



# OFFICE OF SPECIAL AFFAIRS

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## OSA Network Order No. 91

OSA NW  
All Execs & Staff

1 September 2006

*Confidential*

### ADVISORY COMMITTEES AND PR

(Excerpted from a briefing of 22 October 1969.)

I am always perfectly willing to imitate any enemy successful action. I happen to be not so much self-determined as pan-determined.

They do something very successful: they walk around and get the Mayor, the “very best people,” and they ask Senator Glutz if he won’t serve on their board. They collect all of these names and they have something to tell the guy that makes him, charitywise, look like a saint. They put all these names on the letterhead and people who see the letterhead think it is something. That is actually all there is to the World Federation of Mental Health and the National Health Association. Then they get their own psychotics—they have little chapters—and they go around and collect money. It’s just PRO puff.

There’s murder and death back of this. So the collection of names isn’t all that difficult if you have some puff to sell.

The name has got to have puff too. “Well, you see there’s a very important organization, you see, very important, only the very best people possibly have anything to do with it and actually we have been asked—nonprofit, of course, and all that sort of thing—to give considerable advice on administrative matters for new and forming states. And we thought of you, of course, at once, a man of your brilliance, and we would like to make you a member of the Advisory Council.”

“Oh well, yes of course. Oh, rather! Hum, hum.” And the next thing, you start working up some puff for it in the press and you issue puff releases in the press. “The Advisory Board of the American Institute of Human Engineering was addressed

yesterday at the luncheon by Senator Puff Pants and he said in his great wisdom that poor people were terribly poor. Yes, a paper was submitted on it.”

You get one name and you can get two, and you get two and you can get six and so forth. You are not looking for donations when you are looking for those names: you are just looking for your Advisory Council. Now you take that battery of names and then you go around and ask for donations. That's how it's done.

**L. RON HUBBARD**  
**Founder**