

## EXECUTIVE DIRECTIVE

SO ED 6260 INT

10 May 2018

TO: ALL CLASS V ORG STAFF  
ALL SCIENTOLOGY MISSION STAFF

INFO: INT LIAISON OFFICE  
FLAG BUREAUX  
ALL CLOs AND FOLOs

FROM: MARKETING SECRETARY  
SCIENTOLOGY MEDIA PRODUCTIONS

### SCIENTOLOGY NETWORK STAFF RESPONSIBILITY FOR WATCHING

The epic launch of the Scientology Network by Chairman of the Board RTC has brought public interest and awareness of Scientology to an all time, unprecedented high. People are curious about Scientology and they want answers. The Scientology Network answers that curiosity like never before and with it, we have entered a Golden Age of Dissemination.

With this monumental advance comes the responsibility of every org and mission staff member to stay briefed on the programs airing on our channel. This is done by *watching* the Scientology Network and keeping up with all new episode premieres.

One org was found to have staff that had not watched the latest TV programs! They had not seen all episodes of *L. Ron Hubbard: In His Own Voice*, *Inside Scientology* or *Destination Scientology*, not to mention the rest of our Original Series—*Meet a Scientologist*, *Voices for Humanity* and *I Am A Scientologist*. The executives hadn't arranged a routine time to watch the Network so the staff could stay briefed each week on new episodes. Consequently, this org's public and field—and even new public coming in—were more informed than the staff!

Needless to say, this org was missing out.

Because where orgs *do* ensure their staff watch the Network and stay up-to-date, they have public inflow stats that are straight up and vertical. Since these orgs keep themselves briefed and informed, their handling of public inquiries and routing of public onto and through Introductory Services is perfect. They have all Public Division statistics off the top of the graph and in a whole new range and highest-ever numbers of new public moving onto Major Services for the first time.

Thus, it is imperative as well as *mandatory* that all Scientology staff keep themselves informed by watching all programs aired on the Scientology Network.

This issue serves to give you the information you need to do so.

#### WHEN NEW SHOWS AIR

New shows always air in Prime Time. Prime Time is the evening period when most people watch television—from 8:00pm to 11:00pm.

On the Scientology Network, Prime Time is from 8:00pm to 11:00pm Eastern Standard Time, and from 5:00pm to 8:00pm Pacific Standard Time.

Our Prime Time airings *repeat* daily at 11:00pm to 1:00am Eastern Standard Time, and at 8:00pm to 11:00pm Pacific Standard Time.

Series are scheduled throughout the week as follows:

Sundays	<i>L. Ron Hubbard: In His Own Voice</i>
Mondays	<i>Inside Scientology</i>
Tuesdays	<i>Meet a Scientologist</i>
Wednesdays	<i>Voices for Humanity</i>
Thursdays	<i>Destination Scientology</i> and <i>I Am A Scientologist</i>
Fridays	Replays of that week's new episodes, back-to-back
Saturdays	Citizens Commission on Human Rights Documentaries

A complete listing of all TV shows that have aired to date—including those that are airing soon—is attached.

You can use this to be sure you have seen everything.

### SCIENTOLOGY NETWORK LETTER

To keep all staff informed of what new episodes and premieres are scheduled, a Scientology Network Letter will announce the weekly Prime Time programming. This letter is issued to all Scientology staff.

### SCIENTOLOGY NETWORK IN IDEAL ORG CHAPELS

For staff and public showings, Apple TV is installed in every Ideal Org Chapel System internationally.

This system is set up with the Scientology Network Apple TV app, where you can watch the live channel, or *any* episode—of *every* Original Series—on demand. Once an episode has aired on the Scientology Network, it is immediately made available for video on demand playback on the Apple TV app.

This allows orgs to hold showings for staff, and for public at Graduations and all manner of events that can be organized and held per HCO PL 27 Dec. 63, THE "MAGIC" OF GOOD MANAGEMENT. This includes special premiere events, FSM briefings and even "binge-watching" and marathon showings.

