



OFFICE OF SPECIAL AFFAIRS

OSA Network Order No. 79

OSA NW
All Execs & Staff

1 September 2006

PR AND THE MIND

(Taken from a 23 June 1971 despatch
to a Dept. 20 FEBC student aboard the *Apollo*.)

The essence of PR is to know how the mind works. The essence of expansion is a full knowledge of Tech.

I could not produce as a Product Officer unless I was the best C/S around here and I could not spot field outnesses unless I knew where the exact tech of training and auditing had broken down.

Further I could not handle strategy in external matters unless I knew how the mind works and what its buttons are.

You are giving tech skills low priority and yet it is the commodity you are pushing into the society.

L. RON HUBBARD
Founder