clock, Saturday morning, and the press were due to arrive Saturday morning to hit the Sunday papers, and Saturday's press was very bad. So Ken Bylan was on the Pro line at the time, and by, and he was bringing down some Public Relations guys. So they came down, they didn't come on time, they finally showed up about 4 o'clock, Saturday. By which time, I'd said to Jane, "They're not coming; they've got cold feet. So we sat down and I wrote an attack. It was the first - so I wrote an attack on Robinson, from what I'd learned on the files. These" PRO guys arrived and said they'd prepared a statement and their statement was exactly the opposite to ours - it was everything you shouldn't have in a statement. We said you'd better read this and they read it. Then, they took it away, and they re-wrote it so that it would get published on the basis that no one would publish it - it was just so libelous. Was probably quite a good thing; it taught me how to tone things down. The good thing I learned from that was that if you want them to publish, you mix it up to that no one can extract from your statement. You have to mix the statement up so that no one can extract from it without totally destroying the sense of the thing. So, about 5 o'clock the press were called into the hall, and Rettie and I went out to meet them. Our photographer was there, and he started taking photographs of the press which quite stunned them a little. That was quite fun. I noticed from that, these guys cannot stand an in-flow, can't take an inflow. So then, we had the interview, the comment on the statement. I and Rettie was supposed to be handling it, but after about three or four minutes, I thought I'd be better than him, so I took it from him. What went right was that I found I was much quicker than reporters. I'd given them an altitude which wasn't there. What went wrong was, I was being careful of what I was saying - I was thinking - If I say that, he'll say that, and so on. So that wasn't good. And the press next day, well, we had our first duplication of us was in the (The National Paper not the E. Grinstead) Observer, that was the only paper that did duplicate us. Deeley from the Observer printed us and reported us accurately. Come the next morning, it was Sunday, and "EBC" 24 hours were onto us, we came in and the papers were phoning and things were going on, etc., and we found the PRO hat was found. Sheila set to work and started tidying up the back log of things - finding things. And again I was reading files - getting familiar with intelligence. We organized the board - CIC board - so we could get some projects going. So the next big thing that happened, on Monday, "24 hours" had come on, and the thing I learned from that was that you can never trust them - never. And Angelo-Pope promised that if there was going to be an attack, we would be given a chance to speak last, and we would be given the opportunity to give our point of view. We had to practice TV, TR's and predict and prepare. We had one good day and that was - not one, but two we decided for TV - if you're going to be interviewed, have two; and Jane and I agreed that no matter what happened, if we couldn't go in together, we wouldn't go on. I'd already done one television bit in the West country which had gone quite well. Going down to the West Country, I'd been TR'd all the way by Margaret Lynch on what I was likely to be asked, so I was in good shape when I got there. We sat down and predicted what was going to happen. They'd produce SP's, who the SP's would be, and so on. We did the interview a bit backwards and forwards. By the time we got to "24 hours", we were in good shape, as far as the TR of the thing was concerned.

We got there and we were well conned - they were absolutely charming, until we got on. And then he, Julia Pettifer, had Flag Orders, policy, mission orders, stacked up there. They brought on old Bray, the SP, and Mrs. Hennslow, hidden from behind the curtain. But, when I dropped the ball, Jane picked it up, and vice versa. We operated quite well. We came away from there and I had this cognition: if it's a one-one game, then we must be better at being one-one than anybody. And the other thing I learned, was that these guys cannot complete a comm cycle so that A, you can Q and A any way you like, and who can Q and A better than us? And it doesn't matter what you do as long as you're not put at effect, so that the thing to do as soon as you feel yourself put into effect, is not to be rational or justify anything but attack.

