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recent mission.

These activities have been done for YOU!

The surveys have been done for Mission Holders. We have found out exactly what was needed to launch, expand and boom a mission. Scientology Missions International is to help you do just that, SMI took your answers to heart, set to work and sent people out to do extensive research.

The research has shown what successful missions are doing right now to bring in new public, and has also isolated the factors that hindered expansion in smaller missions. Researching, isolating and making this data available to all Mission Holders will continue to be done. Future SMI Information Letters and issues of *CENTRE* will have data on successful test-

ing missions. These results have been used to set up and expand missions all over the world.

In this issue of *CENTRE*, you will learn about the projects, pilots, events and tours launched recently to provide the needed backup to do your job of making your mission a point of sanity in your community, where people can come and learn about *Scientology*, and begin their adventure to total freedom.

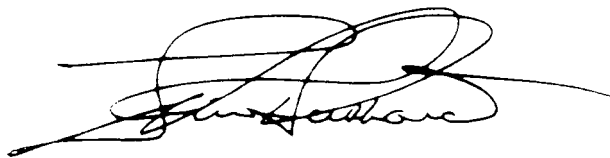
Mission Holders are there to Clear their communities and *Scientology Missions International* is here to back you up and provide you with what you need to achieve this goal.

Sincerely,  
Claire Edwards  
SMI Officer International

# THE MISSION JOURNAL NO. 57

## CONTENTS

**“The mission holder is a vital part of the Bridge. It’s open now. Help crowd them across it.”**



**L. Ron Hubbard**

from "The Bridge" by L. Ron Hubbard  
MISSIONS, M.I.V. No. 57

WE SERVITED AND TOGETHER  
WHAT MISSION HOLDERS NEEDED  
AND WANT TO EXPAND

# We are LAUNCHING A NEW ERA OF SERVICE TO MISSION HOLDERS

"Because Scientologists number millions,  
Scientologists do not look at the billions to whom  
Dianetics and Scientology are **BRAND**

"Those billions are still in the witch pit. They  
are still boiling."

"Dianetics and Scientology are **NEWS**."

"We are the only road out."

LRH HCO PL 20 August 1966  
DIANETICS AND SCIENTOLOGY ARE NEW

sees to it that all the per-  
missions are opened, that  
the where-withal they need to  
lic. in all the services,  
standard, every results  
gaining available from  
and Scientology technol-

that the International  
Mission Holders Conference at FLA  
that the Church could greatly  
accelerate its mission network expan-  
sion. Your attention is drawn to  
SMI activities. It should be clearly  
that point is needed to  
unite a body.

1) You want to know *hold*  
people in, where to get them from  
that successful service to route  
in who so that they continue  
progress

2) You want to establish  
line to do it, your  
departments

3) High volume of work  
flow, so you can handle it

The Mission Network has come a  
long way since the 1960s when  
the first mission holders were of-  
fered to Dianetics groups. The  
today's and the future of  
the Mission Network is to be,  
the Mission Network is to be,  
the Mission Network is to be,  
the Mission Network is to be,  
the Mission Network is to be,

the word in  
where DMSMH has been  
With the 20,000  
concepts, more and more  
people are coming for the technology.  
They must be trained into the  
Branches of the Mission Network.  
The word is that now of public.  
The word is that now of public.  
The word is that now of public.

Reach your public in volume  
and you need to reach and  
to build and fully establish your

These are by no means the only factors which contribute to expanding missions, but, with these solidly in place, nothing can stop a mission from rocketing into affluence.

## BOOMING DELIVERY

have recently been surveyed on the best and biggest missions to learn their successful actions. What are they doing to really bring delivery?

The vital factor which we discovered is that these missions provide the

to every single person, and  
through their doors. This  
with the very first service  
out of their Department  
Hubbard Dianetics Seminar  
for those wanting to know more  
about the reactive mind and the  
appropriate Life Improvement Course

that handles the exact ruin of those  
that suppress an interest in Scientology.

These missions have a single-hatted  
 Hubbard Professional Course Super-  
 or graduate who has very good c  
 of the students and their sc

Students come in, get standardized, revised and complete their courses with an exact result. Those who do not

**Free Daily Seminar**  
**Free Daily Conditions**

and know that something is going on  
about the reaction. I think I have  
move on, and then the Harvard  
Physics. After a course or sign up  
for professional training in the HGC.

These Living Life Improvement courses achieve the exact end result intended for that course. For instance, in the *How To Improve Relationships* course,

**Others Life Improvement Course—** reported as one of the most popular of these courses, this study is great for twin students, parents and teachers.

able to use the basic skills to improve  
relationships. Students complete  
the assignment in management courses.

cess of communication, a course which runs through, and to the exact result of someone who knows how to guide and control communication.

Winning Success Through Commu-  
nication Course graduates then con-  
tinue up *The Bridge* and become full-  
fledged Scientologists. Unlike early  
non-LRH TR courses with high  
rates, this 100% LRH course  
delivers results.

Their mission is care for the public in a friendly, interested way. Above all, they make sure that *Kinetics* and *Ecology* get home to the people. The successful missions' staff have a talent: they are delivering the right message and the exact route to it. In other words, guiding their public up the ridge. They are skilled in handling any public safety continue to program and service service along the coast.

But... do the people of the planet get there? What is the "secret" to their expansion? It is no secret at all. From the moment they opened their doors to the public, these people have had

PHCO 11 Nov 69

... MUSTS. Promoting new products is one by promoting free factories. This is through E... by passing... to...

lectures in crowded places. Three or four such lectures were held a week, based on chapters of *Psychics and Scientology* books. Such courses were their main means of obtaining

results they had to meet. The super-  
visor to run standards. The  
missions didn't try to one another.  
(Instead, they invested their ex-  
wards to be motivational. Thus,  
book sales were more delivery of  
courses.

