

DRAFT #5

COVER CRITERIA

Lovingly submitted by
Mo Siegel and M. Seklemian
to
The Executive Committee of The Urantia Brotherhood

Special Thanks to Dr. Meredith Sprunger, Larry Mullins,
Harry McMullan, and Carolyn Kendall for their help in writing,
editing, and providing good ideas.

BACKGROUND

The Triennial Delegate Assembly of the Urantia Brotherhood passed a resolution in July, 1982 that states:

"WHEREAS, the dust jacket of any book is a critical factor in the book's acceptance by purchasers, generating as it does the first impression; and

"WHEREAS, the rear dust jacket represents a good opportunity to convey the spiritual message of the Heavenly Father's love for His earthly children with which the Urantia Book is primarily concerned;

"THEREFORE, BE IT RESOLVED That the President of Urantia Brotherhood request Urantia Foundation to consider rewriting the copy of the rear dust accordingly.

OBJECTIVE:

Redesign the Urantia Book dustcover to meet the needs of the Triennial Resolution in a way that is acceptable to the the Urantia Brotherhood Executive Committee, the Urantia Foundation, and our unseen friends.

NECESSARY CRITERIA TO MEET THE OBJECTIVE:

The dustcover's main function is to introduce new readers to the book. The confirmed readers are not interested in the material printed on the dustcover to keep their interest. Therefore, the dustcover has been designed to inform, intrigue, and inspire new readers and first-time observers.

The following criteria ^{were} used in designing the new cover:

1. The cover must project an overall visual impression of dignity, quality, tastefulness and beauty.
2. The cover should not look like an unrelated departure from our current cover.
3. The cover should quickly interest new readers but not compromise the literary style of the Revelation or become a billboard of 20th Century commercialism.
4. The dustcover must be inspirational and designed in such a way that, if the first-time lookers don't buy the book, their lives will have been made better by reading the cover.
5. The cover should clearly and quickly communicate to the prospects answers to the following questions:

What is this book?

What is this book about?

What is the book's general philosophical, scientific, and spiritual "flavor?"

Is the book of any value to me?

Is its philosophy applicable to my everyday needs and problems?

Is its content comprehensible?

Does the book offer relevant answers to the problems facing humankind today?

6. The cover should clearly present that the Urantia Book is not merely a rephrasing of old information. It must convey that the book is providing new answers to the human quest for God and eternity. The very fact that we use the words "thought adjusters" is good. It is a powerful curiosity arouser. We can't forget it touches that person's thought adjuster. The same goes for using the words "mansion worlds." These concepts are very enticing. They ring the chords of the reality response.
7. Wherever possible, the cover should direct new readers to different parts of the book to show its diversity and usability.
8. The cover should be designed in such a way that it won't be outdated within the next decade.

STRATEGY TO ACCOMPLISH THE OBJECTIVE:

1. Redesign the front cover and spine to be more communicative, dignified, and easily spotted on the shelf.
2. Ask and answer 12 of the most important questions confronting mankind, on the back cover and inside flaps, to intrigue, inspire, and guide potential readers. The question format is deemed the best because it attracts those searching for answers in their lives.
 - a. Whenever possible, use direct quotes from the book that answer the questions.
 - b. Whenever possible, direct attention to paragraphs, pages, papers, and parts of the book for further references so as to help familiarize new readers with the large book.
 - c. If direct quotes are not the best technique to answer the question, always follow the literary style of the book.

ISSUES YET TO BE RESOLVED:

1. How many books are boxed and ready for shipment with the old cover?
2. How many old covers are in inventory but not on books?
3. What is the cost to throw away old inventory?
4. When could the new covers be put on the book?
5. How can we best work with the Urantia Foundation to get their input and agreement?
6. Should we get rid of the shrink wrap? (It is our opinion that the shrink wrap hurts our book sales and we would get rid of it today.)

TIMETABLE:

DEADLINE DATES:

- Mail written copy draft #5 to the Executive Committee by 3/23/83.
- Provide draft #5 to Art Department for layout 3/23/83.
- Inspect new layout 4/4/83; mail to Carolyn.
- Executive Committee mails comments back to Carolyn Kendall 4/6/83.
- Comments back to Mo Siegel from Carolyn 4/11/83.
- Sek/Mo rewrite 4/11/83 through 4/24/83.
- Final agreement between Mo and Sek 4/25/83.
- Final agreement between Carolyn on writing and art 5/2/83.
- Resubmit to Art Department for final draft 5/2/83.
- Mail final draft to Carolyn 5/16/83.
- Present to the Urantia Foundation 6/83.
- Rework 7/83.
- Resolution with Foundation 8/83.
- Final camera-ready design 9/83.
- New covers on all books 1/84.

FRONT COVER:

Comments to the art department:

Test size of the concentric circles. Keep in mind that the dignity of the cover is very important. The circles are a must.