Next morning who should arrive, but the BBC news team, complete with cameras. They were headed by a fellow called John Bearman. I said to Jane, "I want to try it out." Let's do what they do (being 1.1). And this terribly British "hello, my name's David, do come in." This is exactly what they do. I said, "John Beardman," he said "yes," I said, "I'm David Gaiman, PRO, How do you do? Do come over - Jane wants to meet you." In his suede shoes, and we brought him up the driveway, and then sat him in the chair. Then I said, "You right comfortable?" He said, "yes." I said good, "You bastard. What did you come for, to see if we're still alive?" He said, "I don't know anything about it." "You fucking liar." I was thumping the table and shaking my fist in his face, and he was sweating cobs. I was sort of watching myself and watching him and I thought Good Lord, this can't hurt him. And in the end he said, "will you let us film." I said "yes but on one condition - one foot out of place, and you're off." So he brought his cameramen down and I sent him out with Sheila to film and they went into Reception and started filming the Telex Machine. So Sheila called me and I burst in there and said, "Out." And right away the cameraman puts the camera on me - they've got the camera running and they've got the thing I'm performing. So I said, "You Bastards, I expect a standard of courtesy, and good behaviour that we have come to expect in this place. Outside, you've broken the spirit of your agreement - you are not filming the Telex Machine, that's private." So he's going, "I don't know what you mean." So I get outside, and I start to walk away, and they've still got me in camera, like their filming me walk away. So I thought, "You bastard, I can see that on television." So I walked back and was talking to Sheila, and I'm walking towards the fellow with the camera, but talking to Sheila. To keep me in focus, he's got to back up so I just kept talking to Sheila and walking towards him, until he backed into the curb - he fell, you see. And I said, "Oh, I'm terribly sorry." And then we threw them out, and they were really relieved to get out. The other thing I did was, I had our blokes go up with a tape recorder and ask them questions. Ask them if they have sex with their wives, what they do, anything. Just ask them anything. This was a total cave in. So, they left, and I thought that was pretty successful - it was a successful line because it taught them that we had a sting in our tail. I was going to get respect. If nothing else, I was going to get respectful pressmen. Cause, they thought we were finished. So we stuck out the persona grata list, the persona non grata list, and I started putting all the people I hate on the Nongrata list. This local fellow from the Courier, Larkin, he thought that we didn't know that he was feeding the Daily Mail, giving them information, and all that. So, I called him in, and I gave him a bloody great rucking. And then I thought, "I'll see how far I can go." So, just see how rude you can get to these guys before they'll react? I told Larkin that he was barred, from here for a week; I didn't want to talk to him, and he put it in the paper. So, I called him in and said, "I didn't put an ethics order on you - that wasn't an ethics order or anything. It was personal. You're not barred

from Saint Hill - I happen to be the press officer and I don't like you. That's why you're not allowed here, it's purely personal. I think you're a turd. Do you know what a turd is? A turd is piece of sh-t, that's what you are - a little sh-t. Now F- off!" That was good indicators on him, and we started to get a better press in the Courier. So I thought this is definitely a success line. I learned to phone press, newspapers who entheta and deliberately upset them by shouting and being l.l.

So, there were two or three guys who were being nice, there was Victor Chappel from the "Sun" who was giving us a fair press, one or two others, but all the others, I would really work at, caving in their anchor points. Now look, I'm quite good on the telephone - I'd hang up on them, and shout and scream on the telephone. Then I'd be very, very nice to the next fellow. So they didn't really know if they were coming or going.

