

E X E C U T I V E D I R E C T I V E

GOLD ED 1795

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MARKETING GOLD
TAPES GOLD
ALL GOLD CREW

LC GOLD TO EXECUTE

CASSETTE SERIES COMPILATIONS DEBUG

Currently there are bugs on the compilation and export of tape series.

The Purpose of Org Series packaging has yet to be approved and activated. An order to look at doing an individual cassette was dropped as "unworkable" without any review of source material.

I gathered the LRH^{T.M.} advices on the subject and investigated and these findings are published so Gold crew are aware of the situation and so executives and staff specifically concerned can take action from their hat to handle.

CASSETTE SERIES

There are two advices on how to compile a series.

These are: 2 Dec 1976 to CSPRB Re: LECTURES ON CASSETTES and 19 Jan 1983 to CO S Re: Dianetic Tape Lectures.

LRH also had the study tape series done, but no advice on HOW it was worked out could be found.

Review of these advices and review of the actual details of the Purpose of Org Series finds that the 7 tape series, proposed by Marketing Gold, is okay.

Needed, however, is a full work out on future tape series. Snr C/S Int, in coordination with other executives, has compiled a two year release schedule which includes a large quantity of needed cassette series.

A marketing staff member must take this list and NOW propose the individual tapes to be on each series so that the mix team can mix them and Gold can get ahead of the game on preparing it's releases.

Done right, all lectures can be released in at least one series. Releasing one lecture more than once is ok, though each series would need to have it's own distinct material so that it is marketable in it's own right.

CLASSIC CASSETTES

There are a large number of advices on the subject of CLASSIC CASSETTES.

This was to be the first cassette series produced but due to sabotage from SP's on the lines, actions to produce this as a SERIES were blocked.

A full package of these advices must be studied by marketing.

Road to Truth is a classic cassette. Scientology[®], Effective Knowledge is also a classic cassette. I could not find anything indicating the Story of Dianetics^{T.M.} and Scientology was meant to be a classic cassette.

Studying the advices there is stable data on what classic cassettes are:

1. They are to be single cassettes with the purpose of broad public appeal. They should be inexpensive and easy to distribute.

2. The latest advice on packaging is that they are supposed to have a similarity of packaging. Originally they were getting their own painting, such as SEK, but then on 6 April 1979 this was changed.

3. Several lectures were picked to include in the series but there was much trouble getting an answer to LRH's question "what should be in the classic cassette series?" He once gave the survey to do: "Get a survey out fast and ask various old timers what their favorite lectures are. (This is needed to determine what should actually be on the Classic Cassette series.)" He also wanted raw public RFO surveys done into what they were interested in.

This Classic Cassette planning must be unearthed and the two surveys done:

a. Asking old timers per the survey question above. (This is being done already.)

b. Doing an RFO to find out what the raw public are interested in. LRH Comm Gold needs to get a program put together that gets in the LRH advices on Classic Cassettes.

OUTLINE OF THE SERIES

The following is opinion.

My outline of the series is:

- We don't have to put an end to it. Ie, it doesn't have to be any set number of cassettes.

- We can work out a new package design that is much better than the old Road to Truth one and would be useable on all the cassettes.

- They would be numbered.

- In the J-card we could promote the other cassettes of the series and have a MORE INFO CARD so these route people toward a service.

- We could then repackage SCIENTOLOGY, EFFECTIVE KNOWLEDGE and ROAD TO TRUTH as part of the series.

- It could then receive general promotion on the Classic Cassette series. Gold could even get mail order going on classic lectures as they come out.

The idea of producing an individual Purpose of Org cassette would actually be absorbed here: that cassette should be part of the CLASSIC CASSETTE SERIES. That cassette could then cross market the whole series by having something in the J-Card that sells the Purpose of Org series.

These individual classic cassettes will prove good donation items as well to spur additional dissemination and will be very marketable.

This handling will give Gold the most potential income from the wealth of unreleased LRH lectures.

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