

This file is the content of the video at <https://youtu.be/BcFkYaaKijE> entitled "Scientology Riverside source of success by Bob Mongiello"

It is also available at <https://www.youtube.com/watch?v=Ye032xYnKZc> entitled "Scientology Riverside Mission by Bob Mongiello".

The video is 27m25s long.

This is NOT a verbatim transcript.

Anything in quotes is verbatim. Some portions not in quotes might also be verbatim:

Larger, bolded text indicates the start of a section.

Bolded (not larger) text indicates content the transcriber considers important.

REALLY important things are in red, bold.

Transcribed by Andrew Fleisher, January 2016

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0m1s

[scrolling text]

"Dedicated to the entire Riverside Mission staff"

"For all their hard work and dedication to delivering LRH technology to the world"

"The Riverside Mission was established by Bent Corydon, Mary Corydon and Bob Mongiello in 1971"

"By the time I left in 1978 we were the largest mission in the world and even larger than most orgs"

"We had over 180 staff members, hundreds of public and academy students attending class daily"

"Our income weekly was constant at \$40,000"

"The HQS, Anatomy of the Human Mind and Communication Course had over 40 new starts per week"

1m0s

[scrolling text]

## **How Riverside Mission was started**

1m7s

I was going to the Orange County Mission.

Ben and Mary Corydon were auditors there for Ray Kemp in the 70s.

They wanted to start their own mission.

I was doing a lot of organisation courses.

1m55s

In Riverside in the 70s there were a lot of people that had met Ron in the 50s. There was a big field of ARCXen (upset) Scientologists in the field so we decided that would be a good area. We set up in this little place and we thought there was a big field so we were going (unintelligible)

2m33s

"What I realized is we had to have Div 6; we had to build a Div 6 somehow."

And so that became the problem to solve.

And our first thing was to figure out how to get new people in.  
What we did at the time was body routing.  
Just go out. We had Disseminators bring people in.  
The key thing was, 'how do you get people interested in Scientology?'  
We tried advertising.

3m 6s

There was a mission called 'Davis Mission'. They were successfully bringing people in and doing really well. I think they were getting like ten people a week in on the comm course. They were doing \$10,000 a week income.  
Bent and I drove up and watched the whole setup.

3m40s

[scrolling text]

## **A complete tour of the successful actions at the Riverside Mission**

Here is the public area. Right here (to the left inside the entrance) we had a reception area.  
When public came in, they would come right to here.

4m5s

**"The thing that made Riverside the most successful and largest mission in the world was our Public Division."**

What we set up are Disseminators. We had eight to ten Disseminators.  
What they would do, is they would go out . . . the malls, anywhere.

4m30s

**Disseminators: "They would invite people to a lecture on communication. And that is all they would do; they would invite them. And they would get their phone number. And those Disseminators would go out all day and come back around 2 o'clock."**

After 2 o'clock: we had a big office where the Disseminators had phones and they would call all their appointments. Each Disseminator would get five to seven appointments a day; they would confirm them to come into the lecture. This would happen five days a week, Monday through Friday.

5m28s

**At around seven o'clock the public would come in** and be routed into this area (a room immediately behind reception which was to the left inside the front door).

**On the wall would be success stories. It was all geared around communication.**

**At 730, five nights a week, we would have a lecture.** There would be ten to fifteen brand new public every night. **The lecture was all around ARC and communication and how that would help their life.**

6m9s

**The minute the lecture was over the Disseminators would come in and talk to them, and keep them company until a Registrar spoke to them; we had Public Registrars; they were NOT Division 2 Registrars.**

We had about five Public Registrar offices.

6m34s

**"They would be signed up for only one thing; that was the Communication Course."**

In 1972 it was USD50 (= USD284 in 2015). source = <http://www.usinflationcalculator.com/>  
We sold 20 to 25 communication courses every week. That gave us our income stability.

(Analysis: If 10 to 15 people to lecture each night = 50 to 75 each week; 20 to 25 course starts = conversion rate of ~35% from lecture attendees to course starts.)

We had a book store of LRH books (in the main hallway).

## About the communication course

7m40s

At all times we had about 180 to 200 active Communication Course students.

We developed this as we went along.

When we brought new people in, the whole course room was full of people doing TRs and bullbaiting.

(Analysis: 20 to 25 sales/wk; 180 to 200 on course; therefore ~2 mo average to do comm course.)

8m25s

**Brand new people would see people bullbaiting so they would kind of freak out and they wouldn't come back. So I built a wall here so when brand new people came in, they went into another room where they did OT TR0 to a win. They would graduate out of that into the comm course. That saved a lot of blows from occurring from misunderstandings.**

As we kept developing it, we realized ways to improve things.