Type face: Use a classic face like Baskerville, Times Roman, Berling, or Old Face. Use your imagination, but understand that this is a classic religious book and the type should reflect the dignity and not be outdated soon.

Words:

THE URANTIA BOOK ... primary emphasis--please try different type styles.

Secondary emphasis: --feature in large type:

The Fifth Epochal Revelation to our Planet, Urantia; including the origin, history and destiny of the universes, of our world, of humankind, and the entire life and teachings of Jesus.

Tertiary emphasis: --Smaller type from the secondary emphasis

"There is in the mind of God a plan which embraces every creature of all his vast domains, and this plan is an eternal purpose of boundless opportunity, unlimited progress, and endless life. And the infinite treasures of such a matchless career are yours for the striving!" p.365

SPINE:

Primary emphasis: THE URANTIA BOOK (made larger than what now appears.)

Subtitle: An Epochal Revelation

Then:...Concentric circles...(made larger than what now appears approx. 3/4 diameter.)

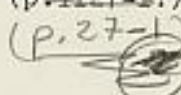
Then:...URANTIA FOUNDATION

BACK COVER:

TWELVE PERPLEXING QUESTIONS ANSWERED ACCURATELY BY THE URANTIA BOOK:

①. Does God exist?

P21
Bib
"The existence of God can never be proved by scientific experiment or by the pure reason of logical deduction. God can be realized only in the realms of human experience; ..." (p.24-25) "The God of universal love unfailingly manifests Himself to everyone of his creatures up to the fullness of that creature's capacity to spiritually grasp the qualities of truth, beauty and goodness." (p.1127-1?)

(p.27-1)


- * "God...is the secret of the order, plan, and purpose of the whole creation of things and beings...." (p. 1126-2) Read pages 21 through 72. (97 words)

Perhaps instead of this, the first 2 sentences of page #1

2. Is there life after death?

who have manifested

The role of faith

Yes. Jesus, while on earth, spoke of the "many mansions in the Father's universe." After death, those who manifested even "the faintest flicker of faith" will be resurrected on the mansion worlds to start a progressive and endless career to find God and reach Paradise. Eternal survival is wholly dependent on the choosing of the mortal mind, and limitations of intellect, education, culture, or impoverishment of social status cannot block the believing mortal from eternal life. The divine spirit within works for the individual's survival. Read pages 530; 1733-5; 69-5; 1953-4; 1206-1 (90 words)

3. Why does God permit evil?

The role of evolution - two spaces perfect

Option 1:

2

God is love and never the source of evil. In his wise, fatherly plan for mankind, He gives us the divine privilege of shaping our destiny through free-will decisions. Choice allows man the opportunity of making wrong and destructive decisions. Evil is error, immaturity, and the distorting influence of ignorance, but it is not potentially suicidal unless it is exalted into sin by knowingly and willingly choosing that which is clearly contrary to the will of God. Such misadaptations cause individual and social suffering but also can be ancestral to much experiential wisdom. Life is a university of learning in which all things work for good for those who seek to do the will of God. Read pages 1661-5; 1429-1,2; 1457-2; 2076-3,4; 601 through 620. (131 words)

Option 2:

2

God is love and could have created a perfect world, free of evil, self-admiration, unfairness, and falsehood. But it is God's purpose to make this brief life an exercise in free will, to give us choice between good and evil, truth and untruth, selfishness and selflessness. How we respond to these experiences is a profound test of our faith and goodness. "Kingdom believers should possess an implicit faith, a whole-souled belief, in the certain triumph of righteousness. ..." (p. 1739-8) "...Jesus instructed...to overcome evil with good--the positive and righteous method." (p. 1770-5) Read pages 1661-5; 1429-1,2; 1739-1; 1457-2; 2076-3,4; 601 through 620 (104 words)

Option 3:

God could easily have created a perfect world, free of evil, sickness, accidents and pain. But it is God's purpose to make this brief life on Urantia an exercise in human free will, to choose between good and evil, to face suffering with fortitude, to meet tragedy and undergo death. How we respond to these experiences is a profound test of faith. In our loving Father's supernal wisdom, these lessons in good and evil are essential steps in the development of those personalities who are destined to serve God's eternal purposes. Read pages 1661-5; 1429-1,2; 1739-1; 1457-2; 2076-3,4; 601 through 620. (105 words)

4. Why is there a conflict between religion, science and philosophy?

Option 1:

There should be no conflict. The Urantia book traces the 4-billion-year history of this planet and shows that science is not in conflict with the true religion of Jesus. Science is the discovery and verification of the world of facts; philosophy structures and evaluates meanings; and religion is the intuitive experience of values. "...Science yields knowledge; religion yields happiness; philosophy yields unity;..." (p.1106-8) When we properly understand the relationships among facts, meanings, and values, we perceive reality as an integrated whole. "...True science can have no lasting quarrel with true religion." (p.2078-5) (92 words)