Until they have fully trained auditors  
become independent, their missives  
are no attempt to deliver auditing to  
the public through hired auditors

from the field. Instead they sent those wanting nothing to the closest office and they collected the submissions.

the foundation of their expansion

built a wide-delivery courses that had the materials for and knew they could deliver while training more inspectors, auditors and Purification Run-down delivery personnel to expand their delivery capabilities and once they started

and the Purification of the Church. They kept in a line with the most honest org or the Flag Service Co. to send to them any preclears they had difficulty handling.

But there is an additional element to the best advertising missions that is common to these missions: a creative that evokes and then directs the desired behavior. All mission-driven ways of advertising share a similar attitude

...d, the... these missions...  
...spect of their operation—the...  
...ion, location, their proportion, the...  
...tting of the sun, the sea and...  
...ghly tech-trained personnel...

attitude of the mission staff—has one end product: to serve to their public to make them better individuals and use them to the bridge. This is how

...sion comes big and clears it

of the most vital factors in completing a mission is having technically trained personnel on hand to assist

mission. He posted a staff member with the sole responsibility to see that each mission was completed and personnel to deliver to the public.

**The Mission Staff Training Service** provides workable programs to assist you to train your auditors and supervisors.

The ideal scene for an instructor would be to have a Professional Course Supervisor go to the field and audit auditors, a task which is clearly at least one Graduate-level auditing

Graduate Class V Class Supervisor  
and a *Purification Run* (P/R) of  
post and delivering to the inc. Such  
a mission could not help but boom.

**CENTRE**

How do you achieve this ideal scene? It is simple. You build up your tech resources gradually. If you don't have a Professional Course Supervisor graduate in your mission, the first step is to send a staff member with a good production record and who is also a fast student to train on the *Hubbard Professional Course Supervisor Course*. An excellent course supervisor will get your stats into affluence in very short order.

Depending on the number of personnel you have, the next step is to train your auditor and case supervisor. This will take months, but think what the resulting expansion from delivering Expanded Grades, *New Era Dianetics*® and *Expanded Dianetics*™ to your public!

The *Flag Service Org* and *AOSH United Kingdom* are ideal environments to train your staff. These are the orgs where the best missions train their staff.

While you are training your tech personnel, you can immediately expand your delivery by training a Mini Course Supervisor Course supervisor and *Book One* auditors at your local org. This training takes only a couple of weeks!

The Mission Staff Training Officer is your personal consultant, so contact her and discuss with her your needs and plans to train your staff and increase your delivery potential.

## AN ABUNDANCE OF PROMOTION

Large, economical print runs are the key to cost-effective volume promotion for the Mission Network. The dissemination experts at Scientology Missions International know how to make every dollar count when providing you with the promotion you need and want. The most successful promotional materials are regularly scheduled for reprint and then shipped to your mission for immediate use.

Promotional pieces, such as *OCA*®

handouts, *Dianetics* and *Purification*® broadsheets, film tickets and book promotion are the main items you need to drive people in for introductory services. Over the last several weeks, millions of the above promotional pieces were sent from Scientology Missions International to missions around the planet. To help you distribute this promo around your community, the address and phone number of your mission was included in the promotional material sent to you from SMI Int.

These are the pieces that we finance and ship on a regular basis. Additional promotion for your basic services is also sent to you from time to time for use in reg interviews, information packets and mailings.

Scientology Missions International also works closely with the Planetary Dissemination Organization (PDO) to plan major media campaigns that blanket your areas and penetrate every level of society. These campaigns create an environment that is ready to reach for *Dianetics* and *Scientology*.

Along with your promotion, you receive a simple usage checklist. This tells you how to best utilize the promotion for the best results.

Promotion is so important to a mission's prosperity that we have posted a Mission Promotion In-Charge at SMI. His job is to ensure that all missions get the promotion they need. He is your promotion consultant. He knows at any given time what promotion exists and where it is, so communicate directly to him for any assistance you need.

## PUBLIC INFLOW

Many missions successfully apply *LRH* tech and policy to get volumes of new public into their mission. One of the most successful is Bournemouth Mission in the UK. They sell more than 250 books to new public per week, get 40-50 people started on their first

service each week and have 80-100 students on course continuously. How do they do this?

We decided there was only one good way to find out.

We fired two staff from Scientology



ABOVE: Successful reach-out actions such as the use of *Dianetics* balloons are being documented by Scientology Missions International and made available to you.

BELOW: All missions must have a huge supply of promotion that they constantly get into the hands of public in their community. SMI is ensuring that you have the promotion you need.

Missions International to Bournemouth to observe and fully document the successful actions that built this mission from a two-man mission four years ago to the 62-man mission it is today.

Our staff spent a week at Bournemouth, and observed every aspect of the public inflow lines. They noted how the mission promotes and to whom, as well as their successful recruitment and establishment lines.

Bournemouth runs an extremely successful Body Routing and Book-sales line. Teams of Body Routers do Tone Scale surveys on people passing by in the main street. They then bring them into one of the two book shops the mission has located strategically in the heart of the city—where thousands of people walk every day.

Once inside the bookshop, the prospect is sold a *Dianetics* book. In order to get the person into the mission and onto services, he is given an OCA test and scheduled for a free test evaluation at the mission. After testing and evaluation, the person is signed onto the service most applicable to handle what he needs handled.

The SMI staff at Bournemouth located the exact *LRH* references used by the mission: all successful actions to get public in and establish the mission were fully documented; the successful Department Six patterns were recorded; and each part of the Dept Six lines was photographed.

Two SMI Information Letters detailing these actions were immediately issued—one which covers the successful body routing, raw booksales and testing lines used by the mission, and the other covering the successful recruitment and establishment lines. These Information Letters have been sent to all missions. Each letter contains simple steps you can take to get in the successful on-policy actions.

What would you think if SMI came to your mission to hold a seminar which hats and drills your Department Six staff on these successful actions?

