

# THE GLOBE AND MAIL

50 Cents plus GST in Ontario; Toronto; higher outside and in boxes

Monday, April 24, 1995

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## How Scientology's message came to Allstate

### California member says training materials for managers used church's teachings

BY JOHN SAUNDERS

**The Globe and Mail**  
TORONTO — Allstate Insurance Co. of Canada appears to have fumbled its free personality test last month after word got out that its U.S. parent put managers through training sessions based on doctrines of Scientology, the California-based church with a keen sense of cash flow.

Question: Was such training done in Canada too?  
Allstate's answer: No.  
Correct answer: Yes. At least a little.

Scientology is the brainchild of the late L. Ron Hubbard, a paperback novelist who in 1950 published a theory of pop psychotherapy in Astounding Science Fiction magazine. His book *Dianetics: The Modern*

*Science of Mental Health* became a bestseller, launching a fad that Mr. Hubbard transformed into a religion that now claims adherents in 107 countries.

In Toronto, believers pay \$256 an hour for spiritual treatment with a device called an E-Meter, which is said to uncover the hurts of past lives, and hardly anyone walks a midtown block without being offered the personality test, a key Scientology marketing tool.

Allstate, one of the continent's biggest home and auto insurers, was created in the Depression of the 1930s by retail giant Sears Roebuck and Co. of Chicago and is just this year being spun off as an independent company. In the past decade, Allstate has put itself and

its agents through wrenching changes, ordering a sales force that grew up selling insurance across the counter at Sears stores into entrepreneurial battalions in the streets, especially in life insurance.

Donald Pearson used to E-Meter at Allstate, but the 47-year-old California Scientologist estimates he logged 200 days and 500,000 air miles at company expense in the late 1960s and early 1990s spreading Mr. Hubbard's copyrighted management views among Allstate sales managers.

Those views, developed to control a spreading religious empire, are marked by a no-excuses approach to productivity. In Mr. Hubbard's words: "We reward production and up statistics and penalize non-pro-

duction and down statistics. Always."

Mr. Pearson, whose consulting firm was licensed by a church affiliate, reprinted that Hubbard statement and many others in training material he used at Allstate.

"Don't get reasonable about down statistics," one document warned. "They are down because they are down. If someone was on the past, they would be up." On the other hand, an employee producing good results was not to be questioned on any grounds, including ethics.

This was not music to the ears of certain Allstate sales people, especially older agents whose feeling of job security had frayed.

Please see Training J B2

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## Training materials at Allstate included Scientology's teachings

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Some began swapping stories about what they saw as the hand of Scientology in an increasingly demanding management style.

"I get calls from agents 31 years in a business who break down in tears, crying on the phone," said Jim Sojbye, a 44-year-old Allstate agent in Isip, on New York's Long Island. "I get agents who are suicidal, okay?"

Mr. Sojbye is one of very few Allstate agents willing to speak publicly on the matter, which is not surprising. For so-called captive agents those who work exclusively for one insurance company, the basis of a comfortable income is renewal commissions, a continuing share of premiums collected each year on policies sold in the past. This flow lasts as long as they hold their jobs.

"This is why they're called captive," said James Bullock, a Toronto-area insurance man who heads the Independent Life Insurance Brokers Association of Canada, whose members, by contrast, can sell for

various companies. After 16 years on the job, he said, an agent "could have \$40,000 or \$50,000 in renewal income that's holding him captive, and the company has the right to terminate him at any time for any reason."

Mr. Pearson, reached in California, said his main role at Allstate was to conduct seminars for "front-line" managers, each responsible for 15 to 30 agents, on "how to organize your office, how to put gauges or instruments panels on your business vehicle, if you will, so you can have better feedback and be more effective in getting results. That doesn't include any abusive treatment of another human being."

As he told it, typical sessions ran half a day or less during regular training weeks at Allstate's Illinois headquarters and elsewhere. The students were gathered from the company's sales regions.

"They would be a mixture from the country — from Canada and the U.S. — so you would have somebody from Mississippi, somebody from Al-

abama, somebody from Florida, California, Arizona, Quebec, Ontario, B.C.," he said.