So the Daily Mail, they were really the SP's. What I'd do is, instead of waiting for them to phone them, and I'd ask them things. You know, one day I got Sheila to phone up "News sight" with a column that we're really having a go for it. And I said, "So an interview - get a list of questions - just ask them the questions. Like, is it true that Lord Rothermare is Newsight? And how much did your newspaper lose in money last year? Is your readership rising or falling? And we published it in the Broad Sheet, which was quite good. We got the case of Ronald Manning. "Do you know he showed up at the Daily Mail?" Alison Parkhouse came in and told us what Manning's game had been, and Jane phoned him right back. But like, it didn't get across - it really didn't connect. So, I let 10 minutes go by and I rang them again. Their game is, they ask you to comment - they tell you something and ask if you'd care to comment. So I got through to Newsight, the reporter, and I said, "Mr. Mann, just in case you didn't get it, do you agree it's 10 to 10?" He said, "yes." I said, "Well, do you agree on the date?" And I told him the date - I didn't have it taped or anything, I just wanted to get him to think it was. So I said, "Right, Mr. Mann. I want you to know the reason for Mr. Manning was not allowed on the ship was because he's guilty of incest. You know what incest is, don't you Mr. Mann?" He said, "yes." I said, "That's why his wife ran away from him, and I can have her here within 12 hours, and swear an oath in front of the commissioner of oaths that this is true, and if you publish, I insist you publish the full story. Would you care to comment?" He said, "No, I can't comment, but I'll talk to the editor." So he got the editor on the phone and the editor said, "Mr. Gaiman, I don't think I have anything to comment to you." So I said, "That's fine, but as I thought you would want the whole story, as you have the reputation for reporting accurately and in full." And he said, "Mr. Gaiman, your remarks are libels." And I said, "Well, only if they're not true, sir. Remember, if you publish this story, bearing in mind there are young children involved, you may not be guilty of libel, but you'll be guilty of a far greater crime - before God and before man - yes sir, before God and before man." And he really went quite chunky on this - very....So I hung up on him. And like that's what I started using on the local press, to anybody who was really after us. I'd sort of say, "just take a look at your responsibility in this matter for the bloodshed that could take place. And like, that was a success line. Making them aware of the overt. It's not even the overt they think it is, but this overt before God bit is really a restimulator. So, that's really the whole bit on the press. Apart from the fact that we started getting a good press.

Another thing was, as soon as we'd get a press statement from Ron, we'd release it. And then I learned, if you want to get it published, release it about 4 o'clock in the afternoon. If you release it in the morning, the evening papers pick it up,

which means the daily's won't. So you make the press releases after 4:00. And if you've got a good story, don't release it until after mid-day, because if it's good for the evening papers, it's no good for the dailys, right? I believe that far more people read the daily's than they read the evenings.

Victor Chappel started to come good and give us good consistent press, and the Times were quite fair. We started making terminals with some of these guys. Not from the point of view of trust or anything, but to get our own attack home. The other thing I learned, you don't care about defending. What can they say about us that they haven't said already? And what worse can they say than has been said? The thing to do is get your attack in. Scientists hardly read the news anyway and it can't restimulate them much. I'm sure it upsets Mr. Robinson to see him called nasty things. If we're going to feed them stories, we'll have to manufacture stories. So, I manufactured the story of the 800 students coming in to the Congress, once they put the block on the Congress. It disperses them, and it kept us in the newspapers, and it made the Government look silly. You were starting to see editorials like the Government looked like they were about to slip on another banana skin while it's left to the Scientists to make the running.

Whereas they were catching something like 9 out of 10 incoming Scientists - when this story of the 800 hit the papers, front pages, the next day there was immigration stopping everybody - every incoming passenger for one day was stopped. They were interrogated. It caused such chaos, that by the following day, every incoming Scientist got in. Even with Scientist on their passport - they (immigration) just went into apathy about the whole thing. Only one Scientist was sent back. It was two days good news for us.

It also looked very dicy whether we'd get - I needed an alibi in case the Congress was empty. There were only 500 people at the Congress when it opened. Well, I could say that's 500, and the 800 they didn't let in makes 1300. That's how it started - I wanted an alibi for an empty Congress.

Then there was denying - I got quite good at denying. I denied Ron was in the Congo. Then I started denying - I got good mechanisms. And then I'd say, "And another thing, there's a rumor going around that Ron Hubbard's in England, and I want to deny that." And then I'd get the newspaper men to ring up the home office. I'd say, "Hypothetically, if Hubbard were in, would they let him stay in for the Congress?" And in the end, we had this news story going that he was in. Then I wrote to the Hovercraft people inquired for a Hovercraft, and we got a correspondence going. We denied we were buying a Hovercraft - denied all sorts of silly things. The thing to do is to start the rumor and then deny it.