Well, that is precisely what is happening. We have worked out an exact timetable of seminars and events. Trained SMI staff are visiting regional areas to get Department Six staff in

each area hatted to apply successful public inflow actions. Los Gatos, Firenze, Valle, Glendale and Houston missions have already been visited by SMI Int and their success stories and statistical results speak for themselves.

But that's not all. SMI will also visit the other top missions on the planet to find out what makes *them* so successful. We will then release the data to all missions.

### PILOTING PUBLIC INFLOW LINES

SMI pilots public inflow lines which are covered in *LRH* policy in order to find out exactly how to get them in. It irons out any bugs to implement them and then exports them to all missions. Your mission could be the site of a pilot project to test a new line in application at any time.

Some of the SMI pilots include the line to get new public in through the use of *LRH* Public Dissemination Films; the line to send out information packs to public who reach to the mission for more information on *Dianetics* and *Scientology*, the testing line, and the recruitment and hiring lines.

### STABILITY THROUGH ESTABLISHMENT

How do you build up a mission from just a few people to a fully manned operation? How do you obtain personnel who know exactly what their post duties are and who can produce a valuable final product on their post?

The answer is establishment. A wealth of *LRH* technology exists describing how to establish and build up an organization. Trained SMI consultants will help you get these references applied in your mission. You can write to them care of SMI Int.

Many of you have seen the full hat packs for the 15 key posts a mission needs to get in public, sell and deliver to them and make new *Scientists*. These hat packs, with lots of drills and practicals, were put

together by SMI Int to enable any mission staff member to become competent on post and get out high-volume production. If you don't have these hat packs, you can obtain them from SMI and get your staff through them.

### MAKING EXPANSION POSSIBLE

As you can see, the first products to provide you with the best dissemination and delivery actions of the top missions on the planet have started to come off the line. We are now preparing further material. For instance, SMI just fired a project to a mission in California to find out what makes them the most successful *Purification Rundown* dissemination and delivery line in the Network. This data will be codified and exported for your immediate use.

SMI Int is also touring every mission region, and yours will be included, too. SMI executives are working directly with the mission staff to create real and doable tailor-made dissemination campaigns and programs to expand the reach and statistics of your region.

These are some of the ongoing SMI activities. In the next editions of *CENTRE* and through SMI Newsletters, we will keep you updated on our projects, products and further activities to provide you with the best possible information and material to accelerate your expansion.

Our purpose at SMI Int is to introduce millions of new people to the technologies of *Dianetics* and *Scientology* and get them successfully started and moving on their voyage to total freedom.

You too should redouble your effort. It is going to take all existing and future Mission Holders working as a tight team to win the game of Planetary Clearing.

And we are here to help you do just that.

CENTRE 7



# PROMOTION

by L. A. ...

**T**he heart of missions is the FSM program wherein the mission has its own FSMs. (FSM = field staff members.)

No mission ever got anywhere without field staff members. Some how pretend not to be

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## OPENING NEW MISSIONS

One of the major purposes of SMIs is to open up new missions in all areas of the world. In fact, LRM has given us a target to get 10 missions formed and operating in every major city on the planet. This includes getting new missions opened in "pioneer" areas where no *Dianetics* or *Scientology* activity exists. This is the order of magnitude required to clear

The Hollywood Guaranty Building in Los Angeles, home of Upper Middle Management for the Church of Scientology International, is where Scientology Missions International has its offices.

...where he helped set up the very successful SMI office that directs much of the expansion activity that happens in that huge country.

The Commanding Officer SMI Expansion Office opens new countries to *Dianetics* and *Scientology* by getting *Scientists* hatted on how to disseminate into an area. They are taught how to get out of non-existence in the new environment they are getting established in. Full research for every new area is conducted and a thorough initial plan is drawn to open the area. In most cases, with only a few resources, these pioneers then get a brand-new country opened for the first time to the technologies of *Dianetics* and *Scientology*. This is how Hungary, Poland, Nicaragua, Chile, Iceland and the rest of the 75 new countries were opened since the SMI Expansion Office was established.

The missionaries are closely guided in their activities by the SMI Expansion Office. These pioneer *Scientists* bring hope for the first time to millions of people who had no way to achieve a better existence before.

So huge is the demand for LRH's technologies that, during the last year alone, the SMI Expansion Office opened 35 missions and groups in new countries.

One example of a recently opened



Scientology Missions International staff about to fire to a new mission to help it start out right.

country is Nicaragua. Dr. Eduardo Cuadras found an advertisement for *Dianetics*, and ordered a copy of the book. He read the book, taught himself to audit, and delivered more than 50 *Dianetics* sessions.

He then contacted representatives of SMI and requested to open a mission in Nicaragua.

One of his first actions was to present *Dianetics* on the main national TV station. This 12-minute program presented DMSMH, explaining what *Dianetics* is and how it works. And during the program, he announced the opening of his mission in Managua, Nicaragua!

He also appeared recently on nation-

...will deliver *Dianetics* in Moscow and St. Petersburg. Seminars are being held on radio and TV. The team will use their skills as *Scientists* to help establish the first opened missions in Moscow and St. Petersburg. Malcom and Renee will also be working in Yaroslavl with the group which will become the next mission in Russia!

## THE SMI OFFICER INTERNATIONAL

The SMI Officer International is the terminal who helps Mission Holders expand their missions and handle any problems or barriers that arise in the process.

SMI Officer Int, Lt. Commander Claire Edwards, has toured extensively to missions and mission regional areas all over the world. In recent months, she held conferences and seminars in

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# SCIENTOLOGY MISSION ORGANIZATION

COMMANDING OFFICER

D/COMMANDING OFFICER

## SUPERCARGO SMI INT

### BUREAU SEVEN EXECUTIVE BUREAU

Commanding Officer runs SMI International as an org to obtain all of its products.

SMI Officer International is the executive who Mission Holders and staff contact to help them handle situations, resolve difficulties they have either personally or with their mission, or in any way attend to SMI external activities. Holds Conferences and regional meetings to brief Mission Holders on new strategies and successful actions to boom.