Some evidently liked his stuff because Allstate Canada twice implored him to give classes for managers in Toronto, he said. He does not recall the dates but added: "Gerry Roberts would know, because he's the one who brought me in at the request of his managers."

Mr. Roberts, Allstate Canada's vice-president of sales and marketing, will not discuss the matter. He refers all questions to Greg Orenham, vice-president of market services, who repeats an answer he gave last month after the Wall Street Journal published the story of

Mr. Pearson's U.S. work at Allstate. At that time, Mr. Orenham told The Globe and Mail that the Canadian subsidiary had examined Mr. Pearson's material "but it wasn't implemented here. It didn't satisfy our needs."

When asked this week about the Toronto sessions, he argued that they should not be counted as actual training but rather as part of the process of learning what Mr. Pearson had to offer.

"I'm saying that we had him up to review his material," he said. Twice? Yes.

"At no time did Allstate Canada endorse Mr. Pearson's material either officially or in any other way

for any department."  
For his part, Mr. Pearson said an important lesson for business is that "people get so into trying to be sympathetic with a person having a problem — people get so into being concerned with all of what's going on with an individual — that they don't ever look at what their production is and they lose sight of that."  
This idea is sometimes misconstrued, he said. "If you pull three four lines out of context and you only quote those lines then you certainly create an impact that is this is a ruthless approach to productivity that has no care for the individual, and that's a false statement."

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# Los Angeles Times

★ SATURDAY, MAY 6, 1995

LOS ANGELES TIMES

## Alleged Persecution of Cult Investigated

■ **Japan:** U.S. activists visit Tokyo. They're concerned about treatment of sect suspected in subway attack.

By **TERESA WATANABE**  
TIMES STAFF WRITER

**T**OKYO—Four California activists are investigating charges of religious persecution against Aum Supreme Truth, the sect suspected in a poison gas attack against subway riders here in March.

In an interview Friday, Los Angeles lawyer Barry Fisher said he and the others decided to visit after hearing that authorities had conducted mass arrests of Supreme Truth members, that sect children had been removed from their families and that officials were making allegations of mind control against the group.

These actions, and other steps taken by the government against Supreme Truth, may suggest persecution of the group, he said, adding that, even if some sect members were involved in illegal acts, it does not justify attempts to scapegoat all followers or quash the entire religion.

"How a country reacts to religious persecution is a test of basic freedoms, and Japan doesn't have a long history of fundamental freedoms," said Fisher, chairman of the American Bar Assn.'s subcommittee on religious freedom.

He arrived in Japan on Wednesday to investigate whether Supreme Truth, which adheres to Buddhist and yogic beliefs and has branches in Russia, the United States, Germany and Sri Lanka, is a legitimate religion.

He was accompanied by two Santa Barbarans—J. Gordon Melton, director of the Institute for the

Study of American Religions, and James R. Lewis, director of the Assn. of World Academics for Religious Education—and Thomas Banigan of Anver Bioscience Design Inc. in Sierra Madre.

Melton said he contacted Supreme Truth's New York office after news reports raised questions about possible persecution.

Supreme Truth agreed to pay the group's plane fare and expenses—but no other fees—and has made its officials, including spokesman Fumihiko Joyu, available for interviews.

The group plans to hold a news conference in Tokyo on Sunday to discuss its conclusions.

**A**fter a mysterious poison attack killed 12 people and afflicted more than 5,000 Tokyo subway riders March 20, police launched an intensive investigation against Supreme Truth, which is led by blind and bearded guru Shoko Asahara.

In extensive raids, police have seized more than 1,000 drums of toxic chemicals and petroleum, scoured the group's laboratory facilities and examined cartons of documents—seizing evidence which they say proves that the group made sarin, a Nazi nerve gas suspected in the attack, according to Japanese press reports.

More than 150 people have been arrested on unrelated charges, such as trespassing and possessing expired car registrations. Authorities have removed numerous sect children from their families, saying their welfare was endangered.

Japanese officials have announced that they will seek to

remove Supreme Truth's status as a religious entity, which has given them special protections and tax benefits.