9h15m

We would reg them for a Life Repair, USD1500 (= USD8516 in 2015) right from the comm course. I did a Data Eval: we would do "bird dogging" = when they had a win on TR0, we would clear up the word "thetan", so they cognited they were a thetan.

10m3s

Another important thing: early on, **we thought we would remove the complicated words for new people, like "thetan" or "TRs". This was very early on. We found that people did not have wins on the course.**

10m24s

**When they came to our comm course, they got the red TRs training bulletin. LRH exactly! That was our best wins, our biggest classes. So we never changed that again.** They did a real comm course here.

10m45s

Regarding Life Repairs: I found we would sell seven Life Repairs a week. **But with only the Comm Course and Life Repair, they really didn't know what Scientology was.**

So, through Data Series evaluations and Esto Series; these were applied to make the Mission really rock.

11h29m

**We decided to give them the HQS course, The Anatomy of the Human Mind Course and TRs the Hard Way. Everybody from the Comm Course signed up for that.** It was USD350 (= USD1987 in 2015). They were not allowed to be reged for anything else but that.

Our income went from \$20,000 a week to \$40,000 a week.

12m2s

You do things on a gradient. Like we did with OT TR0, the comm course.

And once we put in the HQS, Anatomy of the Human Mind course and TRs the Hard Way, they were solid Scientologists. That was the idea. We were here to make Scientologists, not to get someone on Life Repair.

**Once we did that, we had more Life Repairs, way less blows.**

13m3s

The Anatomy of the Human Mind course, HQS course and TRs the Hard Way were each in separate course rooms, next to each other.

There were ten auditing rooms down below and more upstairs.

13m28s

That was our growth. All these rooms were filled with people.

We had 500 WDAH a week, 250 people on the Academies, at all times, the comm course had 200. This place was packed.

14m25s

The org board was the main tool that I worked on to figure out. You can have three people or a million people on the org board, that's what is fantastic about it. It is simply about deciding what products you want produced and then you build the org board back from that. You decide whose going to produce what, and what you need, what space you need, what tools you need.

15m05:

Putting the division heads/secretaries in place was a hard transformation. Because I was dealing directly with the top reg and the top supervisors and to put someone over them was a difficult thing because they had a communication line directly to me. Once I got the key players respected, I asked each one, 'Who do you get along with the most?' Not who is your best guy; maybe not the best producer, who do you communicate with the best?'. I made them the Establishment Officer for that division secretary. There was 25 or more people in each division.

16m30s

I told them to do the same thing below them.

16m38s

Once I established that, I could say 'this is what I want', and it got communicated down through everyone; the chain of communication was very 'in'.

17m20s

When I first met Bent and Mary, they were Class VIII auditors.

There was a point on the comm course where we were thinking about not using the word 'thetan' with new people so they would not get misunderstood words. It was her and Bent who said, 'no, you do not edit out the Scientology'. They referred us to the policy which states that when you take the LRH out of it, people leave in droves.

18m22s

If someone is delivering Scn properly they have crowds of people around them; the course rooms

are filled, there is always someone waiting to be audited by them. If you are looking for an auditor, or training, look for those signs.

19m28s

Bent and Mary held that in. It is the number one reason Riverside Mission grew. My tools were the Management Series, the Data Series, the Org Series.

20m9s

In the beginning there was a real enthusiasm to make Scn work. It can be done again.

20m55s

Anyone is welcome to call me if they want any references or have any questions how to build their mission.

## **The Mission when on Mulberry and Kane Street**

22m4s

Auditing rooms were four feet by seven feet (1.2 m by 2.1 m).

22m20s

The main concentration when we moved into the new building was Division 6. That gave us our signups and our new staff.

## **Transcriber realizations/ideas/comments/queries:**

When we create our premises, we need at least four separate areas:

- OT and TR0

- rest of comm course

- initial Scn courses

- advanced level Scn courses.

A fifth room might be "The Box" for TR0 BB and other potentially noisy TRs.

Perhaps HQS and Anatomy of the Human Mind course should be Div 6 courses and separate from later courses.

It is best we not sell LRH books (due to potential copyright issues), but we can sell non-LRH books (such as "Illusions" or "How to Choose Your People") and provide fliers which promote an LRH book or a chapter in an LRH book (as an "essay") and give an internet URL where it can be downloaded. This would be a "virtual bookstore".

was the 'comm course' through TR4 or through TR9?

Bob's answer: based upon a copy of the comm course emailed to me, it looks like it was only through TR 4

what sequence was the HQS, Anatomy of the Human Mind course and TRs the Hard Way delivered?

Bob's answer: the HQS course which included tr's the hardway thru 9 and once a month we gave the anatomy of the human mind course to students on the HQS course that hadn't had it yet.

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