Option 2:

There is no conflict. The Urantia Book traces the 4-billion-year history of this planet, age by age, and shows that the sciences of evolution, cosmology, and anthropology are not in conflict with the true religion of Jesus. "Science yields knowledge; religion yields happiness; philosophy yields unity;..." (p.1106-8) "...True science can have no lasting quarrel with true religion. ..." (p.2078-5) Read 2094-2,3; 1110-5;

5. What was the purpose of Jesus' life:

Jesus came to our world to bring us a fuller revelation of God the Father, to acquire a first-hand experience of mortal existence, and illuminate the way of salvation. His life among us is an inspiration for religious living, and his gospel liberates man from spiritual bondage in the knowledge that we are sons and daughters of God. Jesus "...unifies life, ennobles character, and simplifies experience. He enters the human mind to elevate, transform, and transfigure it. It is literally true: 'If any man has Christ Jesus within him, he is a new creature; ...'" (p.1103-7) Read Part IV, pages 1323 through 2097; see pages 1925-5; 1750-3; 1541-1; 1407-2; 2089-1; 1425-6. (120 words)

Front inside flap:

6. Why is family life important?

awkward
Marriage, the ^{best word} basis of home-building, is the highest manifestation of that antagonistic cooperation between men and women which can produce the greatest human achievement: a good family. (See page 938-5.) Family life is the cornerstone of civilization, and its success is directly responsible for the quality of life in the society, the nation, and the world. Family life is efficient and gratifying living, teaching parents and children those vital lessons of patience, altruism, tolerance, and forbearance, which are so essential to the realization of peace and stability of all human relations. Read pages 913 through 943. (103 words)

7. Is there intelligent life in the universe?

See p 21 + 2 - The myriads
We are not alone! We live in a vast and far-flung universe filled with various orders of intelligent and friendly beings. The immensity of the universe creation is utterly beyond the grasp of finite imagination, but there is much we can learn about the plan and arrangement, the physical organization and marvelous administration of the seven superuniverses of time and the central universe of eternity. Read Part I: The Central and Superuniverses, pages 21 through 354; see Part II: The Local Universe, pages 357 through 648. (92 words)

Where is God
8. Does God dwell within me?

Although the Universal Father is personally resident on Paradise, he is also actually present in the minds of his countless children of time, for he indwells them as the Thought Adjuster. It is the Adjuster, an absolute fragment of the infinite God within, who creates that unquenchable yearning and incessant longing to be like God. The Adjuster is man's infallible cosmic compass, always and unerringly pointing the soul Godward. The Adjuster is man's eternity possibility, a loving spirit hope that is the safe and sure guide through the dark and uncertain maze of our short earthly career. *And* "Adjusters never fail." (p.1206) Read pages 1176 through 1224. (113 words)

BACK INSIDE FLAP:

9. Does God hear and answer prayers?

Our Heavenly Father hears our prayers, but in His divine wisdom He answers in terms of our true spiritual needs. Words are not important in prayer. God responds only to the sincere attitudes of the mind and soul. Prayer is not a technique to escape life's difficulties, but a way in which we can learn to face conflict and suffering meaningfully and courageously. Prayer expands insight, expresses thanksgiving, and declares faith. Read pages 1102-5; 1618-6; 1616; 84, 85; 994 through 1102. (88 words)

the challenges + conflicts of life

10. Are men and women equal?

The Urantia Book clarifies that in God's sight women and men are totally equal. There is no preferential sex, race, color, or creed. A planet has not "emerged from barbarism so long as one sex seeks to tyrannize over the other." (p. 564-6) 1678-1; 2065-2. (51 words)

God is no respecter of persons 27:2

11. Will we meet our friends and loved ones again?

After rebirth on the mansion worlds, everything in our mental life which was worthwhile and had survival value is retained as a part of our personal memory. Relationships between personalities have value and will persist. We will know and be known, remember and be remembered, by our associates from our short but intriguing life on earth. Shortly after arrival on the mansion worlds, we will be able to consult the registry and call upon our loved ones and other earth friends who may have preceded us to these worlds. Read pages 1225 through 1240; 530 through 558. (108 words)

12. How did life begin on this planet?

550,000,000 years ago, in cooperation with spiritual powers and superphysical forces, life was organized and initiated in the original life patterns of this world and planted in the three hospitable waters locations of Eurasia-Africa, Australia, and Greenland. Life then evolved from the primitive marine vegetable stage through the mammalian era when suddenly, through the process of spontaneous evolution, the first two human beings were born from primate parents. "From the year A.D. 1934 back to the birth of the first two human beings is just 993,419 years." (p.707-8) Read Part III, The History of Urantia, page 651 to 1310. (100 words)

in the oceans - explain location about the original high continent

good creature