### BUREAU ONE HCO BUREAU

Sends out the weekly mailpack from SMI Int to all missions. It contains the latest issues, news and data from SMI Int, programs and other communication.

### BUREAU TWO DISSEMINATION BUREAU

Provides promotion to missions. Produces the promotion centrally and ships to all missions. The Mission Promotion I/C personally communicates with missions to ensure they get the needed promo and obtains data from missions on which promo has gotten the best response for use in future printing.

Produces and ships hat packs that missions need to hat their staff.

Delivers SMI Starter Packages to new Mission Holders.

Writes, produces and sends out SMI Information Letters to missions.

### BUREAU THREE TREASURY BUREAU

Collects and produces income for SMI Int, providing wherewithal to better service all missions.

Film Lease I/C is located in Treasury SMI Int. He ensures missions have all the LRH Public Dissemination films they need and helps missions to fully utilize the films to increase public inflow.

# MISSIONS INTERNATIONAL ORGANIZING BOARD

CHIEF OFFICER

OFFICER FOR ESTABLISHMENT

SMI OFFICER INT

This organizing board is provided as a guide so you can see who to communicate with at SMI Int in order to expand your mission. Each of the Bureaux in SMI Int are shown, along with a brief description of their functions.

## CHIEF OFFICER SMI INT

BUREAU FOUR REGISTRATION BUREAU	BUREAU FOUR A MISSION CONSULTANCY BUREAU	BUREAU FIVE QUALIFICATIONS BUREAU	BUREAU SIX DISTRIBUTION BUREAU
<p>Sells the SMI Starter Package, thereby creating new members for the Mission Network.</p> <p>Maintains a Central Files for Scientology Missions International and regularly writes and mails to it.</p>	<p>Opens new missions and gets them built up and operational.</p> <p>Provides individual consultation to every mission in the world.</p> <p>Mission Staff Training Officer is located in this Bureau and ensures that a constant flow of tech and admin trainees are sent by missions for full-time training, gotten through fast and returned to their missions.</p> <p>SMI Reports Officer is located in this Bureau. Missions can send copies of reports to the SMI Reports Officer.</p> <p>SMI Justice Officer is also located in this Bureau. He helps missions expedite justice cycles and ensures fair justice occurs in the Mission Network per LRH Policy.</p>	<p>Provides qualifications services to the executives and staff of Scientology Missions International.</p>	<p>Promotes the Mission Network and interests Scientologists in becoming Mission Holders and mission staff.</p>

SMI records.

Many wins were reported at the conference by Mission staff revitalized on their purpose and gung-ho to get new people onto *The Bridge*. One very successful seminar was given to 50 FSMs and Div 6 mission staff at the Los Gatos Mission. They were drilled on the application of HCO PL 23 Q245, 1965 Dissemination Drill and HCO PL 9 September 1961 How To Self-Seminar To Your Friends.

Nancy McKenna, the Mission FSM I/C, had this to say:

"This is by far the best event we have ever had for the FSMs. This is interesting to me as the FSM I/C because I have a lot of backup from SMI at the mission level. My FSMs were revitalized and really duplicated what LRH was intending in the policy 'How To Self-Seminar To Your Friends.' All in all, I really want to thank SMI for this fantastic help flow. I hope we can do it again!"

Seminars will continue to occur in all regional areas and we will let you know the dates. All your staff and FSMs are invited to attend. Upcoming events include the EUS Mission Holders' Conference and the European/UK Mission Holders' Conference at *Saint Hill* in the UK.

## DISSEMINATION

A key function of the Dissemination Bureau is to ensure missions are provided with the promotion they need to get public in and onto *The Bridge*.

Activity in SMI Int's Dissemination Bureau has increased considerably with the addition of the Mission Promotion In-Charge, Chris Gill. He has been getting in the service lines to ensure you get the promotion you need.

The Mission Promotion In-Charge  
14 CENTRE

is in regular contact with missions to ascertain the effectiveness of promotional pieces. He also reviews, updates, and circulates regarding response to promotional by missions.

From this data, he then isolates the most effective promotion pieces in use by missions and gets these printed centrally in bulk and shipped out to missions.

When you receive the promotion from SMI, you will see that we supply a usage checklist with simple steps to utilize the promotion for maximum result.

The Mission Promotion In-Charge always has the most up-to-date information about which promotion pieces are getting the best response, so you can contact him at any time to find out. He will assist you to obtain such promotion for your mission and work with you to get it into use in your community.

## MISSION CONSULTANCY

The Mission Consultancy Bureau exists to open, consult and expand in-tech, on-purpose missions. The New Mission Formation Branch, part of the Consultancy Bureau, has the

The purpose of this campaign is to help each and every mission with a strong technical delivery tremendously increase delivery to the public.

The Mission Staff Training Officer works directly with each of you to get full-time technical trainees sent to your nearest Class V org or *Saint Hill* or *Flag Service Org* for technical training.

And he also liaises directly with each org to ensure that the trainees you send get rapidly through their training and return to your mission.

This is a very important campaign because our expansion depends upon standard delivery of the tech. It is crucial to have trained personnel.

Ulm Mission in Germany sent one of their auditors to *Flag* for full-time training to Graduate V Auditor. This helped the mission boom their delivery. Here is his success story:

"I recently returned from *Flag*!

in the mission, I'm C/S I and also holding the Qual Director.

"It's quite a difference in every area of my post. As a Class IV Auditor and C/S I had a kind of back-off from handling 'rough PCs.' Now, as a Grad V Auditor, I have every tool there is to handle any PC. This gives me much confidence and competence.

"As a case supervisor, I'm even more standard than before, and every little outpoint gets corrected. I'm also pushing up the quantity of auditing and our auditing hours statistic is now in long-range uptrend.

"Also, I have no trouble in getting PCs. I have increased the number of PCs on my lineup to double what I had before.

