

copy to
MTR

September 30, 1973

Dear Christy:

Here are some of the arguments/reasonings which I have employed in restraining our more unthinking, overzealous, and even unbalanced west coast Urantia enthusiasts--particularly those who complain about a lack of mass advertising for the book and that the movement is growing too slowly. The following lines of thought support the policy of slower, more well-planned evolutionary growth of the Urantia movement, as advocated by headquarters:

1. If a lone individual attempts to reprint or publicize the book, he is overstepping his legal bounds; The book is copyrighted and the name Urantia is trademarked. The Urantia Foundation and the Urantia Foundation alone can make the lawful decision to publicize it. For a single reader or unauthorized group of readers to do so would be akin to one individual U.S. citizen deciding without authorization that he will make foreign policy for the entire United States government.

When and if such a "publicity campaign" should ever be initiated, it would have to be carried forth in an organized fashion, wisely, and by the authority of the Urantia Foundation itself, the only group legally entitled to do so.

2. We must further remember that this book is for the world. Some publicity techniques which might seem acceptable to many in the U.S. could be shocking to many Europeans and Asians. The Urantia Foundation is charged with the responsibility of safeguarding this book for the entire world, and the peoples of one culture have no right to present or publicize this revelation in a fashion which unwittingly might jepordize the acceptance of the book in other cultures. U.S. corporations which market internationally have discovered--sometimes painfully--that it is necessary to maintain such a global perspective in their commercial advertising. When and if any such "publicity-oriented" decisions would be made, they would be made by Chicago headquarters and would take into account the entire world.

This is a planet where everything from Time magazine to the Reader's Digest are published in foreign editions; news flashes around the globe by short wave and satellite as never before. I believe that one single misguided person could sufficiently besmirch the image of the Urantia book both domestically and abroad by his perhaps well-intentioned efforts to publicize it that enormous damage could be suffered by the Urantia movement. If one doubts the ability or capability of a single individual to

acquire such global publicity, he need only reflect on the international press coverage so recently accorded such a personality as Professor Timothy Leary, "the high priest of L.S.D."

3. My personal polls of Urantians, taken at various Society meetings, indicate that only about 10% of those individuals who have been selectively introduced to the Urantia book by others have become students of it. 90 per cent have been either indifferent to the book or vigorously rejectful of it. Mass advertising could not possibly gain a better ratio of acceptance than have these more selective personal introductions--approximately 10 per cent success, 90 per cent either failure or rejection. Therefore, a mass advertising presentation of the book would at present mobilize enormously more antagonism to the book than support! Furthermore, considerable time is required to study the 2097 pages of the Urantia book well enough to know them thoroughly enough to defend them effectively. Thus, many years of the quiet mobilizing of many Urantia supporters will be needed. Chicago headquarters desires that thousands of small study groups and societies be formed; at present there are only a scattered few.

4. The present policy regarding extension of the Urantia movement emphasizes placement in libraries and bookstores, as well as introduction of the book by individuals. Consider this mathematical analysis: If there were only 100 students of the book today, and if each person who reads the Urantia book introduced it to only one other person per year, and if each of them in turn introduced the book to only one other person per year, within 30 years every man, woman, and child on earth would have been personally introduced to the Urantia book...and that takes into consideration the fact that global population may reach 7 billion by the year 2000.

The book teaches that "Over-rapid growth is suicidal." Yet consider the rapidity with which the growth of the Urantia movement theoretically--and I emphasize theoretically--could take place by personal introduction alone...even without mass advertising! The foregoing, needless to say, is only a mathematical formula of expansion, and does not take into account such important variables as geographic, educational, linguistic and cultural differences among the peoples of this planet. But it nevertheless does vividly portray the effectiveness of individual, personal, introduction alone.

5. Finally, some will seek to employ the Urantia book for selfish purposes. Several people already, in years past, have desired to "take over" the Urantia movement for purposes of their own self-aggrandizement...therefore, the strictness and seriousness with which the Urantia Foundation views its responsibility for planning the sane and orderly development of the Urantia movement should be clearly comprehensible to all reflective individuals.

Fringe groups, cults, and sects, too, will attempt to exploit the book for their own purposes. There is therefore good reason for the strict legal protections and policies instituted and sustained by the Foundation. I support them wholeheartedly.

Vern Bennom Grimsley