Anyway, we turned the Daily Mail off. One good thing, one juicy with hold, switched them off - the Manning with hold. The other newspapers, actually without legal writing them, like 64 writs, our job would have been much harder. The game is to release the news of a win with a comment, then you get value out of it. If you lose, it's got to be published with a comment. I didn't realize at the time, but the thing to do is get on it and comment right away. You get a comment tied onto it which helps to get your attack.

Then we got our CIC Board out. We did several television bits - the television film is for the birds because they can chop it up any way they care to. If you're going to have a television film - We had two hours of ITV interview - they threw everything in there trying to break us or get us to back off. Really nasty stuff like, "Do you employ private detectives?" All this crap,

bits of policy, and so on. It was mainly on how you deal with SP's - this was the policy they constantly used. He couldn't break us up, so when it came on, it was only actually 30 seconds; two hours, hour and a half interview was actually 30 seconds on the screen. So I thought, "Sod this." When they did an interview for ITV at the Congress everytime I was asked a question that had to do with Kenneth Robinson, I said, "Poor Kenneth Robinson." I thought, "If I hog enough of this interview, they're going to have to cut that out because it's just too invalidative. They've got to leave the other stuff in." Really, that's the way, more or less, it worked out. If you're going to go on film, you say things which they can't have on, and that's what their attention will go on when they're editing.

The other thing I learned was if you want to make them goof, get to come to you. The ministry that's attacking you, government that's attacking you, or any organization that's attacking you, must be in contact with an SP, right? If they're in contact with an SP, they must be stupid. So we just keep writing to the Ministry of Health and to Jeffrey Johnson Smith, and keep writing to Callahan, and then we keep publishing the replies.

Then there was the very quite fortuitous thing, Neil was asked to leave his school. Neil, my boy. The fellow headmaster was so stupid. I said, "You've broken my heart, etc., I'll give you the chance to do the right thing...let him stay." So he said, "Well, I'll think about it." I said, "Think about, but write to me and let me know." The twit actually wrote a letter which we published the next day. The same with Jane - she wrote to the doctor, and he wrote back. The Health Ministry. The other thing to do is to get letters to cross. So you send a telegram, write a letter, and the letter comes back, in reply to the telegram, and you take it that it's the reply to the letter.

Another thing I've learned is when the intellectual writers come to interview them to write it down, to do you in depth. The mistake we made is not showing them the sub-zero awareness scale. Get them to read and find out where they are. Because none of these have worked well - we've been done in depth, by three writers. The only time it's really been worth anything was the Sunday Times when they named the names. They say, "How ridiculous - the Scientologists say Lord Balniel, Jeffrey Johnson Smith, Chattaway, and so on; they're all in it together." How silly this is, but they name the names. These intellectual magazines are not worth a tosser. The people they send down are only aware of their own evaluation, and they made their evaluation before ever they got here.

I did learn one thing - this attacking, works on any of them. This woman, Ann Lapping, was doing a write up for the "New Society", and she got her hands on the original policy on what you do to an SP - they may be destroyed, injured, imprisoned, etc., and like, you can't explain that. She phones up, and she says, "Now, what about this policy." So I said, "Now look, I'm fed up with you. If you'll pardon the expression, I'm pissed off with you. We've shown you everything, and you pick up an old outdated policy which was withdrawn the day it came out and try and make capital out of it. I just didn't think you were that low. I thought you were trying to do an honest job." And she didn't even mention it. Actually, it was replaced by a policy of July of this year. What we did was we wrote an ED - that was October 18-- we wrote an ED for the 19th saying this policy was obviously withdrawn and would be reissued in a different form later. The only policy that applied to an SP was find out who you are, and de da de da.....We've got 20 copies of that ED, we've put them away and locked them in the filing cabinet. If that is the evidence that Robinson has, we'll produce the ED.

We got out the CIC Board. That is very useful because every-time we'd have a moment, we'd sit down and figure out what we'd do with this one, etc. The Broad Sheet was a very good line - we found that that destimulated, and we found that people loved something with the inside dope written on it; they were grabbing them off the street.