"Thanks to everybody who helped me on this training cycle."

Fair and swift justice is a vital element in the survival of any group or organization. The SMI Justice Chief, located in the Mission Consultancy Bureau, is there to personally assist you with ethics or justice matters in your mission which can't be resolved locally. He has the LRH references that you need to bring about a safe environment to operate in. The SMI Justice Chief is there to assist you to remove blocks to production and his lines are wide open to you.

## WE ARE HERE TO SERVICE YOU

Scientology Missions International is here to service you. Every action you take to get new public onto *The Bridge* greatly assists the expansion of Scientology across the planet, so we want to back you up all the way.

## TIPS FOR EXPANSION

Your purpose as a mission is to get public onto and moving up *The Bridge* to OT.

As a result of the *Dianetics* cam-

paign and the dissemination missions have done, many people have now been exposed to or know of the existence of *Dianetics*. And many of them are looking for solutions to their troubled lives. It is up to you to put their feet on *The Bridge*.

Here are some dissemination and delivery actions the most successful missions are taking to reach into their communities and make new *Scientists* in volume. They have proven workability. You can use the same actions in your own area.

- You can get tons of people onto *The Bridge* by selling them LRH books.

**"Book sales are the key to org survival and expansion. They are the FIRST line of promotion and contact.**

**"Flood the public with books and they will come into the org for services in droves.**

**"Books do make Booms."** LRH, HCO PL 10 July 1979R Publications Organizations Are Sales Organizations.

Some missions set up book tables at local fairs, and others sell door-to-door. Many methods exist to get books into public hands.

- Drill your staff on the Dissemination Drill as given in HCO PL 23 October 1965, THE DISSEMINATION DRILL. Also put them through the *Hubbard*\* Dissemination Course. This will make your staff and field into professional disseminators.

- Stock up on all materials you need to deliver all the routes services. For a mission, these are: *Dianetics* Co-Auditing Route, *Dianetics* Professional Auditing Route, Success Through Communication Course Route, Life Improvement Course Route, *Scientology* Introductory Auditing Route, *Purification*\* Route and The Way To Happiness Route (Ref: HCO PL 22 December 1982RB SERVICE ROUTES FOR NEW PUBLIC).

- Run *Dianetics* Seminars every week. Promote them in advance, get lots of people in to the seminars, show the "How to Use *Dianetics*"



A SMI Consultant going over broad expansion plans

video at the start of the seminar and get new people through the *Hubbard Dianetics Seminar Course* and *Hubbard Dianetics Auditor Course*, then on up *The Bridge*. Encourage students on the *Hubbard Dianetics Seminar* or the *Hubbard Dianetics Auditor Course* to co-audit as much as they please. The more auditing they give and receive, the more gains they will get.

SMI sent you checklists for a *Dianetics Seminar* which you will find useful to organize yours.

- To the degree you have technically trained staff, your delivery of *Dianetics* and *Scientology* will be stellar. To assist you in making this happen, the Mission Staff Training Officer at SMI will work with you to get staff trained and back to your mission to deliver the tech to your public.

**"You're the single most vital civilizing influence on Earth today. If you don't tell people this, if you don't conduct yourself accordingly as a public service with a greater level of authority given to you by your command of knowledge of life, what you are and what you're doing, then you'll keep playing along in the bush league. You establish by your own postulate the size and importance of your own activity."** —LRH (from lecture HOW TO CREATE AND INSTRUCT A PE COURSE, PART II).



**T**here is no doubt that *Dianetics* is taking the world by storm. The book has sold over 16 million copies and is now published in 22 languages including Russian, Chinese and Japanese.

The annual anniversary event of *Dianetics* was attended by thousands of people, many of these from missions. This event launched the biggest *Dianetics* campaign to date.

The recent release of the book in Russia recalled scenes from 1950 when LRAH first released the book in the United States to overwhelmingly popular response. Bookstores selling out of the book within hours; printing companies working around the clock to keep up with the demand for books from book suppliers who themselves are running to get enough books into stock to keep up with the demand from the public.

Meanwhile, the book continues to appear repeatedly on national bestseller lists. In the United States alone, an estimated 80 million people have read *Dianetics*.

This is VERY good news for the Mission Network. You have a tremendous resource of people who have already been reached by LRAH tech through reading the book and therefore have some reality on the man and his works. This makes the job of disseminating *Scientology*—one of the key functions of a mission—very easy!

All you really have to do is to get out into your community, promote heavily that your mission is the place where *Dianetics* technology is

being delivered and get people in to satisfy their reach. It really is that simple!!

So how do you capitalize on this *Dianetics* boom? How do you take all those ever increasing numbers of *Dianetics* readers and channel them onto *The Bridge*? Well, the answer is really not that difficult because you have a fantastic tool to make it possible to get people onto *The Bridge* which is the *Dianetics* routes services.

The Hubbard *Dianetics* Seminar and Hubbard *Dianetics* Auditor Course and *Dianetics* Professional Auditing are tools for your use to get people onto *The Bridge*. You also have the "How to Use *Dianetics*" video which is designed to get people applying *Dianetics* immediately. This video is shown right at the beginning of each *Dianetics* seminar.

And THAT is how you become known in your community as the organization that is delivering this miracle tech—you get in the *Dianetics* route and you get it in for real. Put on *Dianetics* seminars. Advertise them broadly throughout your community, promote them heavily. Get people in to these seminars, then get them co-auditing. From there it is only a simple step of delivering excellent service, to get these people onto *The Bridge*.

We want all missions to boom. The time is right to take advantage of the increased reach for and popularity of *Dianetics*. You do it by getting in the *Dianetics* routes to *The Bridge* and getting each and every student graduating as an accomplished *Book One* auditor.