### FIELD STAFF MEMBERS

FSMs also need to be kept briefed! They are your staff in the field, responsible for bringing new public in. As such they must also stay up-to-date. Include them in planned briefings and showings.

### TUNE IN CARD

The Scientology Network Tune In Card is a standard promo item that gives all the specifics on how to watch:

- DIRECTV Channel 320.
- On any computer or mobile device online at [www.scientology.tv](http://www.scientology.tv). The Scientology.tv website has a live feed of the channel as well as video on demand (VOD) where all programs that have aired to date can be watched.
- Through Scientology Network apps available on the top Internet-connected TVs such as Apple TV, Roku or Amazon Fire TV, as well as the Scientology Network mobile apps for iPhone, iPad and Android phones and tablets.

The Tune In Card is ordered from the CSI Dissemination and Distribution Center. It is kept supplied in the Public Information Center and at Reception for public to take. It is supplied to FSMs to use for selectees to assist them in disseminating. The Tune In Card is also used for public who inquire about how to watch the Scientology Network.

**SUMMARY**

The Scientology Network has changed our dissemination capabilities forever. As such, and as Scientology staff, you must keep yourself fully briefed on our programs and thus use this monumental dissemination advance to usher *every* public in your zone onto the Bridge.

MARKETING SECRETARY  
SCIENTOLOGY MEDIA PRODUCTIONS

Authorized by  
AVC INTERNATIONAL

for  
CHURCH OF SCIENTOLOGY  
INTERNATIONAL

CSI:SACVI:MKTGSECSMP:pw

## WHAT'S AIRING ON THE SCIENTOLOGY NETWORK

What follows is a complete listing of all programming which has aired to date on the Scientology Network.

### **SERIES: *L. RON HUBBARD: IN HIS OWN VOICE***

Three-part series profiling L. Ron Hubbard. Described as a man who lived 20 lifetimes in the span of one, here are his accounts, told in his own voice, of his extensive and adventurous travels as a youth that would profoundly influence and broaden his perspectives on the world, his success as a best-selling author, and his extraordinary discoveries on the subject of the human mind and spirit that would lead to his founding of Scientology, the only major religion that would emerge in the 20th century.

#### **Episodes:**

- Episode One – Trail of Discovery
- Episode Two – Life as an Author
- Episode Three – Travelogue Through Life

### **SERIES: LRH LIBRARY PRESENTS**

A series featuring L. Ron Hubbard's key observations and groundbreaking discoveries on the human mind and other timeless articles vividly brought to life and narrated from the author's own writings. Insights from the author of the best-selling book *Dianetics*, include his reflections on *What Is Greatness and Personal Integrity*. Also, learn how his deeply held conviction—that Man's accumulated wisdom must be shared for the benefit of all of humanity—led to his founding of Scientology, the world's youngest major religion.

#### **Episodes:**

- My Philosophy
- The True Story of Scientology
- Honest People Have Rights, Too
- The Third Party Law
- What is Greatness?
- Personal Integrity

### **SERIES: *INSIDE SCIENTOLOGY***

Providing an unprecedented, behind-the-scenes look into the many fascinating operations of the Church of Scientology. From an exclusive look into what happens in a typical day at a church, to a tour of a massive state-of-the-art publishing plant that sends humanitarian campaign materials to some of the most remote areas on earth, to a race against time to find the technology that will save Scientology's scripture for thousands of years, many of Scientology's most exciting endeavors are featured.

#### **Episodes:**

- Inside a Church
- Dissemination and Distribution Center
- Archival Project
- Bridge Publications
- Flag

**SERIES: *MEET A SCIENTOLOGIST***

Fascinating people on the cutting edge of art, science, sports, medicine, entertainment and more from around the world, who also happen to be Scientologists, are featured in this entertaining weekly series. This interview-driven show combines intimate and emotionally uplifting portrayals with honest discussions on how each of them propelled themselves to prominent positions in their chosen fields and the influential role Scientology played in helping them overcome the emotional and physical barriers on their way to success.