The Saturday of the FSM Rally in the Cafe Royale in London, the press suddenly showed up in force - about 20 of them. They produced the Daily Mail which was the last shot - this was just before the Manning thing which was the following Monday. It was the big thing - Ron's bank account, the fact that they'd seen him in Bezerte and all this rubbish. They put the paper down in front of me, and I took it and I went down the article and attacked it - I didn't explain a single thing. And it was from that point that we started getting a good press. It's not that we get a good press, it's that Robinson and Crew get a bad press. They started to get the leader columns would say "the absurd cult of Scientology." The ministers action would seem to be an infringement of personal liberty. Is this religious persecution? It was from that point that we started to manufacture news- I started to realize that you could manufacture news, and these guys were so stupid that they would buy it.

The other thing I learned at the Congress was if you're going to manufacture a story, you have to manufacture it yourself. It's no good putting a reporter in it. At the Congress I tried to put a couple of stories together with reporters. I'd say, "Do you want a story? Let's work one out". It didn't work. They were good stories, but they can't get them past their editor. The moral of the story would seem to be, "If you're going to create a news story, you have to do it yourself, and sell it to them as true".

At the Cafe Royale, I learned that you cannot keep them out- you're better off to let them in and sit alone. Corral them, but let them feel that they're seeing everything. At the Congress, we let them in, and I learned something else. Anybody who's in Melbourne during the Melbourne Inquiry goes in a raving psychosis if you mention newspaper. So the thing to do is keep anybody from Melbourne right away from the press. They're really PTS to the whole thing.

If you're going to let them interview Scientologists, pick your Scientologists and bring them to the press. Don't let the press go to the Scientologists. So what we were doing, we were bringing them up half a dozen at a time, but we were picking them, and we briefed them before they went up.

All the dangerous press we've had has been from uncontrolled interviews like AOUK were giving interviews which were absolutely disastrous. A woman called Kathleen Jones wanted to go on television, and we got that screwed, but she gave a couple of interviews that were quite dreadful.

The next stage would be getting the attack home; really getting our attack home. I find that PRO would be no job if we had enough intelligence - I mean if we had the crimes of Mr. Hordon, Jeffrey Johnson Smith, and so on, if we really had their crime, PRO wouldn't have to do anything except say, "This is the crime of Jeffrey Smith and Mr. Hordon." The less intelligence you're got, the more you've got to work. What is not a good line is don't encourage a Scientologist to write a member of parliament, don't encourage them to write to the newspapers, and don't give them the bad news. The Broad Sheets, as we're publishing them, are not putting out the flap - there's this misunderstanding - there's a jam up. They think - our own executives get the idea that the Broad Sheet is advertising the

UK Flap. There is nothing about the UK Flap really in the Broad Sheet except the attack line. That is a destimulator - I've watched people read that Broad Sheet and un-PTS on it. The Broad Sheet was my idea. I thought, "How do you get what we want to say published?" There's no way of getting it published - well, the way to get it published, is to print 100,000 and see that they go into Fleet Street (that's where the papers are). So the Broad Sheet is a very good line, actually, for the attack, and we've actually said some very libelous things. The interesting thing is we've not yet had one libel writ. We've libeled Jeffrey Johnson Smith, and so on. I reckon they dare not go to court in case we are daring them to sue us for libel. We've libeled the Government of Victoria now, and yet nobody has issued writ, which I think is fascinating. It would seem that you don't have to be careful. I think somewhere in policy Ron says, "Don't be careful, just get your attacker." This is very valuable, because they will not react to it.