## CREATING A BOOM FOR MISSIONS

# • MISSION GRAPEVINE • MISSION GRAPEVINE • MISSIO

## LOS GATOS HOLDS FSM WEEK ABOARD FREEWINDS

According to Mission Holder Joey Alessandrini and Exec Dir Jim Sturges, 75 Los Gatos Mission FSMs and staff had a fun-filled and educational week recently aboard the *Freewinds*, where they were hatted and drilled on all aspects of dissemination.

A series of seminars, held throughout the week for the FSMs and staff, provided them with key *LRH* stable data regarding dissemination—in particular the Dissemination Drill. Attendees reported that complexities and false data regarding dissemination were stripped away during the sem-



The staff and FSMs of Los Gatos Mission enjoying themselves aboard the *Freewinds*.

inars. The result? A renewed dedication by the Los Gatos FSMs to go out into the community and disseminate.

Highlights of the week also included a gala FSM Awards Ceremony, where the top FSMs for the mission were presented awards and a special ceremony on the final night. There, the Commanding Officer of the *Freewinds* presented a special award to the FSMs

and staff of the mission for their dedication in setting up and making the whole week happen.



The Dianetics Running Team shown here outside Boston org.

## DIANETICS AT THE BOSTON MARATHON

*Dianetics* was notably present at the world-famous Boston Marathon in the form of Mission staff from the Boston area, as well as staff from the Boston org and, of course, the celebrated US *Dianetics* running team.

The staff distributed thousands of pieces of *Dianetics* promotion prior to the marathon, saturating the Boston area with the message that *Dianetics*

works. Banners were positioned at key public points along the marathon route and thousands of *Dianetics* balloons were given out at the race.

Between 4,100 and 4,200 *Dianetics* books were given out to over half the 8000-plus runners in the marathon, and overall the book was very well received.

## SAN FRANCISCO MISSION LECTURES AT LOCAL SCHOOLS

San Francisco Mission has recently been delivering lectures on *Dianetics* and *Scientology* to young students at different schools in the Bay Area. The most recent was to a group of 175 students at Mills High School where they were asked to present the "What Is *Scientology*?" book. This was met with great enthusiasm by the students; the lecturer received a standing ovation, followed by many thank you letters from the teachers and an invitation for him to return, presented by the teachers' association.

## MOROCCO IS OPENED

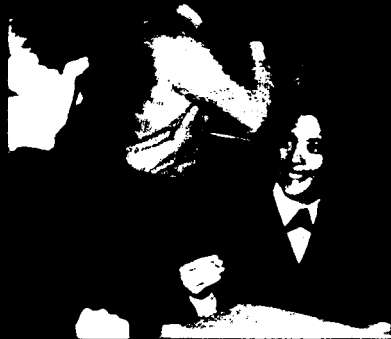
A SMI Ace team recently fired to Morocco with a missionary and started the first *Dianetics* and *Scientology* delivery there. They began by setting up a seminar in one of the smaller towns and delivered this to 40 people. The seminar went well and, as a result, a *Dianetics* group of 10 people has been set up and is now delivering *Dianetics* Seminars to the public.

**HOLD**



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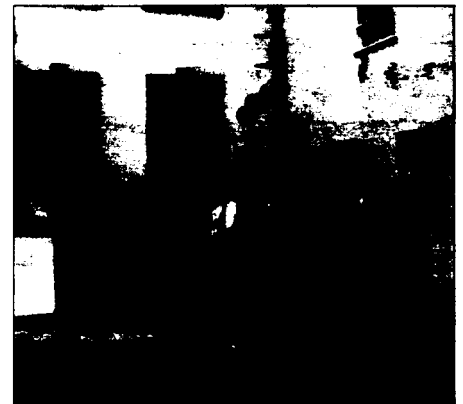
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# N GRAPEVINE • ME

## EXPANDING MISSIONS

Pictured here are some rapidly expanding missions in the Network. All of them are getting public onto *The Bridge* in volume and expanding rapidly as a result. The top photo shows the staff of Taichung Mission in Taiwan; the next photo shows staff of the Bournemouth Mission in England; the staff of Vancouver Mission in Canada feature in the third photo.



# MISSION GRAPEVINE

## FIRST DELIVERY OF LRH TECH IN PANAMA

LRH tech is now being delivered in Panama! An upstat *Scientologist*, Margarita Echemarria, has recently started a study group in Panama City.

Margarita had decided to take *Scientology* to her country after receiving services on lines at the Costa Rica mission. The group currently consists of five people and more are joining each week because Margarita has been getting *Dianetics* and *Scientology* featured on radio programs at the local radio station.