**Episodes:**

Deering Banjo  
Nick Ferguson  
Assaff Rawner  
Dr. James Speiser  
Bimota Motorcycles  
The Jive Aces  
Manooi Chandeliers  
Lynette Barry  
Carl-W. Röhrig  
Anjelica Glosup – Premieres May 15  
Greta Del Sal – Premieres May 22  
David & Vanessa Frykman – Premieres May 29  
Andrés López – Premieres June 5

**SERIES: *VOICES FOR HUMANITY***

Shining a spotlight on the people who commit themselves to a life of service to help others. From sub-Saharan Africa to Los Angeles, California and all points in-between, they are spreading the message of human rights, educating communities on the dangers of drugs, fighting psychiatric abuse and providing disaster relief. They are leaders and everyday people whose voices are making a positive impact and these are their first-hand accounts on the power of perseverance in the struggle for their cause.

**Episodes:**

Sandra & Felipe Poveda  
Meghan Fialkoff  
Reverend Leon Kelly  
Binod Sharma  
Diane Stein  
Hugo Angulo Rogel  
Minister Tony Muhammad  
Pascal Nwoga  
Beatriz Villarreal  
Tamara Batalha – Premieres May 16  
Mary Shuttleworth – Premieres May 23  
Carmen Margro – Premieres May 30  
Teddy Sichinga – Premieres June 6

### ***DESTINATION: SCIENTOLOGY***

Visit Scientology churches all around the world and discover what makes each one unique. Take an in-depth look at the impact on neighborhoods the Church of Scientology has when they open up their doors and offer their services to help the community. With the aim of contributing to the health and success of each community—from bringing together warring gangs in Los Angeles in efforts to negotiate peace, to creating dialogue between different cultures in Miami—Scientology churches often face unique and varied challenges in every city they inhabit.

**Episodes:**

Inglewood  
Tampa

### ***SERIES: I AM A SCIENTOLOGIST***

Short, uplifting profiles of Scientologists from all different walks of life and from every corner of the world. A wide array of everyday people from just about every imaginable occupation, from quirky and groundbreaking artists to super successful doctors and CEOs, give personal accounts on a wide variety of topics, from succeeding at work to raising a family. But no matter how different their careers, or how remote the distances between them, each of them credit the simple yet powerful tools of Scientology as having transformed their lives and influencing their success.

**Episodes:**

Volume #1  
Volume #2  
Volume #3  
Volume #4  
Volume #5  
Volume #6  
Volume #7  
Volume #8  
Volume #9  
Volume #10 – Premieres May 17  
Volume #11 – Premieres May 24  
Volume #12 – Premieres May 31  
Volume #13 – Premieres June 7

### **LRH TECHNOLOGY**

Programs that answer questions about Dianetics, Scientology, as well as our values.

**Films:**

Dianetics: An Introduction  
Principles of Scientology  
Scientology Tools for Life  
Scientology: The Fundamentals of Thought  
The Problems of Work  
The Way to Happiness  
Common Sense for Life

#### **4D CAMPAIGN PROGRAMS**

Films and documentaries take the messages and missions of Scientology and its social betterment campaigns and translate them to inspiring and informative television.

**Programs:**

The Story of Human Rights  
30 Rights Brought to Life  
The Truth About Drugs  
They Said, They Lied

#### **CCHR DOCUMENTARIES**

This series of documentaries uncovers the history of psychiatry; exposes psychiatric abuse; uncovers an unholy alliance between a multibillion dollar pharmaceutical industry and psychiatry, built on aggressive marketing schemes to sell drugs with toxic side-effects; and brings to light how psychiatric practices continue to damage lives today in the US military.

**Documentaries:**

Psychiatry: An Industry of Death  
The Hidden Enemy—Inside Psychiatry's Covert Agenda  
Making A Killing – The Untold Story of Psychotropic Drugging  
Marketing of Madness – Are We All Insane?  
Diagnostic Statistical Manual – Psychiatry's Deadliest Scam  
Age of Fear – Premieres May 19<sup>th</sup>

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