



OFFICE OF SPECIAL AFFAIRS

OSA Network Order No. 93

OSA NW
All Execs & Staff

1 September 2006

Confidential

PURIFICATION CAMPAIGN

(Taken from a despatch of 14 December 1979.)

Begin a campaign on the Purification Rundown.

Build the campaign week by week and month by month in various ways concerning this new and startling development to handle the disabled being caused by the world's drug problems.

Work on every angle you can on the Purification Rundown and present it in many guises. It is basically a human interest story and is susceptible to many pieces of hard news. These include pitiful cases, controversies about brain damage, spectacular discoveries, case histories, group and government adoption of it, etc.

The pattern of this is many discovery type releases plus human interest plus controversy.

You can work this out as to create questions in peoples' mind: How come they're hitting at the guy that developed this Rundown?

There are plenty of scandal sheets that can absorb various angles such as: Is the government actually internationally drugging the population to make zombies out of them?

This story has mileage so you had better organize up to handle it as a separate campaign with writers that maintain news releases, with comm lines in so that you get the latest news on cases, Narconon, stats on drugs as scourge, etc. Get one or two copywriters that can just keep thinking up and batting out exciting news releases.

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This is the reply to press campaigns by the government over the years.

It will develop as it goes along.

Factually you have your hands on one of the stories of the century because we're going to de-drug this culture.

The Rundown is terribly and amazingly popular with people which makes your job easier.

My target is creating a new public state of mind and flourishing and prospering. You can go a long way on pure theta but it has to have angles. It is certain the population will be on your side on this.

This PR project is not at all the same project as promoting the Rundown through international marketing.

The angles on it are innumerable.

Think Big.

L. RON HUBBARD
Founder