## DIANETICS IN ESTONIA

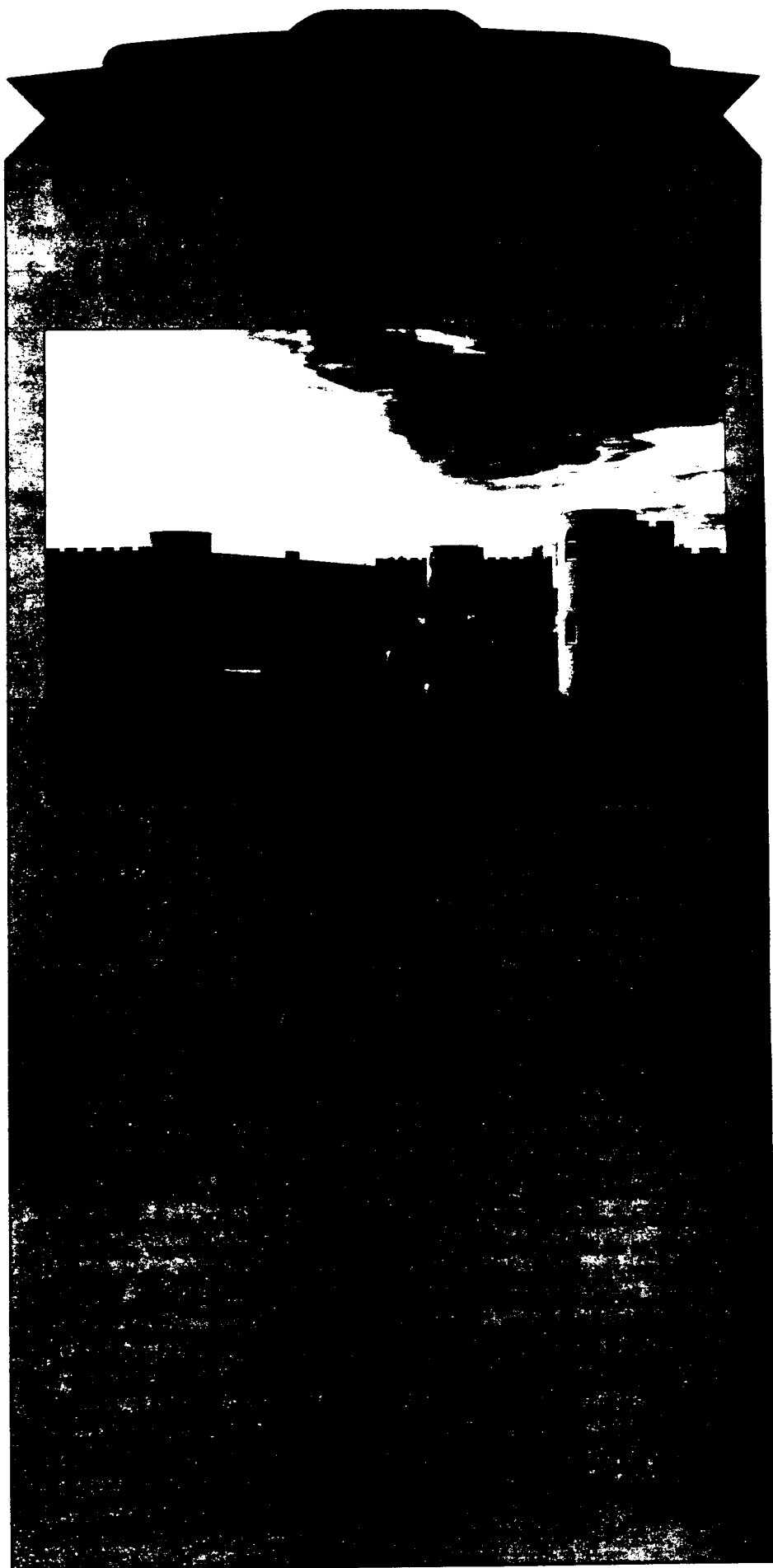
The first *Dianetics* group has started in Estonia—one of the newly independent Russian republics.

The Helsinki City Office held a *Dianetics* Seminar in the city of Tallinn, Estonia. Thirteen people attended the seminar and all have now joined the *Dianetics* group which was started by members of the city office shortly after the seminar. They are meeting several times a week to co-audit *Dianetics*.

## TURKEY

The first-ever *Dianetics* seminar was recently held in the city of Ankara, Turkey. At this seminar 25 *Dianetics* Auditors were made who are now continuing to co-audit. Here is a success story from a first Turkish graduate:

"From this seminar I have learned that there is a reason for the pains and fears we come up against in life. *Dianetics* is a brand-new concept for our country. I think people who prepared the seminar can be considered as a beginning for its introduction in our country. *Dianetics* is a miracle way for people to know themselves. I think, by the help of *Dianetics*, there will be no one in the world with problems."



CENTRE 19

# WHAT IS SCIENTOLOGY?

A handbook to help you find out more about the religion



## A DISSEMINATION

*Scientology is here to create a better world for everyone. Give your family and associates knowledge about it.*

Give them "What Is Scientology?"

More than 600 pages of information contain every piece of information you need to answer all the questions anyone may have on *Scientology*. They ask—*we give the answers!*

This edition contains practically everything which is in the hardback, and excludes only the reference materials, such as the chronological listing of Source materials and the Axioms and Logics.

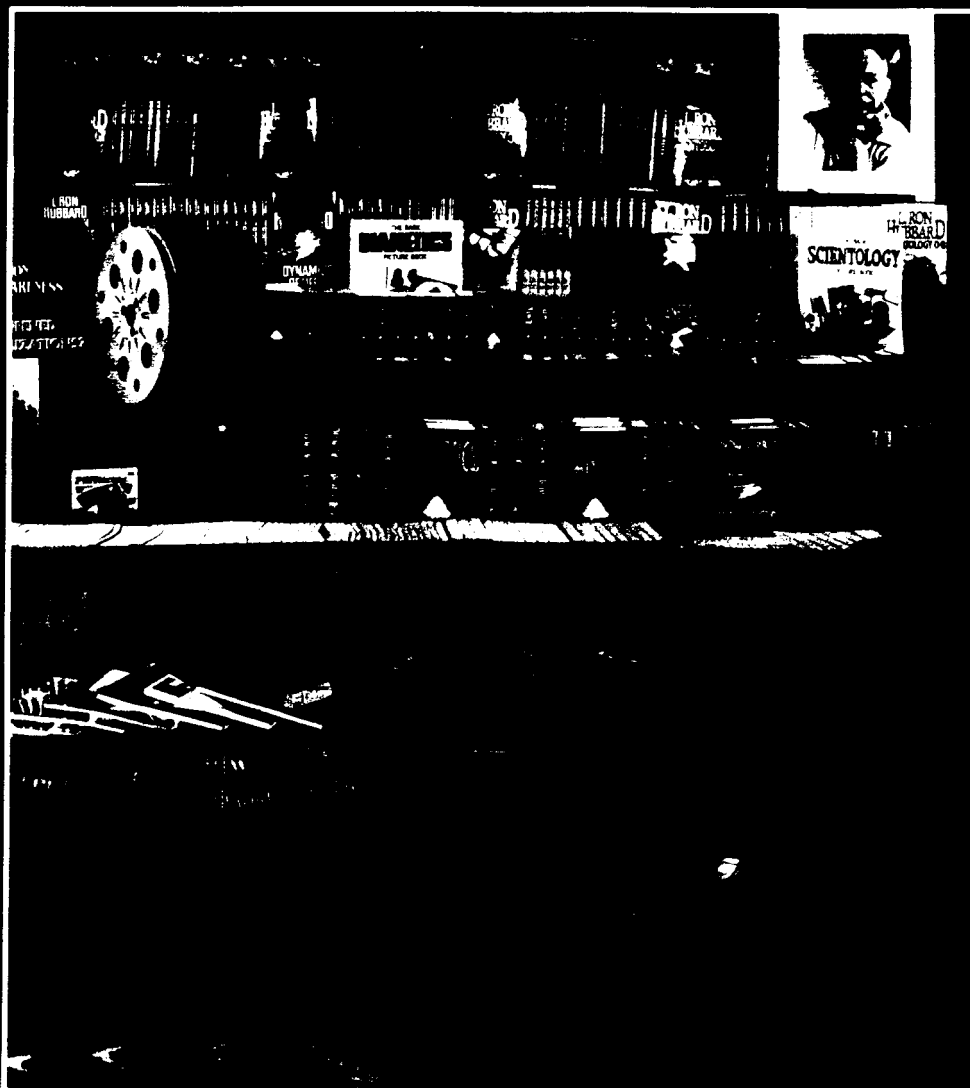
In order to help everyone get through this book with a full understanding, there is a new extension course for "What Is *Scientology*." It contains 26 lessons and 260 questions, and can be used with either the paperback or hardback editions.