Fisher said scandals taint religious groups worldwide, "but that didn't bring about a government calling for an end to a religion, and that is precisely what is being done here. There seems to be no one rallying to protect innocent individuals."

**U**nderscoring the tense climate here, two of the Californians said they were questioned by immigration authorities at Narita International Airport for more than an hour after arriving Wednesday. Although the authorities were polite, the Californians said they found it unnerving. They said they have been followed by unidentified men ever since.

Officials at their hotel, they said, have told them they may not bring guests to their room and have posted three men on their floor; at least three other unidentified men, possibly security police, have been posted in the hotel lobby. It was unclear whether these guards were protecting or spying on the group. Hotel officials declined to comment on the security.

**Times special correspondent Thomas Caldwell contributed to this report.**

Los Angeles Times

# -I went mad for a week, claims ex-cult member

ITV'S The Big Story tonight goes undercover in the Church of Scientology. And as the programme was being prepared, the Lancashire Evening Telegraph spoke to a former East Lancashire man who spent two years with the cult.

The organisation is so sensitive to publicity that during the making of The Big Story, the offices of Carlton television were picketed by members of the Church.

"There are about 10 of them outside," said a friend of Keith Nurse on Tuesday. "They were here last Friday too. Our lawyers have been very busy and the programme is being ahead as scheduled."

Reporter Alf Davies infiltrated the Poole Mission in Dorset, and, according to the programme makers, "reveals the high pressure selling techniques and mind control methods which have been used to persuade some clients to part with £35,000 in two months."

Davies was recruited into the elite Sea Corps which is mission "is to convert the planet to scientology" says the programme.

The cult formed by American L Ron Hubbard was branded as "corrupt, sinister and dangerous" by Mr Justice Ladd in the High Court in 1984. And despite numerous public calls for something to be done about the organisation, the Big Story says still no action has been taken.

• The programme goes out on ITV at 7.30pm.



L RON HUBBARD: CULT founder

# Victim in the grip of 'mind control'

are ex-Scientology members putting the past two years behind him.

David, originally from East Lancashire, eventually ended up at Ticehurst in Sussex where he was cared for by Dr Gordon Turnbull, who was responsible for interpreting people such as Terry O'Donnell and other victims of traumas. But he is looking forward to protection.

David is not his real name, we have changed his identity for his own protection.

**OUTWARDLY, David looks like any other student.** He wears a well worn T shirt and jeans, and the only indication of his nightmare past is of his nervous habit he has of constantly running his hand through his hair.

But just over 12 months ago he was lying in a hospital bed in traction, his pelvis shattered and an optic nerve damaged.

He had survived an attempt to throw himself under a train. Today he can remember bits surrounding the event and he sanely says: "I went mad for a week."

The reason for his madness he claims is the Church of Scientology, and their techniques.

## Harass

David spent two years within the cult organisation which calls itself a religion yet has been outlawed in several countries.

It is the first time David has spoken publicly about his ordeal.

"I have not spoken until now because of fear of personal and family harassment," he said.

He is also worried about personal counselling files from the Church being used against him.

"I do not know 100 per cent if this would happen, but I have heard about it happening," he added.

David was a carefree teenager living in London. He admits to having used drugs. He was working as a windscreens

But at the end of the courses, he says he failed the grade demanded by the Church and was told he would have to shell out more money to continue.

It was then David went "mad for a week". His father had visited him and realised something was wrong. "He was chain smoking" but he left him in London, expecting to see him shortly.

But the next time he saw him was in hospital after he had tried to jump under a train. He had been hit by the front of the train and amazingly ended up between the tracks.

It was a knock on the head that was to bring him to his senses, although at first he was quite prepared to go back to the Church.

"In my experience it was mind control. I was in a dissociated state. In my opinion it was all coerced or programmed. I lost reality completely," he said.

But still he couldn't escape the clutches of the church whose

## Wrong

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Col 1

## New pressure group under fire from cult

A NEW pressure group calling for government action to raise public awareness of cults has come under fire from the Church of Scientology.

Founders of Families Under Scientology Stress (Fuss) say that in the few weeks it has been formed it has been amazed at how many people have come forward from all parts of the country pledging support.