We have not got the situation where they are entrenched. They've taken a position - that is to say the Health Ministry and the Home Office, and we now have to get them to decamp from that position - they're not willing to give up. The art would seem to be that we predict better than they can - they are not thinking analytically. They are a bank which we can restimulate as we wish. It would seem that we have to get, from a PRO point of view, the best thing to do is to make the attack on them seem to come from about 15 different places to that one would try to tie in an arrival of 1,000 Scientologists who are coming in to set up a new organization in Wales. They're all going to be from the Commonwealth which is going to be a bit of a problem to them because they know Commonwealth are allowed in. At the same time, make contact with all the churches who have stayed well out of it up to now, and force them to make a statement one way or the other. And they can only make it one way. On the grounds that we are a religious philosophy. At the same time, we should go up to the Health Ministry and demand to see Robinson and make it clear that we're going to go in to see him...tipping TV people before we go so they are waiting on the steps, when we come out. He'll refuse to see us. At the same time, distribute the Broad Sheet - we take the Broad Sheet - but the list of every psychiatrist in the country - we'll distribute the Broad Sheet to them; the idea would be to have as many attack lines, and you can be as imaginative as you like, on the ministries, and at the moment we are staying on one target which is Kenneth Robinson. And if that doesn't do it, we should include Callahan in the attack.

I've written to the Prime Minister, but I've written him an org type petition - a letter which is a petition being on the lines of the org with a CSW asking him to investigate and right the wrong. If he doesn't, you've got to go higher which is the Queen, I suppose. I feel the danger would have been to be to disburse the attack. Write desperate letters to Jeffrey Johnson, you get terribly desperate about it. Write first to Jeffrey Johnson, "I must see you." I get a letter back from his secretary, "Mr. Johnson is on holiday. Can you tell me what the meeting is about?" I said, "MY children's future is threatened, my wife is driven to distraction, and I find that I am now a second-class citizen, for God sake, see me." There was no reply so I sent them a letter. "The situation is deteriorating fast, I must see you." We've hit the bastard with two libel suits this week - he's dead scared to talk to us. You know, we're dangerous. All the time he won't see us, it's bad publicity for him. On conducting interviews with the press is not to defend us. Say "On the basis that everything Robinson has said about us is true," so now you've got nothing to defend." If it's all true, which it isn't."

Let's take a look at his action. We'll start the thing from there. A reporter walks in and I say, "Look, it's a confidence trick. It's a good con like you've got to admit it's a rich con - no one can accuse us of being poor." And like, we're getting 500 letters a day as a result of this publicity. He says, "Do you think you'll survive?" I said, "Well, the amazing thing is he's actually done us more good than you'd ever thought possible - getting 1,000 letters a day. I reckon that our membership will be up by 50,000 by the end of the year." They buy it, they don't check it - they print it.

The other thing I've found is they never do any homework, they just look at newspaper cuttings. If you've had a bad press, this is why we've had a continually bad press - they look up the old cuttings.

What I've learned is that you apply the policy never to be put at effect. As soon as you feel you are being put at effect, then you attack. You attack on the basis that the fellow has a bank which you can restimulate. This applies actually to any interview line whether it's dealing with the government or with the papers.

The last thing is to take the attack into their ground. We take the attack into the Ministry, into Parliament, and this week we'll visit newspaper offices as well. You can't bring them in here to thump the table because they, the editors, won't come. But you can go into there and be thrown out. So there's another story.

Not successful is employing anybody from the outside. Not successful is trying to arrange anything with a wog even if it's a wog reporter. Be willing to take any sort of clobbering - whether it be on TV or the press in order to get your own attack in. What is successful is Control. The twelve or thirteen reporters who covered the Congress loved us. We 8-c'd them viciously. Any PRO activity is better than no PRO activity because it gives them the ARC break of a not there. They can write whatever they want to about what's in their bank. Success is not being "careful of." The better the intelligence, the better PRO can do. Part of PRO is actually is legal because you can stage manage things Newspapers never expect you to deliver - all they want is a story. So you can say, "We're going to the united Nations, and you don't have to go." You'd better plan your story for the next three or four days. These guys need an angle, so you must feed them new ones. If you don't give them the angle, they'll find one that doesn't necessarily come from you. If you provide them with the angle, they are so lazy, that they will buy the angle you sell them - most of them are lazy. You can con them all you like, but they don't like to look silly in their own eyes.

The Broad Sheet is a success line.

Another big success factor in the PRO line, is the fact there are three OT VI's in the Guardian's Officer. You need it.