## CREATE A BETTER WORLD TODAY

Buy and distribute "What Is *Scientology*?" paperback. This book is an ideal dissemination tool for missions. By getting this book sold and used, you will be significantly increasing dissemination of *Dianetics* and *Scientology*. A 50 percent discount is available to any mission which orders 25 or more copies from its nearest Publications organization. Contact your Publications organization for more information.

20 CENTRE

# THE SMI MISSION STARTER PACKAGE



## BECOME A MISSION HOLDER!

When you become a Mission Holder you receive the SMI Starter Package which is an entire package containing everything needed by a new Mission Holder to begin dissemination and delivery of *Dianetics* and *Scientology*. It includes:

- Invoice machines
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- Clay
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- Over 50,000 promotional pieces
- 850 *Dianetics* and *Scientology* books
- Dictionaries
- Over 500 Div 6 materials
- Extension courses
- Life Improvement Course packs
- Six *LRH* introductory films
- 16mm projector
- Testing materials
- Routing forms
- Standard Tech Cassette Deck

As soon as you purchase your SMI Starter Package, you can begin delivering *Dianetics* and *Scientology* to the public in your chosen district!

### PURCHASE THE SMI STARTER PACKAGE TODAY!

Contact the Registration Chief at:  
SMI International  
6331 Hollywood Blvd., Suite 501  
Los Angeles, CA 90028-6314  
Telephone: (213) 960-3570

Or contact your nearest SMI Continental Office at any of the addresses listed in this issue.



CENTRE 21

**SMI International has a Continental Office on each Continent of the world! To get further information on how you can open up your mission or assist in pioneer areas, contact your SMI Continental Office TODAY!**

#### **UNITED STATES**

##### **SMI WEST US**

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#### **UNITED KINGDOM**

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Telephone: 0342-300186 or  
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##### **SMI EUROPE**

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Telephone: 31231547

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##### **SMI ANZO**

3rd Floor  
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Sydney, New South Wales  
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Chiesa Nazionale de  
Scientology D'Italia  
Via Rimembranze  
Sesto S. Giovanni  
Milano, Italy 12  
Telephone: 92109321 or  
92109321

#### **AFRICA**

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95 Commissioner Street  
Johannesburg 2001  
South Africa  
Telephone: 8365748 or  
8365435

#### **CANADA**

##### **SMI CANADA**

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Toronto, Ontario M4Y 2A1  
Canada  
Telephone: (416) 962-5179

#### **LATIN AMERICA**

##### **SMI LATAM**

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Cal del Valle C.P.  
03100 Mexico, D.F., Mexico  
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#### **FLAG LAND BASE**

##### **SMI EXPANSION OFFICE**

210 South Fort Harrison Ave.  
Clearwater, Florida 34616 USA  
Telephone: (813) 461-1294  
ext. 4808 or 6242

# **WRITE TO US**

We are always interested in hearing your originations, wins, news and happenings in your area.

Please send them in to the *CENTRE* Magazine for publication. Photographs are also very welcome. We want to know what YOU are doing.

Please write to:

The Editor

*CENTRE* Magazine

c/o Scientology Missions International  
6331 Hollywood Boulevard, Suite 501  
Los Angeles, CA 90028-6314



## RTC Report Line

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## JOIN THE TEAM THAT'S SPEARHEADING THE CLEARING OF THE PLANET

SMI International is a well-organized Sea Org team with the confront, the know-how and the dedication to lead and expand the Mission Network in its vital role of making new *Scientologists*.

At SMI, our emphasis is on teamwork. We know the importance of teamwork in clearing the planet, so we work hard and fast as a team to get the job done.

Through training and processing, we become more competent beings every day and we know it! Through the wins we have in creating planetary expansion for *Scientology* by standard application of *LRH* tech and policy, we see that we ARE creating an effect and our morale is sky high as a result.

We want you to join us. SMI International is hiring a few qualified individuals to lead the charge of front-line dissemination. We need people who are skilled in dissemination, marketing, copywriting, designing and public relations. To see if you qualify, contact:

Sea Org Recruitment Officer  
SMI International  
6331 Hollywood Blvd., Suite 501  
Los Angeles, CA 90028-6314  
Or call: (213) 960-3570

*"So, the Sea Organization is composed of people who alone would excite great admiration but who together, well-organized, can actually get the job done."*

**L. Ron Hubbard**