A group spokesman said: "Most of our supporters have been through difficulties of having a family member in Scientology and it is not an experience we would wish on anyone. We are determined the general public should be warned."

Fuss wants government action on clarification, education and regulation particularly in relation to Scientology.

The spokesman said: "We want the Government to clarify the position of Scientology's religious status. At law is it a recognised religion or not? Under prison service rules it is a non-permitted religion."

By Cathy Buss

"We want education in schools, colleges and universities so people are aware of recruitment techniques used by cults."

"We are also asking for fair, reasonable and effective regulation through a Psychological Practices Act that would protect the public from dangerous 'therapies'. With over 500 cults in Britain, many practising mind control, do we have to wait for our own Waco before regulation is in place?"

### Summonses

Scientology spokesman Greg Ryerson, based at the cult's Saint Hill headquarters, dismissed Fuss as a "made for television group".

His comments came as a half-hour programme investigating the Church of Scientology was due to be screened on Independent Television channels yesterday (Thursday) evening.

On Tuesday the Church of Scientology issued summonses against Twenty Twenty Television — which makes Carlton's *The Big Story* — executive producer Claudia Milne and reporter Alison Braund.

The private prosecutions allege they obtained services by deception, contrary to section one of

**'We want the Government to clarify the position of Scientology's religious status. At law is it a recognised religion or not?'**

the Theft Act. As the East Grinstead Courier went to press producer Claudia Milne said: "We are obviously seeking to have these summonses quashed. This attempt to interfere with free speech is a serious threat to journalism."

Mr Ryerson said: "This group Fuss is riding on the back of this television programme to give publicity for the show."

● The Church of Scientology is currently threatening legal action against a Tonbridge man who it claims conspired to "injure and defame" the cult.

Richard Price sought help from a support group in a bid to get his sister out after she became a member of the cult five years ago. Mr Price also spoke to a researcher from *The Big Story*, and he claims that he and his wife are now suffering from harassment and intimidation.

16 JULY 1995

## Scientology film team targeted by vandals

David Harrison

STAFF AT a television company embroiled in a legal battle with the Church of Scientology have had cars vandalised and a mobile phone 'cloned' and used to run up a huge bill.

Staff at Twenty Twenty, an independent production company, believe they are being harassed by Scientologists over their investigation into the church's activities, broadcast on Carlton TV's *The Big Story* last Thursday.

Windscreens and lights of three cars belonging to Twenty Twenty employees were smashed shortly before the programme was shown. A fourth car, which did not belong to a company employee, was also vandalised.

The vehicles were parked near the company's offices in Camden, north London. 'It looked like a baseball bat job,' said Claudia Milne, the programme's executive producer. The 'cloned' phone belonged to Alison Braund, the reporter who attended a course at the church's headquarters at East Grinstead, West Sussex, last month.

Police are investigating and have not ruled out a connection with the Church of Scientology.

The church has issued writs against Twenty Twenty, Carlton, producer Simon Berthon, Ms Milne and Ms Braund. It alleges that they tried to obtain services by deception. Lawyers for Carlton are attempting to have the summonses, due to be heard on 28 July, overturned.

Margaret Reese, the church's UK director of public affairs, said suggestions that scientologists were behind the vandalism and the phone cloning were ridiculous.

OBSERVER

UK

16/7/95

## Ontario faces cuts

Continued from page 1

balancing the budget, Moore said. The Tories have pledged to wipe out the deficit by fiscal 2001.

Moore said that while Ontario is playing catch-up with most other provinces in restoring fiscal balance, Eves' statement will be watched closely across the country.

"Every province's lessons are important for all the other provinces," he said.

Moreover, Harris's pledge to reduce income tax rates by 30%

ward smokers. The ban will take effect by April 1998, in line with the ban on smoking in all federal buildings, said Correctional Services spokesman John

Indoremalen. New prisons opening before then will likely be smoke-free from the start,

Indoremalen said. He said more health-conscious prisoners are requesting non-smoking cells in federal prisons. About a quarter of 14,500 federal prisoners share person cells. "Basically what is occurring inside is a reflection of what is happening outside,"

Indoremalen said. "We don't just allow somebody in there. We ask them if they want smoking or non-smoking." New Brunswick tried to ban smoking in its provincial jails in 1989, but rescinded the ban after tests from prisoners. Alberta is looking at banning smoking in prisons.

### Surge in flesh-eating disease seen

Researchers in Ontario are stunned by the recent surge in cases of the so-called flesh-eating disease, a trend that is also

## World News

### Mandela likely to visit Canada

Nelson Mandela is likely to pay his first visit to Canada as South Africa's president within the next few months, an embassy official said yesterday. "He's been invited and we're hoping for a visit later this year," said the official. Chris Botha, noting that it would be most logical to come in late October, around the celebrations of the 50th anniversary of the United Nations in New York. Mandela visited Canada in 1990 as part of a world tour after his release from prison. At that time he was granted the rare privilege of addressing a joint session of the House of Commons and Senate. Canada was among the first western allies to apply anti-apartheid sanctions on South Africa.

### CANADA

#### Latimer appealing to Supreme Court

and distribution. Pecchiariich was also ordered to undergo psychiatric assessment and treatment for committing what a detective called "one of the crimes of the future."

#### Court upholds libel suit against Scientology

The Supreme Court upheld a \$1.6-million libel award against the Church of Scientology yesterday in a case that saw writers and news organizations siding with the church. Casey Hill, a former Ontario prosecutor, sued the Church of Scientology for accusing him of acting improperly in connection with a raid on church offices in Toronto in 1983. Journalists, writers and newspaper groups pressing for free speech had backed the church in arguing for laxer rules on defamation, but the court upheld the \$1.6 million award in favor of Hill. It is believed to be the largest libel award ever made in Canada.

### UNITED STATES

Tobacco and Firearms and the FBI during the 51-day siege that ended in a fire on April 19, 1993, that killed about 80 cult members.

#### Amendment would protect U.S. flag

A constitutional amendment to ban burning or other desecration of the U.S. flag was approved by the Senate judiciary committee yesterday, by a vote of 12-6. The amendment passed the House of Representatives, 312-120 on June 28. If it also gets a two-thirds majority in the Senate — 67 senators if all 100 vote — it will go into effect.

increase is the marketing practices of the cigarette and tobacco industry, particularly the very rapid increase in promotions."

#### Remains of B-24 bomber crew found

U.S. experts have found the remains of the crew of an American B-24 bomber that crashed in the Amazon jungle 51 years ago, the U.S. embassy in Brazil said yesterday. The remains of the 10 men, more than 10,000 bone fragments and 77 teeth, were found by a forensic team from the armed forces' Central Identification Laboratory in Hawaii, the embassy said in a statement. The team also found the crew's identification tags, some belt buckles and the remains of leather flight jackets at the site in northeastern Brazil where the plane crashed on April 11, 1944. The four-engine plane disappeared during a flight from Trinidad to the city of Belem, Brazil.

### INTERNATIONAL

no proof against Carlos Salinas, and that is false," Reforma quoted Rodriguez as saying. "Raul Salinas was the executing arm of Carlos Salinas . . ."

#### Serbs await surrender, U.S. urges strikes

A deadline set by Serb forces for talks on a surrender of the Muslim enclave of Zepa passed yesterday as Washington called for air strikes against the Serbs to halt more attacks on UN "safe areas." A UN spokesman in Sarajevo said Serb army commander Gen. Ratko Mladic was losing patience and

#### Iraq gives UN deadline on sanctions

Iraq, its patience running out on sanctions, has said that it will halt co-operation with the UN Special Commission, which oversees Iraqi compliance with 1991 Gulf War cease fire demands, if it did not end its mission in the country by the end of August. "Work with UNSCOM cannot continue without a clear attitude. The commission has to finish its work as quickly as possible and within a time limit not exceeding the end of August," state-run newspapers quoted Iraqi Foreign Minister Mohammed Saeed al-Sahaf as saying yesterday. UN officials in Baghdad declined comment on Sahaf's remarks in which he also demanded UNSCOM submit a report to the Security Council by the end of August, giving Iraq a clean slate and clearing the way for it to resume oil exports.

#### Researchers link diabetes and virus

British researchers say they have